



THE CITY OF  
**NOVATO**  
CALIFORNIA

**RECREATION, CULTURAL AND COMMUNITY SERVICES  
ADVISORY COMMISSION**

**NOVATO CITY HALL  
COUNCIL ROOM  
901 SHERMAN AVENUE**

September 14, 2017

7:00 p.m.

**AGENDA**

922 Machin Avenue  
Novato, CA 94945  
415/899-8900  
FAX 415/899-8213  
[www.novato.org](http://www.novato.org)

Mayor

Denise Athas

Mayor Pro Tem

Josh Fryday

Councilmembers

Pam Drew

Pat Eklund

Eric Lucan

City Manager

Regan M. Candelario

**A. ROLL CALL**

Vice Chair Nancy Weber

Commissioner Paula Neese

Commissioner Gerald Styx

Commissioner Suzanne Crow

Commissioner Ryan Bartling

Commissioner Rene Pouteau

Commissioner Dennis Bentley

Welcome new Commissioners!

**B. APPROVAL OF AGENDA**

**C. APPROVAL OF MINUTES**

1. August 10, 2017.

**D. PUBLIC COMMENT**

**E. READER BOARD INFORMATION**

1. Various Program Fliers

**F. PRESENTATIONS**

1. Athletics Presentation – Recreation Specialist Greg Canfield

**G. OLD BUSINESS**

There are no Old Business items.

*\*In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact Lori Simpkins at 899-8975. Notification at least 72 hours prior to the meeting will enable the City to make reasonable arrangements to help ensure accessibility to this meeting. The Novato City Hall Council Chambers offers a loop system for the hearing impaired.*

**H. NEW BUSINESS**

1. Marin Museum of Contemporary Art (MOCA) Public Art Proposal  
*Approve the request for public art funds in the amount of \$5,000.*

**I. REPORTS/INFORMATION**

1. Director's Report
2. CIP Project Updates
3. Upcoming City Council Items
4. Media Articles - Comments from the Director/Commission.

**J. COMMISSION REPORTS/COMMENTS**

1. Commission Comments/Reports.
  1. Chair and Vice Chair Nominations.
2. Upcoming Community Events:
  - 9/16 – Family Fun Performance Night – Kenn Adams' Adventure Theater
  - 9/24 – Sundays on Sherman
  - 10/7 – Family Fun Performance Night – Mike Della Penna
  - 10/21 – “Spooky” Movie at the Pocket Park
  - 11/4 – Family Fun Performance Night – Musical Robot

**K. SCHEDULE NEXT MEETING**

November 9, 2017.

**L. ADJOURNMENT**



**NOVATO RECREATION, CULTURAL AND COMMUNITY SERVICES COMMISSION**

**MINUTES**

August 10, 2017  
7:00 p.m.

Novato City Hall\*  
Council Chambers  
901 Sherman Avenue

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**A. ROLL CALL**

Chair Caye called the meeting to order at 7:09 p.m.

Commissioners present: Caye, Neese, Weber, Crow, Bartling, Styx

Commissioners absent: None

Also present: Interim Director Kevin Conklin,  
Recreation Manager Liz Tran, Public  
Works Director Russ Thompson,  
Recording Secretary Lori Simpkins

**B. APPROVAL OF AGENDA**

**MOTION/SECOND, COMMISSIONERS WEBER/CROW, TO APPROVE THE AGENDA.**

**MOTION CARRIED 6-0.**

**C. APPROVAL OF MINUTES**

1. May 25, 2017. Commissioner Weber, under H. New Business, 1. Hamilton Art Project, requested to replace the last sentence in the first paragraph with “They are requesting \$15,000 from the City to complete a new phase for an adjacent area.”

Also, page 4, fifth paragraph, correct a spelling error, and change the last sentence of that paragraph to read “She is hopeful that the planning and process of the community garden project on the Lieb property will move quickly.”

**MOTION/SECOND, COMMISSIONERS WEBER/CROW, TO APPROVE THE MINUTES WITH CHANGES.**

**MOTION CARRIED 6-0.**

**D. PUBLIC COMMENT**

There was no Public Comments.

**E. READER BOARD INFORMTION**

1. Various Program Fliers.

**F. PRESENTIONS**

1. Novato Gymnastics Center Update - Recreation Supervisor Perry Siu. Mr. Siu gave a PowerPoint presentation highlighting preschool, boys and girls, advance gymnastics and team programs. They are seeing participants that have gone through the program come back to become instructors. They also host gymnastics competitions with brings over 1,000 gymnasts to Novato.

The commissioners congratulated Mr. Siu and staff on a wonderful facility and program.

**G. OLD BUSINESS**

There were no Old Business items.

**H. NEW BUSINESS**

1. Public Art Proposal for Redwood and Grant Transit Improvement Project. Mr. Russ Thompson, City Public Works Director, gave a brief description of the project. He passed a sample of the etched glass to the commissioners. Marin Transit is asking to approve this art project in lieu of the Public Art requirement. He introduced Adrienne Taylor, with Marin Transit, and Ron Kappe, architect of the project.

Ms. Taylor gave a PowerPoint presentation on the etched glass panels for the Transit hub. She then answered commissioners' questions. The in lieu fee is estimated to be \$14,200. Commissioner Weber suggested installing a small plaque explaining the design of the panels, hopefully with little added cost.

**MOTION/SECOND, COMMISSIONERS CROW/NEESE, TO RECOMMEND TO CITY COUNCIL THAT THEY ACCEPT THIS PROJECT AS IN LIEU OF THE PUBLIC ART FEE.**

**MOTION CARRIED 6-0.**

2. Permanent Outdoor Chess Table Installation in Downtown Novato. Mr. Thompson gave a PowerPoint presentation on the details of the project. The Rotary of Ignacio have donated \$2,500 for an outdoor chess table for public use at the corner of Grant and Sherman Avenues. The complete cost of the higher end table and seats would be

\$3,870. He would like to request that the Public Art fund cover the difference of \$1,370, or they could ask Rotary to cover the full cost.

The Commission suggested going back to Rotary later to request a second table and seats, to be placed on the west side of Grant Avenue.

**MOTION/SECOND, COMMISSIONERS WEBER/NEESE, TO RECOMMEND TO CITY COUNCIL TO INSTALL THE OUTDOOR CHESS TABLE AND STOOLS AT THE CORNER OF GRANT AND SHERMAN AVENUES, AND PURCHASING THE DARK KNIGHT PEDESTAL USING THE PUBLIC ART FUNDS.**

**MOTION CARRIED 6-0.**

## **I. REPORTS/INFORMATION**

1. CIP Project Updates. Mr. Thompson gave a CIP Projects Update. City Council approved \$125,000 towards park improvements.
  - Bahia Mini Park: had an issue with the contractor and had to hire a new contractor who is completing the project.
  - Parks Projects at Amphitheater, Hoog, Pioneer parks spruce ups.
  - Hill Recreation Area Project: staff is working on the EIR document and getting into final design. Council wants to build the project in one phase. Staff is looking into the costs of doing that. They hope to go out to bid early next year. The final amount approved is \$6 - \$7 million.
  - Dogbone Meadow Park: He stated they are almost ready to go to bid. The project is more expensive than estimated. On issue the amount of turf, which is very expensive. When they get the final cost estimates, staff will be going back to Council for direction.

Commissioner Crow stated that it was important to the Commission to include turf not only for the dogs, but for their owners.

Mr. Conklin said that Ms. Tran and Mr. Waite, the Maintenance Superintendent met with the park users to create a list of improvements.

Ms. Tran reported that City Council approved the location of the Lieb property for the Community Garden project. Staff continues to meet with the Novato Live Well group to plan a site visit as soon as the City officially owns the property.

Mr. Conklin said that he and Ms. Tran plan on visiting other community gardens to see how they are managed. He will invite the Commission to also attend.

Mr. Conklin stated the Gymnastics Center flooring at the entrance was changed. Last year the roof was replaced, and will look to replace the spring floor next year.

2. Director's Report. Mr. Conklin said the department had a great summer. Camp Ton-of-Fun was full with 100 kids each week. They plan to expand the program next year. The new Middle School drop in program had 91 kids 6<sup>th</sup> – 8<sup>th</sup> grade participate. The department contracts to North Bay Basketball Academy for basketball camps and leagues. They had 531 kids participate this summer in camps, which is a 53% increase.

Ms. Tran stated the department's social media followers have increased.

Mr. Conklin updated the Commission on staffing:

- City Clerk position has been filled
- Assistance City Manager who would oversee the Parks, Recreation and Community Services has been hired.
- Finance Director – an applicant has been made an offer.

2. Upcoming City Council Items

8/21 & 8/22 - Commissions, Committees and Boards Candidate Interviews

8/29 - RGTIP Public Art - Etched Glass

8/29 - Commissions, Committees and Boards Appointments

3. Media Articles – Comments from the Director/Commission.

There were no Media Articles comments.

**J. COMMISSION REPORTS/COMMENTS.**

1. Commission Comments/Reports. Commissioner Crow attended the Hot Amphitheater Nights Concert and wanted Mr. Thompson to know that the public works crew did a wonderful job on the improvements. It was a wonderful event.

Commissioner Neese reported that she and Commissioner Crow helped serve ice cream at the Margaret Todd Senior Center Ice Cream Social, which was well attended. She made several suggestions to improve the event for next year. She also suggested the Commission get business cards.

Mr. Conklin stated that there is \$125,000 to \$175,000 in the Public Art fund. He asked the Commission for ideas for public art.

2. Upcoming Community Events.

8/19 - Concert on the Green featuring La Mixta Criolla

**K. SCHEDULE NEXT MEETING**

September 14, 2017

**L. ADJOURNMENT**

Meeting was adjourned at 9:00 pm.



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## **STAFF REPORT**

### MEETING

DATE: September 14, 2017

TO: Recreation, Cultural and Community Service Commission

FROM: Kevin Conklin, Interim Director  
Liz Tran, Recreation Manager

SUBJECT: **MARIN MOCA PUBLIC ART PROPOSAL**

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### **REQUEST**

Consider approving the Marin Museum of Contemporary Art (MOCA) request for public art funds to partially fund a mural project. If approved, review and discuss mural sites in consideration at Hamilton.

### **RECOMMENDATION**

Approve the request for public art funds in the amount of \$5,000.

### **DISCUSSION**

MOCA is celebrating its 35<sup>th</sup> anniversary by planning an arts installation and community event featuring Zio Ziegler, who has offered to paint multiple murals near the campus. MOCA believes that mural art is an asset to the community. Zio Ziegler is considered a premier artist of the Millennial generation who has travelled worldwide to complete his work.

In recognition that public art adds value to the community while reinforcing local identity and pride, The City of Novato has committed to proactively promoting art and culture. The Public Art Fund was established to support projects that enhance public spaces through visual art.

MOCA's proposal aligns with the "Art in Public Places Program" objectives to a) develop for the City of Novato a collection of the highest quality artwork which reflects its culturally diverse community and its ever-changing needs; b) enliven, enrich, and enhance the quality of Novato's visual environment and public spaces; c) provide opportunities for artists which advance their art forms and which broaden the role of the artist in the community; and d) provide employment opportunities for artists through the commissioning of artwork.

### **FISCAL IMPACT**

\$5,000 to help cover part of the artist's fee. At the time of writing, the Public Art Fund had a balance of approximately \$38,900 (\$16,500 has been allocated to other art projects).

**ALTERNATIVES**

- A) Deny the request
- B) Recommend an alternate amount of funding

**ATTACHMENTS**

- A) Marin MOCA Project Proposal





## Creating vibrant new public art in Novato

September 2017



### Working together, we can...

- Put Novato on the map of top destinations in Marin
- Help Novato residents be proud of their city
- Tap into a new form of public art - city murals



## Why murals?

- A mural done by a famous artist becomes a valuable asset for the community, attracting visitors and tax revenue.
- Example at left: The Womens' Building benefits from their mural, by receiving revenues from tours, publications, and product sales.
- Sacramento sponsors "Wide Open Walls" festival where 40 murals are painted during a 2-week festival in August
- Some of the world's most famous cities promote their murals including Paris, London, Lyons, Sao Paulo, Prague and New York
- Novato could be Marin's top destination for mural viewing



Women's Building, San Francisco



Wide Open Walls Festival, Sacramento

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## Introducing Zio Ziegler, millennial muralist

- To mark our 35<sup>th</sup> anniversary, we are planning a coordinated arts installation and community celebration, with Zio Ziegler, premier artist of the Millennial generation.
- As part of this installation, Zio has offered to paint and curate multiple murals near our campus
- He has also committed to working with local students to create a mural at their school



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## Zio is a world-class muralist

- Selected by the United Nations to do a mural in honor of their 70<sup>th</sup> anniversary (at right)
- Has completed murals in over 15 cities including Tokyo, Milan, London, New York, Rome and Mexico City.
- Lauded by cities for revitalizing downtowns



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## Mural sites under consideration



Hamilton Theater



Hamilton water tower

Mr. Ziegler is willing to curate more than one mural by working with a cadre of professional muralist from all over the world.



Internal Courtyard of MarinMOCA



Hangars at Hamilton

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## MarinMOCA's role

- Transforming Novato into a “must see” destination
  - Develop grants and donors to help underwrite costs of exhibition, sculpture and murals, estimated at \$44,000.
  - Oversee installation which will occur Sept 1 - 15
  - Create a celebratory opening event for the murals, with outreach activities, e.g. mural unveiling at local school
  - Timing: Sept 22 – Nov 11 , 2018



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## Request to Novato's Parks and Rec Department

- Help us identify and secure permissions for mural sites
- Provide the snorkel lifts for the murals: Sept 1 – 15, 2018
- Allocate \$5,000 from the Public Art fund for the murals. This amount will help cover the artist fees which are estimated at \$7,500.



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# Thank You!



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## Zio Ziegler installation budget

**Budget (not including rent, administrative cost or advertising)**

<b>The exhibition</b>	
Packing and shipping the artwork	\$1,500
Crate and crane for 8' sculpture	\$1,500
Insurance rider	\$ 900
Exhibition catalog net cost after sales	<u>\$1,000</u>
Exhibition subtotal	<u>\$4,900</u>
<b>Exterior Sculpture</b>	
Concrete Pad	\$3,000
Shipping	\$3,500
Crane	<u>\$1,000</u>
Sculpture subtotal	<u>\$7,000</u>
<b>Murals</b>	
3 Artists salary: 1 wk installation @ \$2.5K ea.	\$ 7,500
3 Artists travel/hotel expense @ \$3K ea.	\$ 9,000
Paint and materials	\$ 3,000
Snorkel lifts: 2 for 7 days	\$ 4,585
Student Mural	
- Materials	<u>\$ 900</u>
Murals subtotal	<u>\$32,500</u>
<b>Project total</b>	<b>\$44,400</b>

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