

**SACRAMENTO METROPOLITAN ARTS COMMISSION  
AGENDA**

Meeting Date: April 21, 2004  
1:00pm-2:00pm

Sacramento Metropolitan Arts Commission Conference Room  
2030 Del Paso Blvd, Sacramento, CA 95815

For information, call (916) 566-3992

**DISCLOSURE OF PUBLIC RECORDS**

It is the policy of the City of Sacramento to fully cooperate with the public and honor our obligation under law to provide public access to documents which are public records, while protecting individuals' right to privacy. Information pertinent to the Commission Agenda is available to read at the Commission office.

**BROWN ACT INFORMATION**

For purposes of the Brown Act (Govt. Code Sect. 54954.2(a), the numbered items listed on this agenda shall be the "... brief general description of each item of business to be transacted or discussed at the meeting." The recommendations of the staff and/or committees shown on this agenda do not prevent the Commission from taking other action.

**PUBLIC PARTICIPATION IN MEETINGS**

While the Commission welcomes and encourages participation in the meetings, you are requested to limit your comments to three minutes so that everyone may be heard. Public testimony will be permitted on each agenda item as it is called. Matters under the jurisdiction of the Commission, and not on the posted agenda, may be addressed by the general public following the completion of the regular agenda and any off-agenda matters before the Commission for consideration. The commission limits testimony on matters not on the agenda to three minutes per person and not more than fifteen minutes for a particular subject.

- I. CALL TO ORDER
- II. APPROVE AGENDA OF APRIL 21, 2004
- III. APPROVE MINUTES OF MARCH 17, 2004
- IV. COMMITTEE REPORTS (10 MINUTES):

V. ACTION ITEMS:

A. APPROVE COMMITTEE MEMBERS:

Nancy Gotthart, APP  
Linda Johnston-Panattoni, APP  
John Nicolaus, APP

COMMITTEE ACTION: April 14, 2004 Ayes: 5 Noes: 0 Absent: 0  
COMMISSION ACTION: Moved: \_\_\_\_\_ Seconded: \_\_\_\_\_ Ayes: \_\_\_\_\_ Noes: \_\_\_\_\_ Absent: \_\_\_\_\_

B. APPROVAL OF STABILIZATION 2004-05 MARKETING MINI GRANTS (ROSENBERG):

COMMITTEE ACTION: \_\_\_\_\_ Ayes: \_\_\_\_\_ Noes: 0 Absent: 0  
COMMISSION ACTION: Moved: \_\_\_\_\_ Seconded: \_\_\_\_\_ Ayes: \_\_\_\_\_ Noes: \_\_\_\_\_ Absent: \_\_\_\_\_

C. APPROVAL OF ARTS PROPOSALS FOR THE 911 DISPATCH AND TRAINING FACILITY (CITY) FROM ARTIST PATRICK SHEILDS FOR THE LOBBY AND ARTIST LISA REINERTSON FOR THE COURTYARD(MOTTOLA):

COMMITTEE ACTION: April 14, 2004 Ayes: 7 Noes: 0 Absent: 1  
COMMISSION ACTION: Moved: \_\_\_\_\_ Seconded: \_\_\_\_\_ Ayes: \_\_\_\_\_ Noes: \_\_\_\_\_ Absent: \_\_\_\_\_

D. APPROVAL OF ARTS PLAN FOR KOKOMO PARK (BLOOM):

COMMITTEE ACTION: April 14, 2004 Ayes: 6 Noes: 0 Abstention: 1 Absent: 1  
COMMISSION ACTION: Moved: \_\_\_\_\_ Seconded: \_\_\_\_\_ Ayes: \_\_\_\_\_ Noes: \_\_\_\_\_ Absent: \_\_\_\_\_

VI. PRESENTATION(S):

VII. DISCUSSION ITEM(S):

VIII. PUBLIC TESTIMONY:

IX. CHAIR'S REPORT:

X. DIRECTOR'S REPORT:

XI. OLD OR NEW BUSINESS:

XII. ADJOURNMENT:

**NEXT MEETING: WEDNESDAY, MAY 19, 2004 AT 1:00 P.M.**

SACRAMENTO METROPOLITAN ARTS COMMISSION  
MINUTES

Meeting Date: March 17, 2004

1:00 p.m. - 2:00 p.m.

2030 Del Paso Blvd.  
Sacramento, CA 95815

For information, call: (916) 566-3992

COMMISSIONERS

JOHN WONG	IAN GEIGER
NAN MAHON	DAPHNE GAWTHROP, CHAIR
JOANNA DE LA CUESTA	MARTIN VALE
MARGI PARK	LINDA MERKSAMER
DONALD SRONCE	JENNIFER TACHERA
PATTI MILLER	

I. CALL TO ORDER at the hour of 1:12p.m. by Vice Chair Sronce.

Present: de la Cuesta, Miller, Sronce, Tachera, Vale, Wong      Excused: Gawthrop, Geiger, Mahon, Merksamer, Park

APPROVE AGENDA OF MARCH 17, 2004:

Approved unanimously

II. APPROVE MINUTES OF JANUARY 21, 2004:

Approved unanimously

III. COMMITTEE REPORTS (10 MINUTES): None.

#### IV. ACTION ITEMS

##### A. APPROVAL OF ARTISTS FOR SACRAMENTO COUNTY JUVENILE COURTHOUSE PROJECT (ROMO, BILLICK, MATALON) (BLOOM):

Bloom said project was located off of Bradshaw Road and Kiefer Boulevard. She mentioned Commissioners Sronce and Mahon sat on the panels for selection of the artists. Bloom stated the artists picked were Billick for the security check entrance/entry door, Romo for the stairwell to the hearing rooms and Matalon for the Waiting for the Hearings Room. Sronce stated the representatives for the courthouse were emphatic about the likes and dislikes of what they wanted for public art but were positive in their statements. Bloom reiterated that the courthouse wanted positive images for family and staff.

APPROVAL OF PROPOSAL BY ROMO: Moved: de la Cuesta Seconded: Tachera Ayes: 6 Noes: 0 Absent: 5

Romo stated that this was his son's idea for the proposal. He said that the courthouse should have some positive messages to fit the space. Romo said the courthouse representatives wanted figurative artwork. He said his proposal was a fabric "ribbon" with four figures each on translucent materials. He said the first figure would be reaching down inviting the viewer that he/she is caught in the fabric of destiny. Romo concluded the final figure would be reaching for higher and better things. Bloom said each panel would be five or six feet in width. Romo said he was using fiberglass and was quoting a passage from Martin Luther King, Jr., with the piece reflecting light. Director Walker suggested that permission must be obtained from the Martin Luther King, Jr. Center for copyright consideration. Tachera worried about people stopping on the stairs to look at the object and that it might pose a foot traffic hazard.

APPROVAL OF PROPOSAL BY BILLICK: Moved: Tachera Seconded: de la Cuesta Ayes: 6 Noes: 0 Absent: 5

Billick stated that the entry piece addressed the content of the judicial system; to confront, correct, then reinstate. The inlay size would be 32' by 14' inlay that utilizes the stone that is used for the building itself. She said the white, black and tan tones of the marble tile would suggest a North American rug type pattern like a mosaic. Billick said the piece was called Threshold, which is an entrance piece for the floor. Tachera asked about heels getting stuck in the letters on the floor and Billick replied the letters/writing would be filled with an epoxy resin or fillers. Wong asked how visitors could tell the border of her artwork from other rock. She concluded the same stone used for the building would go on the floor but the colors would be more muted.

APPROVAL OF PROPOSAL BY MATALON: Moved: de la Cuesta Seconded: Tachera Ayes: 6 Noes: 0 Absent: 5

Matalon stated his artwork consisted of layered images of optical and digital photography. He said his images would be in plexiglass boxes with the images being cityscape, ocean and sky. Matalon said the representatives wanted images of the elements that would inspire natural curiosity. He said the final murals would be 10 feet in length and hung 20 feet from the floor. Wong asked about minimizing the glare and Matalon replied that there would not be any key lighting. Bloom stated that the representatives wanted the pieces covered for protection.

---

##### B. APPROVAL OF ARTIST WENDY SHAUL FOR BARTLEY CAVANAUGH GOLF COURSE (OA47) (BLOOM):

COMMISSION VOTE: Moved: de la Cuesta Seconded: Tachera Ayes: 6 Noes: 0 Absent: 5

Bloom said the golf course had \$4,600 public art funds remaining from construction 10 years ago. Mottola continued that APP went through the slide bank and asked for proposals. Shaul has previous art experience with the Mutual Assistance building. Bloom said Shaul was meeting with community members and golf staff to come up with a proposal. She concluded that APP would not be taking any administration fees.

Shaul stated the art area would have photograph wall panels and the representatives would decide on themes. She (introduced) the idea of crop dusting and model plane. Director Walker asked about researching photos from archives and Shaul replied there was no shortage of photos or materials. Shaul concluded that the golf course used to be a hang out for farmers.

C. APPROVAL OF PROPOSAL BY ARTIST JOHN BARRON FOR THE FREDERICK C. JOYCE ELEMENTARY SCHOOL (SHRA-NON REQUIRED) (MOTTOLA):

COMMISSION VOTE: Moved: Wong    Seconded: de la Cuesta    Ayes: 6    Noes: 0    Absent:5

Mottola said this was an upgrade to a fence at the school. She said the representatives wanted an enhanced fence to look like artwork. She mentioned that the fence is near a bus stop and the fence was a barrier between the school yard and the stop. Mottola continued that the fencing system has 1 ½ inch cross bars and does not have artistic flexibility. She said there was a panel process in February and Barron was picked as the artist for this project. She pointed out that Barron's idea was to use a metal ribbon with different themes using different stages in children's development through school. Troy Corliss would represent artist in the first phase of Barron's contract. Mottola concluded that anti-graffiti paint and the figures would be culturally neutral.

- 
- VI.      PRESENTATIONS: None
- 
- VII.     DISCUSSION ITEM (S): Halpern reported that the Flor Y Canto Poetry Festival was happening on April 1,2, 3 and 4<sup>th</sup>. She also reported the CAA Reception was a success and it was nice to see our community working together and connecting.  
Sronce said he attended the Sacramento Theatrical Forum discussing problems of the theatrical organizations. He suggested that the Forum contact Ruth Rosenberg about any board problems and training through the Arts Board Program via Stabilization. Sronce concluded that was a beneficial meeting.  
De la Cuesta said that Jeff Fontino thanked SMAC for approving the \$5,000 for the JAMMIES program.
- 
- VIII.    PUBLIC TESTIMONY: None
- 
- IX.      CHAIR'S REPORT: None.
- 
- X.       DIRECTOR'S REPORT: County budget: Director Walker said SMAC went forward to the County teaming with the Discovery Museum, Archives, CVB and the Sports Commission to give a joint proposal. Together (we) presented the County Board of Supervisors with a 13 percent cut proposal resulting from a reduction which would be replaced by a document filing fee.
- 
- XI.      OLD OR NEW BUSINESS: None.
- 
- XII.     ADJOURNMENT: There being no further business, meeting adjourned at 2:50PM.

THE NEXT COMMISSION MEETING WILL BE HELD ON WEDNESDAY, APRIL 21, 2004.



**SACRAMENTO METROPOLITAN ARTS COMMISSION**

A City County Agency

---

April 14, 2004

Sacramento Metropolitan Arts Commission  
Sacramento, California

Honorable Members:

**SUBJECT:** Stabilization Program 2004-05 Marketing Mini-Grants

**LOCATION AND DISTRICT:** The City and County of Sacramento. All Districts.

**RECOMMENDATION:** Staff presents two options for funding of the Stabilization Program 2004-05 Marketing Mini-Grants. The option chosen will be presented to City Council for final approval.

**CONTACT PERSON:** Ruth Rosenberg, Arts Stabilization Consultant, Sacramento Metropolitan Arts Commission (916) 455-6383 and Michelle Walker, Executive Director, Sacramento Metropolitan Arts Commission (916) 566-3990.

**FOR COMMISSION MEETING OF:** April 21, 2004

**SUMMARY:**

This report contains two funding options for granting the Stabilization Program 2004-05 Marketing Mini-Grants.

**REVIEW PANEL ACTION:**

A Review Panel made up of three arts and marketing experts from San Francisco and Sacramento, met on March 12 to review twenty-five applications. Applications were discussed and ranked.

**BACKGROUND:**

In June 2002, the City Council, Board of Supervisors and SMAC approved its 2002-2007 Cultural Business Plan. The Marketing Mini-Grant Program was designed to provide additional support Sacramento County arts organizations by providing resources for improving and expanding marketing efforts as called for in the Arts Commission's Plan.

In 2001, SMAC published its comprehensive market study of the potential audience for the arts in the Sacramento region. The study, conducted by ArtsMarket, identified a large untapped audience for the arts and culture in the region. The study also brought to light that arts organizations must allocate additional resources to reach these audiences.

The ArtsMarket study contains detailed analysis of the region's geodemography, consumer behavior, and interest in the arts based on database analysis and focus groups. The study found that while there is a solid, loyal audience for the arts and culture, there is a vast, untapped pool of arts INTERESTED individuals, who are not currently participating because of a lack of information about the resources available to them in the region. This pointed to the need to increase and improve marketing strategies to attract these potential audiences.

In response to the findings of the ArtsMarket Study, and the ongoing stabilization programs of the Commission, this new grant opportunity was devised and offered for the first time last year. Resulting from the Business Plan, the Marketing Mini-Grant is awarded on a competitive basis to develop new marketing strategies.

Marketing Mini-Grant applications were to be based on:

- External marketing research (such as the Sacramento Market Study by ArtsMarket),
- Recommendations from a qualified marketing consultant, and/or
- Valid and thorough analysis of the organization's existing marketing efforts and how they need to be altered to achieve greater success in generating new income and new audiences.

Organizations could apply for the following types of activities to support a new marketing initiative:

- Development of a new marketing plan based on an analysis of the successes and challenges presented by previous marketing efforts;
- Gathering potential audience development data and/or refining an audience database for use in marketing activities;
- Creation of new marketing tools
- Promotion and advertising expenses;
- Mass mail marketing campaign expenses;
- Guerrilla marketing assistance and expenses;
- Professional evaluation of existing marketing strategies based on fully thought-out and proven evaluation methodologies and a reasonable budget for use in revising marketing strategies to become more effective.

The Commission approved the 2004-05 Marketing Mini-Grant guidelines and application on November 19, 2003. Applications were released November 24, 2003 and were due February 12, 2004.

### **FINANCIAL CONSIDERATIONS:**

Two funding formulas are being presented to the Commission. Each allows for funding at different levels:

#### **Option 1: Fund top 21 organizations for a total of \$77,662.00**

This option gives each of the 21 organizations the same percent of funding as their score. For instance, the top three organizations receive 10.00. They would receive 100% funding, the next organization, which received an 8.83 would receive 88.3% of their request, and so on.

This option funds the top 21 organization and not the final four, each of which received a score of 4.33 or less, which, according to the review criteria, are scores that are not considered qualified for funding. The panelists recommended that these organizations, Center for Contemporary Art, The Poet Tree, Sacramento Theatre Company and Kristi Lee Sound Collective not receive funding

because of inadequacies in their applications. Staff will work with these organizations to help them improve their future applications.

**Option 2: Fund top 21 organizations for a total of \$77,500.00**

This option honors the review criteria that consider scores of 8-10 to have highest priority for funding. It funds the top three ranking organizations at 100%, those that received scores of 8.00 to 8.99 at 90% (there were no scores between 9 and 9.99), those with scores between 7.00 and 7.99 at 80%, those with scores between 6.00 and 6.99 at 70%, and those with scores between 5.00 and 5.99 at 60%.

This option funds the top 21 organization and not the final four, each of which received a score of 4.33 or less, which, according to the review criteria, are scores that are not considered qualified for funding. The panelists recommended that these organizations, Center for Contemporary Art, The Poet Tree, Sacramento Theatre Company and Kristi Lee Sound Collective not receive funding because of inadequacies in their applications. Staff will work with these organizations to help them improve their future applications.

*Attached, as Exhibit A is a list of applicants, their scores and the two funding options.  
Attached, as Exhibit B is a list of the proposed projects.*

The disbursement period is May 1, 2004 through June 30, 2005.

The source of funding for these Grants is the Arts Stabilization Carryover.

**ENVIRONMENTAL CONSIDERATIONS: NA**

**POLICY CONSIDERATIONS:**

As stated in the Arts Commission's 2002-2007 Cultural Business Plan, a goal of the Commission is to "enhance organizational and financial stability of arts and cultural organizations". Towards this goal, the Plan calls for the Commission to provide additional support to Sacramento County arts organizations in the area of marketing, which the Marketing Mini-Grant provides.

The Commission has also taken measures to be more inclusive and reflective of the diverse communities in the County of Sacramento, while helping to educate and assist organizations that need specific tools to ensure their healthy growth.

- The combined arts budgets of the applicant organizations total \$24,502,473 (ranging from \$17,625 to \$12,447,443)
- Grantees include theater, music, visual, dance, arts service, broadcast and film organizations.
- Funded by this grant will be:
  - Creation of marketing plans
  - Creation of new marketing materials
  - Cooperative advertising and promotion campaign
  - Web site improvements
  - Data base improvements
  - Subscription campaigns

Efforts were made to widely distribute the grant guidelines and to seek groups that have traditionally received little or no funding from the Commission. Thirteen applicants received marketing mini-grants in 2003-04, eleven of these are being recommended for funding. Nine applicants did not apply for funding last year, seven of these are being recommended for funding.

Three applicants do not receive funding from the Cultural Arts Awards, two of them are recommended for funding. Additionally, three recipients of 2003-04 Marketing Mini-Grants went on to apply for and receive Cultural Arts Awards for the first time.

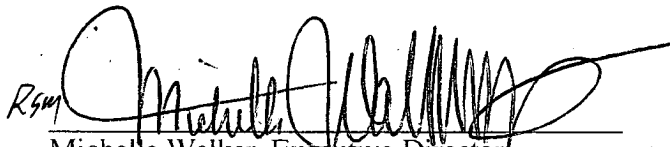
**EMERGING AND SMALL BUSINESS DEVELOPMENT CONSIDERATIONS:** Although the Grants program of the Arts Commission is exempt from required adherence to the ESD program, twenty-four of the marketing Mini-Grant applicants are small businesses, as defined by State of California, averaging under \$10 million annually in gross receipts. The Stabilization Program provides grants as part of countywide projects that enhance the entire local arts community.

Respectfully submitted.



---

Ruth Rosenberg  
Arts Stabilization Consultant  
Sacramento Metropolitan Arts Commission



---

Michelle Walker, Executive Director  
Sacramento Metropolitan Arts Commission

**Exhibit A**  
2004-05 Marketing Mini-Grant

Funding Options

No	APPLICANT	Score	Request	Option 1	Grant Amount	Option 2	Grant Amount	Option 3
23	Sacramento Philharmonic	10.00	5000	100	\$5,000.00	100	\$5,000.00	
24	Sacramento Ballet	10.00	5000	100	\$5,000.00	100	\$5,000.00	
25	Sacramento Opera	10.00	5000	100	\$5,000.00	100	\$5,000.00	
1	Fairytale Town	8.83	5000	88.3	\$4,415.00	90	\$4,500.00	
7	Crocker Art Museum	8.67	5000	86.7	\$4,335.00	90	\$4,500.00	
6	California Conservancy for Arts Education, Inc	8.50	5000	85	\$4,250.00	90	\$4,500.00	
16	Dale Scholl Dance/Art	8.33	5000	83.3	\$4,165.00	90	\$4,500.00	
11	KVIE, Inc	8.17	5000	81.7	\$4,085.00	90	\$4,500.00	
12	La Raza Galeria Posada	8.00	5000	80	\$4,000.00	90	\$4,500.00	
20	Sacramento Takio Dan	7.83	5000	78.3	\$3,915.00	70	\$3,500.00	
4	Theatre For Children	7.33	5000	73.3	\$3,665.00	70	\$3,500.00	
15	Asian Cultural Exchange	7.00	5000	70	\$3,500.00	70	\$3,500.00	
8	Best of Broadway	6.83	5000	68.3	\$3,415.00	60	\$3,000.00	
22	Sacramento Choral Society & Orchestra	6.67	5000	66.7	\$3,335.00	60	\$3,000.00	
19	Folsom Lake Civic Ballet	6.33	5000	63.3	\$3,165.00	60	\$3,000.00	
3	Sacramento Master Singers	6.17	5000	61.7	\$3,085.00	60	\$3,000.00	
14	Sacramento International Gay & Lesbian Film Festival	6.00	5000	60	\$3,000.00	60	\$3,000.00	
17	Ca Lawyers for the Arts	6.00	5000	60	\$3,000.00	60	\$3,000.00	
2	Beyond the Proscenium	5.83	4000	58.3	\$2,332.00	50	\$2,000.00	
9	Camellia Symphony Association	5.00	5000	50	\$2,500.00	50	\$2,500.00	
21	Matrix Arts	5.00	5000	50	\$2,500.00	50	\$2,500.00	
5	Center for Contemporary Art	4.33	5000	0	\$0.00	0	\$0.00	
13	The Poet Tree	4.33	3200	0	\$0.00	0	\$0.00	
10	Sacramento Theatre Company	4.25	5000	0	\$0.00	0	\$0.00	
18	Kristi Lee Sound Collective	3.33	5000	0	\$0.00	0	\$0.00	
26								
27	<b>TOTAL</b>				<b>\$77,662.00</b>		<b>\$77,500.00</b>	
28								
29								
30								
31								
32								
33								
34								
35								
36								
37								
38								

## Exhibit B

### 2004-05 Marketing Mini-Grant Applicants and proposed projects

#### 1. Fairytale Town

Direct marketing campaign to Spanish-speaking customers.

#### 2. Beyond The Proscenium

Revamp web site to include ticket reservations and sales update and enrich content on site, post company business/info on site, develop links with other websites.

#### 3. Sacramento Master Singers

Major upgrade of website to include: improved graphical presentation, on-line purchase of tickets & CDs, music samples, method to collect better demographic info about audience.

#### 4. Theatre for Children/B Street Theatre

Marketing campaign for Children's Theatre of California

#### 5. Center for Contemporary Art

Target audiences of college students and people who participated in KVIE art auction. New logo, signage and website.

#### 6. California Consultancy for Arts Education

Publication and distribution of CCAE Pocket Journal, promoting CCAE programs to schools and new contacts and publication and distribution of Print Portfolio Postcard to K-12 educational contacts.

#### 7. Crocker Art Museum

Purchase of e-philanthropy software module to allow on-line membership and donation capability.

#### 8. Best of Broadway

Upgrade of website to include performance info and audition info as well as school outreach info and registration forms

#### 9. Camellia Orchestra

Increase season brochure circulation reinforced by print and radio advertising, and flyer/poster distribution.

#### 10. Sacramento Theatre Company

Budget request is for advertising and signage creation. Narrative does not specify grant request.

#### 11. KVIE

Campaign to turn art auction bidders into KVIE members.

#### 12. La Raza Bookstore

Work with PR firm to inform people of move to new building through print and radio advertising in English & Spanish.

#### 13. The Poet Tree

Produce and distribute a Corporate Donor and Media Packet.

#### 14. Sacramento International Gay & Lesbian Film Festival

Advertising, billboards, event banners and website improvements

#### 15. Asian Cultural Exchange

Branding of InterACT name. Direct mail to new and current audiences; Targeting audiences of ethnic communities represented in individual plays

**Exhibit B**

**2004-05 Marketing Mini-Grant  
Applicants and proposed projects**

**16. Dale Scholl Dance Art**

Campaign to build 50-65 audience. Advertising in association publications, increased CPr radio ads, refocused collateral materials.

**17. California Lawyers for the Arts**

Update and localize video presentation

**18. Kristi Lee Sound Collective (Access Sacramento Fiscal Receiver)**

Expand email marketing campaign, improve website, develop co-branding and co-sponsoring web-based advertising, produce PSAs.

**19. Folsom Civic Ballet Theatre**

Development and production of high-quality, professionally designed marketing materials (brochure, poster) for Dance Fusion.

**20. Sacramento Taiko Dan**

Work with consultants to develop marketing plan for 15th Ann concert, print materials for concert.

**21. Matrix Arts**

Membership campaign, brochure, website improvements. Working with consultants

**22. Sacramento Choral Society & Orchestra**

Update website, fine-tune database maintainance, fine-tune emarketing efforts

**23. Sacramento Philharmonic Orchestra**

Create cooperative advertising and promotion campaign w/ Sac Opera & Ballet

**24. Sacramento Ballet**

Create cooperative advertising and promotion campaign w/ Sac Opera & Philharmonic

**24. Sacramento Opera**

Create cooperative advertising and promotion campaign w/ Sac Ballet & Philharmonic



**SACRAMENTO METROPOLITAN ARTS COMMISSION**

A City County Agency

---

April 7, 2004

Sacramento Metropolitan Arts Commission

**Re: Approval of Artist Proposals for the 911 Dispatch and Training Facility (City) from Artist Patrick Shields for the Lobby and Artist Lisa Reinertson for the Courtyard**

**LOCATION/COUNCIL DISTRICT:**

On San Joaquin near the corner of Business Drive  
(Adjacent to Tahoe Tallac Little League Ball Field)  
District 6

**CONTACT PERSONS:**

Linda Bloom, APP Administrator, 566-3971  
Ann Mottola, APP Project Manger, 566-3979

**RECOMMENDATION:**

APP staff recommends approval of two artist proposals for the 911 Dispatch and Training Facility: Artist Patrick Shields for the lobby and Artist Lisa Reinertson for the courtyard.

**SUMMARY:**

The following report summarizes main points in the development of the Arts Plan and artist selection for the 911 Dispatch and Training Facility lobby and courtyard projects.

**COMMITTEE ACTION:**

The APP Committee review and approved the artists' proposals at a special meeting scheduled on Wednesday, April 14, 2004 with a vote of 7 Ayes, 0 Noes, and 0 Absent.

**BACKGROUND:**

- The City of Sacramento is building a new 911 Dispatch and Training Facility to replace the existing Public Safety Communications building at I-5 and Richards Boulevard.
- The 911 building site is adjacent to the Tahoe Tallac Little League Ball Field.
- Construction of this facility is scheduled for completion in March 2005.

- After meetings with all constituencies involved in the project, an Arts Plan was developed that would best facilitate use of the arts dollars to benefit the public.
- The design team agreed that the central areas for public art will include the main lobby, courtyard of the 911 building.
- Due to the limited area in which the public will have access to the 911 building, the Tahoe Tallac Little League field was also selected as a location for public art. (The City Attorney's office supports use of a portion of the funds from the 911 building to be used in a publicly beneficial manner at the Little League field.)
- A public art selection panel held on Friday, March 19, 2004, for the lobby and courtyard areas. Panelists included community representatives, community artists, the city project manager and project architect, as well as representatives from the Sacramento Police Department.
- The panel recommended artist Patrick Shields' proposal for the lobby (See Attachment A) and artist Lisa Reinertson's proposal for the courtyard (See Attachment B).

**FINANCIAL CONSIDERATIONS:**

The APP budget for this project, based on 2% of construction costs is \$257,000. APP administrative costs will total \$50,000. \$2,500 (5%) will be set aside for future APP maintenance and deposited into MA66 (APP maintenance account). \$207,000 will be available for proposals and artwork.

<b>911 DISPATCH &amp; COMMUNICATIONS CENTER PUBLIC ART BUDGET</b>	
Lobby Artwork	\$ 48,000
Courtyard Artwork	\$ 55,000
Tahoe Tallac Artwork	\$ 96,000
Proposals	\$ 8,000
APP Administrative Fee	\$ 50,000
<b>TOTAL</b>	<b>\$257,000</b>

**ENVIRONMENTAL CONSIDERATIONS:**

The Planning and Building Department, Environmental Planning Services will review these projects to determine if the artwork proposals are exempt under CEQA Guidelines 15301. Art will be installed according to all applicable codes.

**ESBD:**

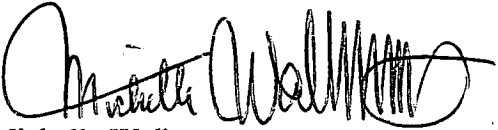
The Sacramento Metropolitan Arts Commission provides opportunities for emerging artists and small businesses through: 1) an "open call" RFQ process 2) apprenticeship programs with

experienced artists and 3) offering community education and outreach programs which teach emerging artists the application process for public art commissions. APP will make every effort to certify eligible artists and other vendors associated with the 911 Dispatch & Training Facility public art project.

**POLICY CONSIDERATIONS:**

This arts plan, artist selection process and public artwork creation/installation are in accordance with approved APP policies and procedures, supporting the City's desire for "economic vitality, preserving arts and culture, and strengthening community partnerships," and its mission of "enhancing the quality of life for present and future generations."

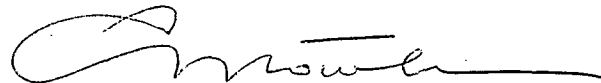
Respectfully submitted,

RSM 

Michelle Walker  
Executive Director  
Sacramento Metropolitan Arts Commission

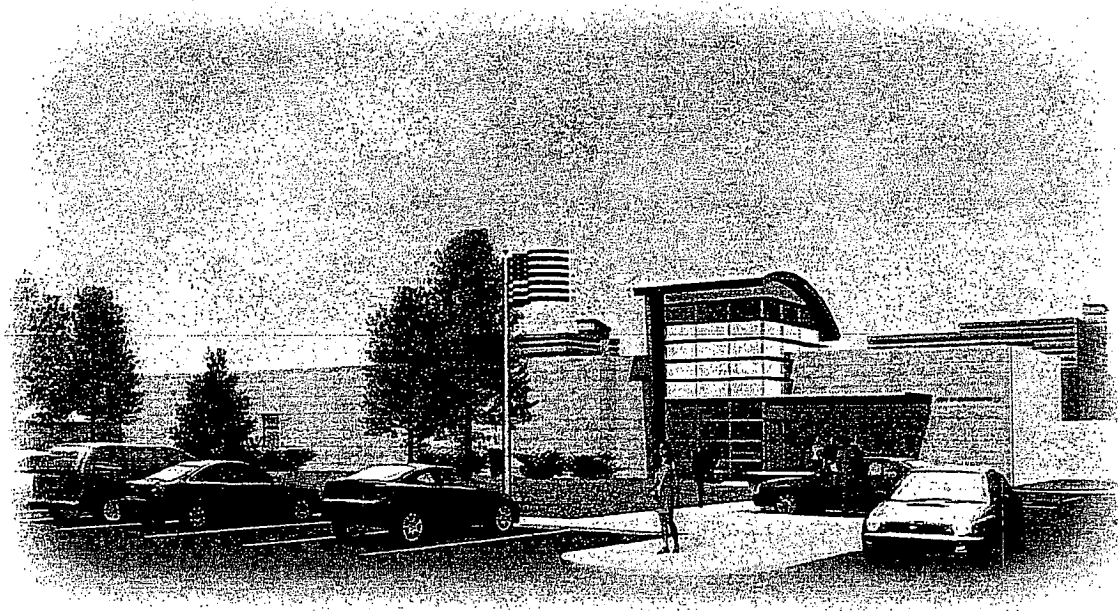


Linda Bloom  
Art in Public Places Administrator



Ann Mottola  
Art in Public Places Project Manager

# 911 DISPATCH AND TRAINING FACILITY LOBBY



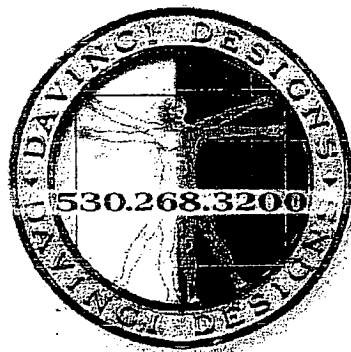
PROPOSAL BY

---

**Patrick Shields**

---

DAVINCI DESIGNS



# 911 DISPATCH LOBBY

## Concept Overview

I was enlightened by the presentation of those directly involved with the day to day activities of the 911 Dispatch Center. I had no idea how crucial their efforts are in emergencies. The pressure to handle these situations before anyone is available to help just using the phone and their wits gave me a profound appreciation for the job that they do. For this reason I have entitled my piece "Unsung Heroes". In it I intend to portray the diversity of action that they must encounter on a day to day basis and their integral role in helping the citizens who have come to rely on their service to the community.

The centerpiece of this painted mural will be the Dispatch Center itself. There we find a series of figures engaged in the intense action of handling calls and dispatching aid to various emergency situations surrounding them. These would include a vehicle collision, a building fire, a heart attack, an attempted break in and a shooting. Some pretty harsh imagery I admit, but this is what they do. These can also be modified to reflect the desires of the clients.

I want the piece to feel like a WPA work from the 30's & 40's. I intend to paint this in the style of a Thomas Hart Benton or Diego Rivera, because they were very involved with public buildings of this sort and I feel that this style will give a sense of timeless history to the piece. The mural will be painted in acrylics directly to the upper portions of the East, North and West walls of the Lobby interior.

Patrick Shields DBA  
**DAVINCI DESIGNS**

# 911 DISPATCH LOBBY

## Budget Estimate

Artists Fee	\$22,500.00
Assistants Fee	\$8,000.00
Materials	\$1,500.00
Equipment	\$ 500.00
Studio Costs	\$1,500.00
Transportation	\$2,550.00
Insurances	\$2,000.00
Model Fees	\$1,150.00
Site Preparation	\$ 500.00
Photography	\$ 750.00
Rentals	\$2,550.00
Legal Fees	\$1,000.00
Contingency	\$3,500.00
<hr/>	
Total	\$48,000.00

On site preparation and paint can be accomplished in two months. Preparation prior to site visit can be accomplished in an additional two months. Walls for mural in lobby need to be prepared drywall smooth and primed in acrylic primer. Work will need no ongoing maintenance.

Patrick Shields DBA  
**DAVINCI DESIGNS**

# 911 DISPATCH LOBBY

## References

Terry Williams  
Darkhorse Golf Club & Residence  
13450 Combie Road  
Auburn, Ca 95602-8917  
530.269.1858  
terry@darkhorseproperties.com

Jim Kelley  
Sierra Group Exhibits  
12911 Loma Rica Dr.  
Grass Valley, CA 95945  
530.477.7700 x18  
jimk@sierragroup.com

Ted Koerner  
Nella Oil Company  
2349 Rickenbacker Way  
Auburn, CA 95602  
530.885.0401 x3068  
tedk@nellaoil.com

Patrick Shields DBA  
**DAVINCI DESIGNS**

---

23381 Wayfarer Ct. Auburn, CA 95602 530.268.3200 530.268.1876 (F)  
davinci@ncws.com

# 911 Dispatch and Training Facility Courtyard Art Proposal

by  
**Lisa Reinertson**

## Narrative

My proposal is based on the concept I presented in my application for this art project:

“In considering the 911 Dispatch Training Facility, I envisioned an artwork simply based on the concept of telephone communication that is central to 911. As the actual 911 work is full of emergency and urgency, I considered something that may create a lighthearted and whimsical mental reprieve.

The image that came to mind was two children communicating via the “tin can telephone” (two tin cans connected by a string). The figures could be raised up on architectural elements to keep the wire overhead. These elements could be decorative (-say ceramic mosaic), and/or functional (seating), with the figures in ceramic or bronze.”

As an artist who has worked both in ceramics and in bronze, I have considered two options for this proposal. Because the location is a protected area, not open to random vandalism, I think it would be a nice opportunity to create a public artwork in the medium of ceramics.

The Ceramic version would be the two children finished in clay with a terracotta surface. The children would be on bases that would also be ceramic with either bas relief or mosaic images on the surface. The bases would have colorful glazed finishes. The maquettes I am presenting show how the figures would be positioned on the bases. ( I have not done the actual bas relief or decoration on the maquettes.) The clay has a warm feeling, and is a nice way to bring in some color to the courtyard space. The base elements will also add more imagery and playfulness to the entire concept of the artwork. The imagery I would work with would be an extension of the idea of a garden (that they are in)- with plant, flower, insect, butterfly, and bird imagery, etc. These figures would be located in the central landscaped area, and would be viewed in front of the benches. The

figures and wire would be out of the way of the traffic by crossing over the landscaping.

The Bronze option would be the same two figures, one seated on the actual bench and the other standing on the concrete patio. Bronze is less vulnerable, and so could be where people may sit next to them or bump into them. I would place these in the area of the bench that curves out into the patio so that the wire would go behind anyone seated on the bench. These would have the sense of interacting in the actual space.( I would not be sculpting bases for this option. ) I would use a light brown opaque patina- to give a warm feeling to the figures, similar to the clay.

The concept of the "children talking on tin can phones" is to be playful and whimsical, with a warm and friendly feeling, and is meant to add some beauty and a peaceful reprieve for the dispatchers.

## Budget Estimate

### Ceramic with Bas Relief Bases

#### Artist Fee

Sculpting two life size figures: \$32,000.

Sculpting two bas relief bases: \$12,000.

#### Materials

Clay, glazes, kiln firing, misc: \$2,000.

Studio Costs \$2,000.

Insurance \$500.

Transportation \$250.

#### Installation

Internal structure,  
shipping and installation \$2,000

Documentation \$750.

#### Consultant fees

Lawyer/Engineer \$1000.

Contingency (5%) \$2500.

Total \$55,000

## Budget Estimate

### Bronze

#### Artist Fee

Sculpting two life size figures: \$32,000.

#### Foundry Expense

Mold, cast, finish, patina,  
deliver \$14,000.

#### Materials

Armatures, clay \$1,200.

Studio Cost \$1,500.

Insurance \$500.

Transportation \$250.

#### Installation

Installation/ Fork Lift \$1,300.

Documentation \$750.

#### Consultant Fees

Lawyer/Engineer \$1000.

Contingency (5%) \$2500.

Total \$55,000.

## **Production Schedule**

### **Ceramic Option**

April/May 2004

Finalize design, order clay, find models, other prep.

June- December

Sculpt Figures, fire figures

December- March

Sculpt, fire and glaze bases  
Site/installation prep

March 2005

Installation

### **Bronze Option**

April/May

Build armatures, order materials, find models, other prep.

June-December

Sculpt Figures

December-March

Foundry Work: mold, cast finish, patina  
Site prep.

March 2005

Installation



SACRAMENTO METROPOLITAN ARTS COMMISSION

A City County Agency

---

April 15, 2004

To: Sacramento Metropolitan Arts Commission

**SUBJECT: Arts Plan for Kokomo Park (City)**

**LOCATION AND COUNCIL DISTRICT:**

North Natomas,  
East Commerce and Ottumwa Drive  
District 1

**CONTACT PERSONS:**

Linda Bloom, Administrator for Art in Public Places  
Metro Arts Division (916) 566-3971

Donald Tarnasky, Consultant for Art in Public Places  
(916) 446-7037

**RECOMMENDATION:**

APP staff and Committee recommend approval of the arts plan.

**COMMITTEE ACTION:**

APP Committee approved the arts plan at the meeting held on Wed. April 14, 2004 with a vote of 6 ayes 0 noes and 1 abstention.

**SUMMARY:**

This report describes the Arts Plan for a public art project in Kokomo Park, a new park development for the City of Sacramento Parks and Recreation Department. Construction on the park began in March 2004 and is expected to be completed in Spring 2005.

**BACKGROUND INFORMATION**

**Project Descriptions:**

- The Parks and Recreation Department has acquired approval to develop and construct a new neighborhood park in North Natomas.
- The park has several athletic fields for soccer, tennis and basketball, children's play area and picnic areas. (See Attached EXHIBIT A.)

**Artwork Opportunities:**

- The design team has requested that the artwork serve as a landmark or focal point for the park i.e., sculpture, environmental artwork, kinetic option, etc. especially along Kokomo Drive. Other suggestions are benches or enhancements to the monument signs or paving elements.

**Design Team:**

- City Project Manager, Dennis Day with the Sacramento Parks Department, Jeff Craft with, HLA Landscape Architects, Don Tarnasky, APP Consultant, Linda Bloom, APP Administrator

**Construction /Artwork Schedule:**

- Completion in Spring 2005. (See attached Exhibit B.)

**Total Art Budget:**

- Phase I: \$20,000. May possibly expand to \$25,000.

**ARTS PLAN:**

- The Arts Plan is developed under the supervision of APP Administrator, Linda Bloom. Donald Tarnasky, APP Consultant contacted Dennis Day, the project manager and feedback was obtained from HLA landscape architects for Kokomo Park.
- Selection Process: In order to fast – track the selection process and in consideration of the budget, the design team, with support of APP staff, requests that APP use the limited invitational competition to select the artist. The Slide Bank Resource will be used to determine 3-4 artists, who will be paid to submit proposals for a public panel selection. The artists will reside in the Sacramento region.
- Panel: The selection panel will consist of approximately 5 people: Dennis Day, the City Project Manager, representative from HLA landscape architects, a representative chosen by the District 1 City Council office, a representative from the APP committee, and an art professional. The APP staff /consultant will facilitate the panel selection process from the slide bank.

**ENVIRONMENTAL CONSIDERATIONS:**

The artist is expected to provide engineering details and installation details to comply with all applicable codes. The Parks Department may provide assistance with the foundation construction and recommended lighting installation.

**ESBD:**

The recommendations for the selection of the public artist and artwork will include opportunities for emerging artists in the Sacramento region.

**FINANCIAL CONSIDERATIONS:**

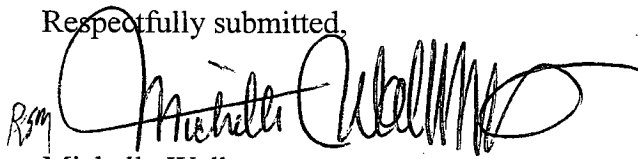
City ordinance #4272 requires that the City expend at least two percent of the total construction costs of capital improvement projects for public artwork. The current total budget for the Art in Public Places Program for the project is \$20,000. Administrative fees for APP will total \$4,000. Available proposal/artwork budget is \$16,000.

Proposals	3 x \$300	\$ 900
Artwork		\$15,100
Admin.		\$ 4,000
<b>Total</b>		<b>\$20,000</b>


**POLICY CONSIDERATIONS:**

None.

Respectfully submitted,



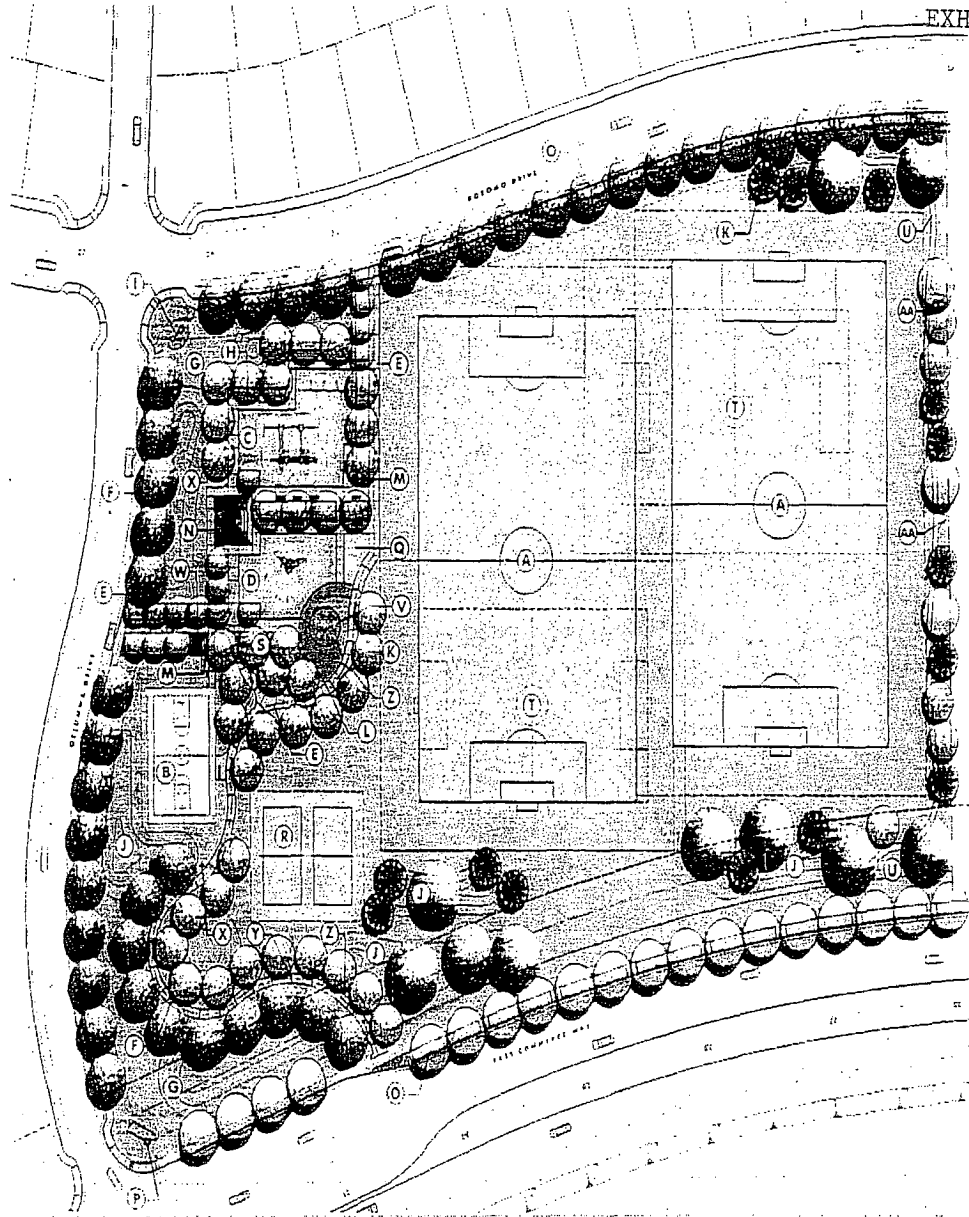
Michelle Walker  
Executive Director  
SMAC



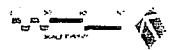
Linda Bloom  
APP Administrator

Attachments:  
Exhibit A- Site Plan  
Exhibit B- Timeline

CONCEPT PLAN LEGEND	
(A)	FULL SIZE SOCCER FIELD 165' x 300' (2 TOTAL)
(B)	BASKETBALL COURT
(C)	ADVENTURE PLAY AREA WITH SWINGS
(D)	10' x 10' PLAY AREA
(E)	8' CONCRETE WALKWAY (SERVICE VEHICLE ACCESSIBLE)
(F)	EXISTING SIDEWALK
(G)	PARK OPEN SPACE (INFORMAL PLAY AREA)
(H)	PICNIC TABLE (3 TOTAL)
(I)	THEMED PARK SIGN (CONSISTENT W/ DEVELOPMENT)
(J)	TURF BERM FOR INFORMAL SEATING, TYPICAL
(K)	PROPOSED TREES, TYPICAL
(L)	BENCH SEATING, TYPICAL
(M)	DRINKING FOUNTAIN (7 TOTAL)
(N)	GROUP PICNIC SHELTER WITH PICNIC TABLES (2) AND CIRCULAR BBQ
(O)	PARWAY STRIP WITH GROUP COVER PLANTING, DECOMPOSED GRANITE PAVING AND STREET TREES
(P)	VILLAGE ENTRY MONUMENT
(Q)	SAND PLAY AREA
(R)	LAWN VOLLEYBALL COURT 30' x 60' (2 TOTAL)
(S)	BIKE RACK
(T)	BANANA SOCCER FIELD 170' x 180' (2 TOTAL)
(U)	PERIMETER 48" DECOMPOSED GRANITE PATH
(V)	FUTURE WATER PLAY FEATURE
(W)	FUTURE RESTROOM FACILITY
(X)	PARK LIGHTING (6 POLES TOTAL)
(Y)	MEANDERING PARK PATH (SIMULATED CREEK)
(Z)	TRASH RECEPTACLES, TYPICAL (7 TOTAL)
(AA)	GATES TO ADJACENT MULTI-FAMILY COMPLEX



MASTER PLAN FOR:  
**KOKOMO COMMUNITY PARK 8A** (6 Ac)  
 SACRAMENTO, CALIFORNIA



September 6, 2002

EXHIBIT B

ARTS IN PUBLIC PLACES PROJECT TENTATIVE SCHEDULE

<u>Task</u>	<u>Date</u>
Arts Plan review by APP Committee (Following if approved by APP)	Wednesday, April 7, 2004
Arts Plan review by Arts Commission	Wednesday, April 21, 2004
Arts Plan reviewed by Citizen's Advisory Committee for Parks and Rec.	Thursday, May 6, 2004
Panel Selection	June/ July 2004
Artists selection Review by APP Committee	September 2004
Artists selection Review by Arts Commission	September 2004
Contract negotiations with artist	October 2004
Fabrication of artwork	November – April 2005
Installation of artwork (date depends upon park construction)	April 2005