



**CIVIC ARTS COMMISSION  
REGULAR MEETING AGENDA**

**Monday, October 7, 2024  
7:00 PM**

**City Council Chamber  
200 Old Bernal Avenue  
Pleasanton, CA 94566**

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The meeting will be held in-person and will be streamed at <https://www.youtube.com/user/TheCityofPleasanton>.

**Public participation:** It is requested that members of the public wishing to address the Commission submit a speaker card. When public comment is opened on an agenda item, individuals may speak once per agenda item.

In Person:

- Submit a physical speaker card at the meeting. When your name is called, please provide comment at the podium.

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**CALL TO ORDER**

- Pledge of Allegiance
- Roll Call

**AGENDA AMENDMENTS**

**APPROVAL OF MINUTES**

1. Approve regular meeting minutes of August 5, 2024

**MEETING OPEN TO THE PUBLIC**

2. Introductions/Awards/Recognitions/Presentations
3. Public Comment regarding items not listed on the agenda – Speakers are limited to 3 minutes.

**MATTERS FOR THE COMMISSION'S REVIEW/ACTION/INFORMATION**

4. Receive a Budget Overview for the Library and Recreation Department for Fiscal Year 2024/25
5. Receive an Update on the 2019-2024 Library and Recreation Strategic Plan and Provide Feedback on the 2025-2029 Library and Recreation Strategic Plan's Mission, Vision and Values

6. Recommend City Council Accept Donation of *Hope and Promise* Mural and Frame
7. Receive Civic Arts project status report

### **COMMISSION REPORTS**

8. Ad Hoc Teen Poet Laureate subcommittee report
9. Other brief reports on any meetings, conferences, and/or seminars attended by the Commission members.

### **MATTERS INITIATED**

### **FUTURE AGENDA ITEMS**

- Community Grant Program Final Reports for FY 2023/24
- Receive Update on Public Art Map

### **ADJOURNMENT**

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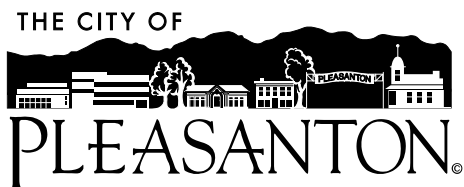
#### **Notice**

Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda provided to a majority of the Commission after distribution of the agenda packet will be available for public inspection at the Library and Recreation department located at 400 Old Bernal Ave., Pleasanton, CA 94566.

#### **Accessible Public Meetings**

The City of Pleasanton can provide special assistance for persons with disabilities to participate in public meetings. To make a request for a disability-related modification or accommodation (e.g., an assistive listening device), please contact the Library and Recreation department located at 400 Old Bernal Ave., or (925) 931-5340 at the earliest possible time. If you need sign language assistance, please provide at least two working days' notice prior to the meeting date.

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# Civic Arts Commission Meeting Minutes

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**August 5, 2024 – 7:00 p.m.**

## **CALL TO ORDER**

Chair Coleman-Knight called to order the regular meeting of the Civic Arts Commission at 7:06 p.m. from the City Council Chamber – 200 Old Bernal Ave.

## **Roll Call**

Present: Commissioners Baiocchi, Farley-Rodgers, Fry, Giancola, Lam, Song, Yee and Chair Coleman-Knight

Absent: Simmons

## **AGENDA AMENDMENTS**

None.

## **MINUTES**

### **1. Approve regular meeting minutes of March 4, 2024**

**MOTION:** It was m/s by Commissioners Baiocchi/Fry to approve the regular meeting minutes of March 4, 2024. The motion was passed by the following vote:

Ayes: Commissioners Baiocchi, Farley-Rodgers, Fry, Giancola, Lam, Song, Yee and Chair Coleman-Knight

Noes: None

Absent: Simmons

### **2. Approve special meeting minutes of March 18, 2024**

**MOTION:** It was m/s by Commissioners Farley-Rodgers/Song to approve the special meeting minutes of March 18, 2024 with the following amendments.

- a. Under Call to Order change “regular meeting” to “special meeting”
- b. Under Roll Call Correct spelling of Frey to Fry

The motion was passed by the following vote:

Ayes: Commissioners Baiocchi, Farley-Rodgers, Fry, Giancola, Lam, Song, Yee and Chair Coleman-Knight  
Noes: None  
Absent: Simmons

### 3. Approve special meeting minutes of June 3, 2024

**MOTION:** It was m/s by Commissioners Giancola/Fry to approve the special meeting minutes of June 3, 2024, with the following amendments.

- a. Under Roll Call correct spelling of Frey to Fry

The motion was passed by the following vote:

Ayes: Commissioners Baiocchi, Farley-Rodgers, Fry, Giancola, Song, Yee and Chair Coleman-Knight  
Noes: None  
Abstain: Lam  
Absent: Simmons

### 4. Approve special meeting minutes of July 1, 2024

**MOTION:** It was m/s by Commissioners Fry/Song to approve the special meeting minutes of July 1, 2024, with the following amendments.

- a. Under Call to Order change “regular meeting” to “special meeting”
- b. Under Call to Order, Role Call and Item 4 correct spelling of Fery to Fry

The motion was passed by the following vote:

Ayes: Commissioners Baiocchi, Farley-Rodgers, Fry, Giancola, Lam, Song, and Chair Coleman-Knight  
Noes: None  
Abstain: Yee  
Absent: Simmons

## MEETING OPEN TO THE PUBLIC

### 5. Introductions/Awards/Recognitions/Presentations

None.

### 6. Public Comment from the audience regarding items not listed on the agenda.

Public Comment on a proposed Don Lewis Memorial public art project was provided by Nancy and Gary Harrington and Kelly Cousins.

**MATTERS FOR THE COMMISSION'S REVIEW / ACTION / INFORMATION**

**7. Review and approve Civic Arts Commission Short-Term Workplan for FY 2024/25**

**Recommendation:** Review and approve Civic Arts Commission Short-Term Workplan for FY 2024/25

Lia Bushong, Assistant Director of Library and Recreation, presented the item and answered questions from commissioners.

**MOTION:** It was m/s by Yee/Farley-Rogers to Approve Civic Arts Commission Short-Term Workplan for FY 2024/25

Ayes: Commissioners Baiocchi, Farley-Rodgers, Fry, Giancola, Lam, Song, Yee and Chair Coleman-Knight  
Noes: None  
Absent: Simmons

**8. Recommend acceptance of and location selection for the Wonderful Wizard of Oz Book Bench Donation**

**Recommendation:** Recommend acceptance of and location selection for the Wonderful Wizard of Oz Book Bench Donation

Lia Bushong, Assistant Director of Library and Recreation, presented the item and answered questions from commissioners.

**MOTION:** It was m/s by Yee/Baiocchi to accept the donation and the outdoor location for the Wonderful Wizard of Oz Book Bench Donation

Ayes: Commissioners Baiocchi, Farley-Rodgers, Song, and Yee  
Noes: Fry, Giancola, Lam, and Chair Coleman-Knight  
Absent: Simmons

Motion has failed to pass with a tie vote.

**SECOND MOTION:** It was m/s by Chair Coleman-Knight/Giancola to accept the donation and an interior staff determined location for the Wonderful Wizard of Oz Book Bench Donation.

Ayes: Commissioners Baiocchi, Farley-Rodgers, Fry, Giancola, Lam, Song, and Chair Coleman-Knight  
Noes: Yee  
Absent: Simmons

**9. Select a Civic Arts Commission representative for an Ad Hoc Teen Poet Laureate Program Subcommittee**

Lia Bushong, Assistant Director of Library and Recreation, presented the item and answered questions from commissioners.

Jamie Yee was selected as the Ad Hoc Teen Poet Laureate Program Subcommittee member.

#### **10. Receive Civic Arts Project Status Report**

Lia Bushong, Assistant Director of Library and Recreation, presented the item and answered questions from commissioners.

#### **MATTERS INITIATED BY THE COMMISSION**

#### **11. Brief reports on any meetings, conferences, and/or seminars attended by the Commission members**

- a. Chair Coleman-Knight thanked Commissioners Farley-Rodgers for her service on the Civic Arts Commission
- b. Commissioner Fry and Chair Coleman-Knight provided information

#### **FUTURE AGENDA ITEMS**

- 2014 Cultural Plan
- Rotary Mural
- Community Grant Program Final Reports for FY 2023/24

#### **ADJOURNMENT**

Chair Coleman-Knight adjourned the meeting at 8:44 pm.

#### **NEXT MEETING**

October 7, 2024, 7:00 p.m.

**CIVIC ARTS COMMISSION  
AGENDA REPORT**

October 7, 2024  
Library and Recreation

**TITLE: RECEIVE A BUDGET OVERVIEW FOR THE LIBRARY AND RECREATION  
DEPARTMENT FOR FISCAL YEAR 2024/25**

**SUMMARY**

This report provides an overview of Fiscal Year (FY) 2024/25 (July 1, 2024 – June 30, 2025) revenue and expenses for the Library and Recreation Department.

**RECOMMENDATION**

Receive a Budget Overview for the Library and Recreation Department for Fiscal Year 2024/25

**BACKGROUND**

The City follows a multistep operating budget process that begins with approving a Two-Year Budget. The Two-Year Budget has three opportunities to adjust revenues and expenditures based on changing trends and projections. The Mid-Term Budget process is conducted in the second year of the two-year cycle. The Mid-Year Budget process is performed at the mid-point of each of the two years of the budgetary cycle. As part of the Mid-Term Budget adjustment process, staff examines recent years' actual expenditures and revenues and current fiscal year actuals to project estimated budget needs for the coming fiscal year.

The City Council approved the current Mid-Term Budget on May 21, 2024. This report presents an overview of the Mid-Term Budget (July 1, 2024 – June 30, 2025) for the Library and Recreation Department.

**DISCUSSION**

Fiscal Year 2024/25 Library and Recreation Department Budget

The Library and Recreation Department consists of five divisions: Administration, Library, Civic Arts, Human Services, and Sports & Aquatics. The projected FY 2024/25 expenses for the department total \$16,847,841, and the projected revenue is \$5,131,034.

Expenses include \$5,375,266 for permanent staff salaries, \$2,149,130 for temporary staff salaries, and \$4,450,564 in staff benefits. Personnel costs total \$11,974,961, or 71% of department expenses. Staff vacancy savings of \$270,910 are included in these figures. The Library and Recreation Department has 50.25 full-time equivalent (FTE) employees.

The Department's travel and training budget is \$29,300. This is less than \$600 per FTE.

Fiscal Year 2024/25 Recreation Budgets

The recreational divisions within the Library and Recreation Department include Civic Arts, Human Services, and Sports and Aquatics. The Civic Arts division includes Firehouse Arts Center programming such as musical performances, theater plays, youth programming, and

City special events such as Hometown Holiday. The Human Services division includes the Senior Center, Gingerbread Preschool, contract instructor classes, recreation for adults with developmental disabilities (RADD), and Alviso Adobe cultural and environmental programming. The Sports and Aquatics division includes all swim programming at the Dolores Bengston Aquatics Center (DBAC), oversight of youth and adult sports programs, allocation of athletic field space, contract management for Tennis and Community Park, and sports-focused contract instructor programs.

The total expense for these three divisions is \$7,982,622. This figure includes \$1,724,136, or 22%, for permanent staff salaries, \$1,850,894, or 23%, for temporary staff salaries, and \$1,518,578, or 19%, in staff benefits. Combined, these three types of personnel costs account for \$5,093,608, or 64%, of recreation expenses. Staff vacancy savings of \$97,580 are included in these figures. Also, these figures do not include staff salaries and benefits for two Recreation Managers or any other management staff because these salaries and benefits are in the Administration Budget.

PG&E utility expenses total \$894,000 or 11%, miscellaneous supplies total \$254,900 or 3%, contractor expenses, such as referees, umpires, theater set-builders, and software service providers total \$479,590 or 6%, and contract instructor expenses total \$906,000 or 11%. There are additional, smaller buckets of miscellaneous expenses in these divisions that add up to \$354,524 or 4%. The Department Administration Budget also includes \$75,000 in contract costs associated with the recreation reservation software, CivicPlus.

Total Rec Permanent Salary Expense	\$ 1,724,136.00	22%
Total Rec Temp Salary Expense	\$ 1,850,894.00	23%
Total Rec Benefit Expense	\$ 1,518,577.53	19%
Total Rec Salary and Benefit Expense	\$ 5,093,607.53	64%
PG&E Expenses	\$ 894,000.00	11%
Supplies	\$ 254,900.00	3%
Contract Expenses	\$ 479,590.00	6%
Contract Instructor Payments	\$ 906,000.00	11%
Miscellaneous Expenses	\$ 354,524.00	4%
<b>Total Nonpersonnel Expenses</b>	<b>\$ 2,889,014.00</b>	<b>36%</b>
<b>Total Recreation Division Personnel and Nonpersonnel Expenses</b>	<b>\$ 7,982,621.53</b>	<b>100%</b>

The total revenue for these three divisions is \$4,987,034. This figure includes \$1,457,767, or 29%, in contract instructor classes and \$152,500, or 3%, in Lifetime Activities rental and use of

the tennis park.

Here is the breakdown of FY 2024/25 revenue by division:

Human Services	\$ 1,846,507	37%
Sports & Aquatics	\$ 2,074,787	42%
Civic Arts	\$ 850,740	17%
Facility Rentals	\$ 215,000	4%
<b>Total</b>	<b>\$ 4,987,034</b>	<b>100%</b>

The estimated cost recovery for the department's recreational divisions is 48%, including a 30% departmental overhead.

#### Fiscal Year 2024/25 Civic Arts Budget

The Civic Arts division provides arts and cultural programs throughout the City. This division oversees the City's Firehouse Arts Center, coordinates visual and performing arts classes and performances for youth, produces concert series, and coordinates public art and the Harrington Gallery.

Here is the breakdown of anticipated FY 2024/25 Civic Arts division expenses and revenues:

- \$170,000 in revenue and \$110,000 in expenses for the Prime Time Entertainment contract for the Firehouse Presenting Series.
- \$37,000 in revenue, including \$5,000 in donations, and \$64,719 in expenses for the Harrington Art Gallery.
- \$40,000 in expenses is allocated for public art maintenance and upkeep services with the vendor Preservation Arts.
- \$350,000 in revenue and \$279,800 in expense for Pleasanton Youth Theater Company (PYTC) programming.
- The Another H.A.P.P.Y public art fund currently has a fund balance of \$121,896.
- \$110,000 in revenue and \$55,000 in expenses for Contract Instructor Classes at the Firehouse Arts Center.
- \$30,000 in revenue for facility rentals at the Firehouse Arts Center.

Now that the City has transferred ownership of the Amador Theatre to PUSD, there will be additional savings. While the full cost savings are not known at this time, staff estimate a Citywide savings of approximately \$67,000 per year by no longer paying for the maintenance and utilities at this facility. Additionally, staff expects to save approximately \$6,000 on temporary staff expenses annually by no longer staffing this theater.

#### Fiscal Year 2024/25 Cemetery Operations Budget

The Library and Recreation Department, with support from the Public Works Department, manages the operations of the Pleasanton Pioneer Cemetery. Given the nature of the work, it is difficult to predict the number of burials and associated revenue in a given year. In FY 2024/25, the Library and Recreation Department estimates total revenue to be \$230,000 in

casket and cremated remains plot fees. The total expense is estimated at \$410,083. The primary cost of \$363,000 is contract services to maintain the cemetery grounds, sell plots, and coordinate and conduct burials.

Fiscal Year 2024/25 Measure BB Paratransit Budget

The Library and Recreation Department also oversees Measure BB paratransit funds. Most of these funds are received from the County and then disbursed to vendors who conduct paratransit services on behalf of the City. In FY 2024/25, the City is expecting to receive \$599,801 in Measure BB funding, and these funds will be used for contract expenses with Livermore Amador Valley Transit Authority (LAVTA) and Black Tie Transportation for paratransit services in Pleasanton (Pleasanton Rides).

**EQUITY AND SUSTAINABILITY**

Not applicable, as this item is a routine matter of City business.

**OUTREACH**

No outreach was conducted, as this item is a routine matter of City business.

**STRATEGIC PLAN ALIGNMENT**

This report provides the commission with knowledge about the Library and Recreation Department budgets, advancing the ONE Pleasanton Goal A - Funding our Future to support financial health and sound fiscal policies through long-term planning, cost recovery, increased revenue, and cost containment.

**FINANCIAL STATEMENT**

There is no financial impact associated with this item.

Prepared by:



Zachary Reda, Management Analyst

Attachments:

None

**CIVIC ARTS COMMISSION  
AGENDA REPORT**

October 7, 2024  
Library and Recreation

**TITLE: RECEIVE AN UPDATE ON THE 2019-2024 LIBRARY AND RECREATION STRATEGIC PLAN AND PROVIDE FEEDBACK ON THE 2025-2029 LIBRARY AND RECREATION STRATEGIC PLAN'S MISSION, VISION AND VALUES**

**SUMMARY**

The current Library and Recreation Department Strategic Plan will expire in 2024. This plan has provided staff with a roadmap for delivering quality programs and services over the past five years. During this time, the department completed 65% of the strategic plan's implementation action plan items and 22% of these items are in progress.

Library and Recreation staff are developing a new five-year strategic plan and are seeking commission feedback on its mission, vision, and values. This plan's mission, vision, and values should parallel the City's ONE Pleasanton Strategic Plan mission, vision, and values to ensure the department is moving in the same direction as the City.

**RECOMMENDATION**

Receive an Update on the 2019-2024 Library and Recreation Strategic Plan and Provide Feedback on the 2025-2029 Library and Recreation Strategic Plan's Mission, Vision and Values

**BACKGROUND**

In 2018 and 2019, the newly integrated Library and Recreation Department developed the 2019-2024 Strategic Plan (Strategic Plan). In addition to the Strategic Plan, the department has several other guiding documents, including the Youth Master Plan, Alviso Adobe Strategic Plan, Cultural Arts Plan, and Parks and Recreation Master Plan.

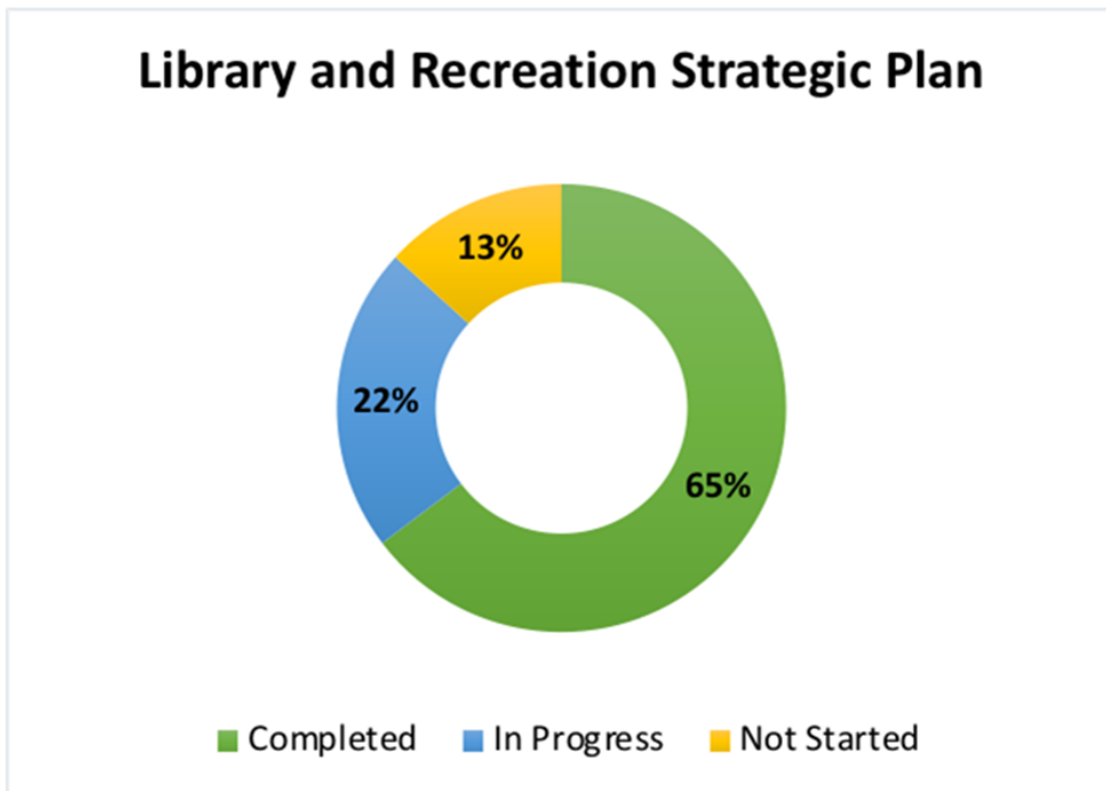
Staff analyzed completion rates for each of these documents to measure the success of previous plans and help inform the development of a new departmental strategic plan. The information below provides a summary of these analyses.

Library and Recreation Strategic Plan

<https://www.cityofpleasantonca.gov/assets/your-community/recreation/pleasanton-library-recreation-strategic-plan-2019-2024.pdf>

The 2019-2024 Library and Recreation Strategic Plan includes 68 action items. Of those, 44 actions were completed, 15 are in progress, and nine have not started. Of the nine actions not started in the Library and Recreation Strategic Plan, 44% were capital projects that did not have funding; 22% were actions that were overly vague or too broad, and completion could not be measured; and 33% were related to developing new master plan documents. (Master plan documents are expensive, and funding was not available to complete these projects).

The capital projects not completed include building the all-abilities playground and a new skatepark.

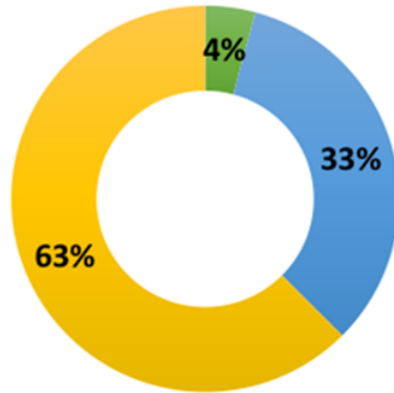


#### Youth Master Plan

<https://www.cityofpleasantonca.gov/assets/your-community/community-support/youth-master-plan-2010.pdf>

The Youth Master Plan was adopted in 2010. Of the 48 items associated with this plan, two actions were completed, 16 actions are in progress, and 30 actions are not started. 60% of the actions not completed were overly vague or too broad, and completion could not be measured, and 40% of the actions were not under the City's purview. Examples of these include: Support opportunities for children and youth to develop positive experiences and qualities that help influence choices they make to become caring and responsible people. Support positive family communication to foster strong intergenerational relationships within families and the community.

## Youth Master Plan



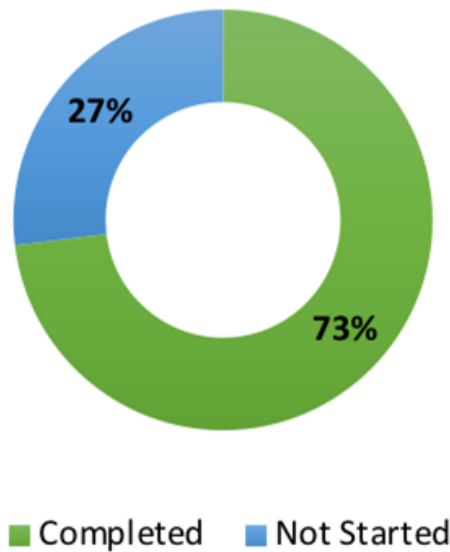
■ Completed ■ In Progress ■ Not Started

### Alviso Adobe Strategic Plan

<https://weblink.cityofpleasantonca.gov/weblink/0/doc/309376/Page1.aspx>

The Alviso Adobe Strategic Plan was adopted in 2017. Of the 26 items associated with this plan, 19 actions have been completed, and seven actions have not started. Of the seven actions not started, 57% were capital projects that did not have funding; 14% were actions that were overly vague or too broad, and completion could not be measured; and 29% were actions that no longer align with the ONE Pleasanton Strategic Plan and Library and Recreation Strategic Plan. Capital projects include connecting the Laguna Oaks Trail to the Adobe with a signalized pedestrian crossing of Foothill Road.

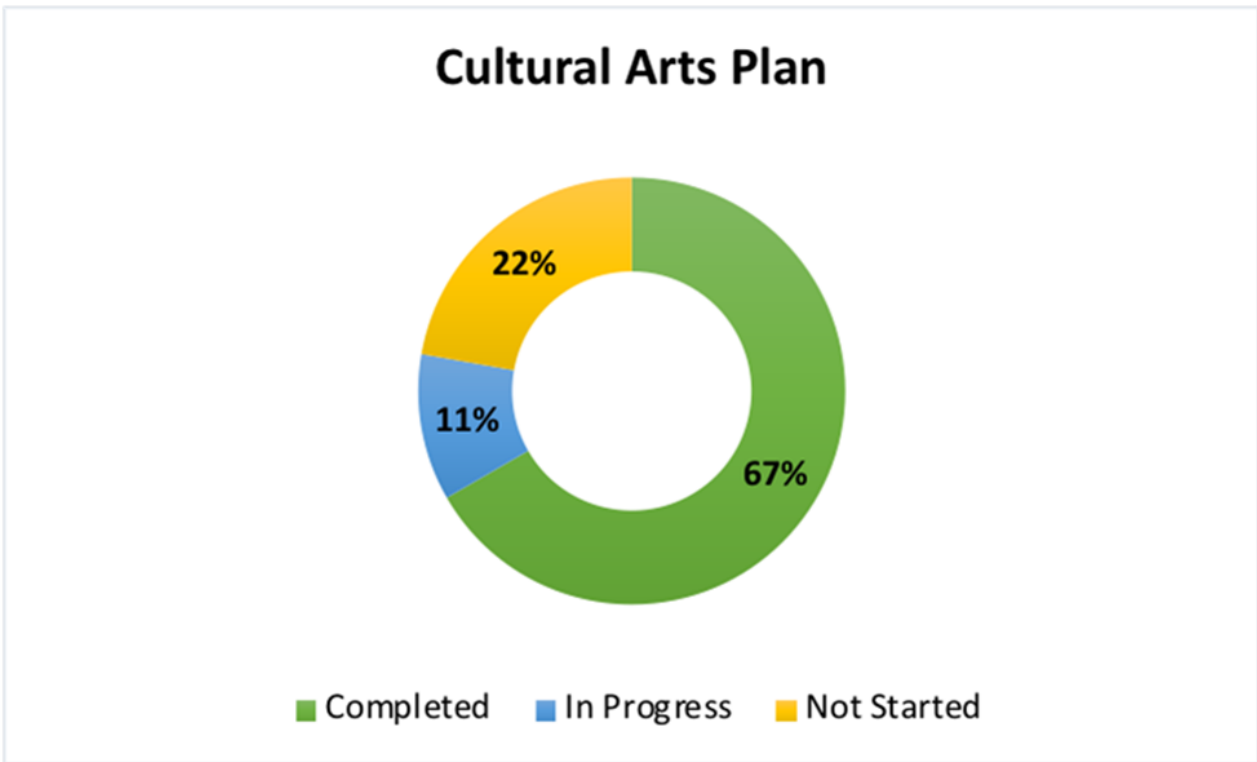
## Alviso Adobe Strategic Plan



### Cultural Plan

<https://www.cityofpleasantonca.gov/assets/your-community/community-support/cultural-plan-2014.pdf>

The Cultural Plan was adopted in 2014. Of the 36 items associated with this plan, 24 actions are completed, four are in progress, and eight are not yet started. Of the projects not started, 25% were capital projects that did not have funding; 13% were actions that were overly vague or too broad, and completion could not be measured; 50% were actions that were not under the purview of the City; and 13% were related to developing new master plan documents. An example of an action not under the purview of the City is, "Provide information and referrals to services for entrepreneurs engaged in small arts-related businesses (including individual artists), such as technical assistance, loans and networking".



Parks and Recreation Master Plan

<https://weblink.cityofpleasantonca.gov/weblink/0/doc/309377/Page1.aspx>

The Parks and Recreation Master Plan, which was adopted in 2014, identified 100 action items. Of those, 46 are completed, 34 are in progress, and 20 have not yet started. Of the projects not yet started, 30% were capital projects that did not have funding; 5% were actions that were overly vague or too broad, and completion could not be measured; 20% were actions that were not under the purview of the City; 40% were actions that no longer align with the ONE Pleasanton Strategic Plan and Library and Recreation Strategic Plan; and 13% were related to the development of new master plan documents. The capital projects included a community center at the Bernal Community Park, and expansion of the Senior Center.

**DISCUSSION**

A strategic plan intends to set priorities and identify common focus across the department. Priorities and common focus can be more efficiently achieved without multiple guiding documents for different department areas. Creating master plan and specific plan documents is time-consuming and costly. By directing the entire department’s focus towards one plan in a five-year period, staff will incorporate actions from all the departmental plans and focus on fiscally prudent and equity-based priorities department-wide. Focusing on one plan reduces overhead costs for plan development, allows department-wide priorities to be ranked and implemented, and allows for more concise tracking of projects and completion metrics.

Staff is seeking feedback on the 2025-2029 Library and Recreation Strategic Plan's vision, mission, and values. Here is a breakdown of the strategic plan components:

## Strategic Plan Components



The desire from staff is to blend the department's 2019-2024 vision, mission, and values with the City's ONE Pleasanton vision, mission, and values while ensuring they are Library and Recreation-specific.

### Vision

The vision should be a statement of the desired future for the department.

The 2019-2024 Library and Recreation Strategic Plan vision is: Inspiring a Vibrant Community.

The ONE Pleasanton vision is: Pleasanton is a progressive, desirable city where a diverse community honors the city's historic character while working together to create an excellent quality of life now and for the future.

Vision Discussion Question:

1. Are there any vision principles that should be added or removed?

### Mission

The mission statement represents the purpose of the Library and Recreation Department.

The 2019-2024 Library and Recreation Strategic Plan mission is: Start your journey here. Discover, Connect, Enjoy.

The ONE Pleasanton mission is: We prioritize our residents and businesses by delivering a

wide array of exceptional public services to support a safe, sustainable, and inclusive community.

Mission Discussion Question:

1. Are there any elements that should be added or removed from the mission statement?

Values

Our values reflect the expected behavior of all Library and Recreation staff and demonstrate what the department stands for.

The Strategic Plan values and the ONE Pleasanton values are similar. Both sets of values include integrity, service/customer service, innovation, and inclusiveness. Library and Recreation has collaboration as one additional value.

Values Discussion Question:

1. Are there any values that should be added or removed?

Next Steps

After receiving input from the Parks and Recreation Commission, Library Commission, Human Services Commission, and Civic Arts Commission, the Library and Recreation Department will hold an all-staff meeting in mid-October. During this meeting, consultants will guide staff in updating the vision, mission, values, goals, and strategies, leveraging information received from the commissions. This input will be consolidated and developed into the department's next strategic plan, which will be available in January 2025. Once the new plan is adopted, staff will integrate it into each division's work plan and provide the commissions with regular progress updates.

**EQUITY AND SUSTAINABILITY**

Reassessing the departmental strategic plan every five years allows for the department to reflect the changing needs, interests and dynamics of the community.

**OUTREACH**

Outreach for this project will be completed through the four commission meetings. All commission meetings are noticed for public participation.

**STRATEGIC PLAN ALIGNMENT**

This item is in line with the ONE Pleasanton goal of Building a Community Where Everyone Belongs: Strategy 3 – Implement high-priority items from the Library and Recreation Strategic Plan to continue to deliver activities and programs that meet the needs and interests of the community.

**FINANCIAL STATEMENT**

The total not to exceed the amount for consulting costs for this project is \$28,800.

Prepared by:



Zachary Reda, Management Analyst

Attachments:  
None

**CIVIC ARTS COMMISSION  
AGENDA REPORT**

October 7, 2024  
Library and Recreation

**TITLE: RECOMMEND CITY COUNCIL ACCEPT DONATION OF *HOPE AND PROMISE*  
MURAL AND FRAME**

**SUMMARY**

The Pleasanton Cultural Arts Council (PCAC) commissioned a local artist, Leta Eydelberg, to create a mural that tells the story of Pleasanton Rotary Club International, highlighting Rotary's key projects and initiatives. This project was made possible through two grants received by PCAC from the Pleasanton Rotary Club International. In partnership with Nancy and Gary Harrington, PCAC and the Pleasanton Rotary Club International would like to donate this artwork to be displayed in a freestanding frame at Rotary Park.

In accordance with the City's Public Art Program, the *Hope and Promise* mural was reviewed for artistic merit, installation, location, and maintenance by the Public Art Selection Subcommittee (PASS) on March 24, 2023.

Based on the provided information, the commission should offer a recommendation as to whether to accept the donation. If recommended by the Parks and Recreation Commission and the Civic Arts Commission, the public artwork will be shared with the City Council for review and consideration at an upcoming meeting.

**RECOMMENDATION**

Recommend City Council accept donation of *Hope and Promise* mural and frame.

**BACKGROUND**

The Pleasanton Municipal Code, Chapter 13.16 Art in Public Places (Attachment 1) outlines the process for gifts and loans of public art displayed in public places:

- A. The Civic Arts Commission shall review any proposed donation or loan of public art for artistic merit, site appropriateness, liability questions, and installation and maintenance costs and considerations. The review shall include consultations with all affected city departments.
- B. Upon completion of its review the Civic Arts Commission shall make its recommendation for acceptance or rejection of the offer to the city council.
- C. A donor who wishes to make an offer of a gift of public art shall provide for review:
  - 1. Documented materials for the artwork being offered for donation including photographs, slides, renderings, descriptions of size, weight, medium, title, year of creation, and a resume of the artist, if possible.
  - 2. Documentation establishing the donor as the clear and unencumbered title holder of the artwork.
  - 3. A release letter by the donor should the city decide to deaccess the artwork in the future.
- D. The city will acknowledge receipt of the donated artwork without valuation for tax

purposes. The donor must find other means of establishing the value of the artwork. (Ord. 1676 § 1, 1996)

In addition to what is identified in the Municipal Code, a Public Art Selection Subcommittee (PASS) supports the process of Art in Public Places, meeting on an as-needed basis to review public art proposals. The subcommittee includes representatives from the Civic Arts Commission, Parks and Recreation Commission, and City staff from the Library and Recreation Department and the Public Works Department.

PASS convened virtually on March 24, 2023. Members present included a Civic Arts Commissioner, a Parks and Recreation Commissioner, and City staff from the Library and Recreation Department, as well as the Public Works Department. PASS discussed the artwork and received a presentation from PCAC, Nancy and Gary Harrington, and the President of Pleasanton Rotary International. PASS reviewed the considerations outlined in the municipal code for proposed donations, including artistic merit, location, installation, and maintenance.

#### Information about the Piece

Information about the *Hope and Promise* mural (Attachment 2) was presented at the PASS meeting. PCAC commissioned local artist Leta Eydelberg to depict the story of Pleasanton's Rotary Club International. The artwork, painted on marine-grade plywood using a UV/graffiti-resistant paint and measuring 6 feet tall x 4 feet wide, was discussed along with a proposal to construct a freestanding metal frame. Renderings were shared during the meeting, and it was noted that the artwork has already been completed, with the frame to be constructed once the project is approved.

#### Artistic Merit

At the PASS meeting, images of the mural were presented and information about the artist, Leta Eydelberg, an acrylic muralist and storyteller. Eydelberg envisioned the universal symbol of life, a tree, and infused it with core elements that reflect Pleasanton Rotary Club International's contributions to both the local community and the world. Titled *Hope and Promise*, the mural tells a compelling story of generosity, community involvement, and the humanitarian service of Rotary members in their mission to foster goodwill and peace. The branches of the tree represent promise and hope. The mural also features symbolic imagery of key Rotary initiatives, including the Wheelchair Program, Disaster Response Fund, and the Water, Sanitation, and Hygiene (WASH) Project. Overall, there was positive feedback on the artistic merit of the piece. One suggestion was made by a PASS member to add definitions on the back of the mural to explain the meaning of these symbols.

#### Location, Installation and Maintenance

PASS discussed three potential locations within Rotary Park for the mural. Concerns were raised about visibility from the street, as the height of the mural might be obscured by the existing arbor or banners at the park's entrance. There was a strong preference for the mural to be visible from the street, with suggestions that the location be closer to the sidewalk and corner rather than near the path leading to the trail. The Parks Maintenance Supervisor noted that electrical and irrigation systems would need to be assessed, and it was clear that City staff would need to conduct a thorough evaluation to provide a recommendation on the location and installation.

PASS also discussed the construction of the metal frame and raised concerns about safety,

particularly regarding wind, as the mural would be freestanding. Ensuring the structure's stability in various weather conditions was highlighted as a key consideration for the installation. This, along with the assessment of electrical and irrigation systems, would be part of the evaluation required by City staff to provide a recommendation on the location and installation.

Following the PASS meeting, staff held follow-up meetings with the donors to explore moving the project forward. PCAC worked to secure funding for installation costs. City staff offered guidance for design adjustments, prioritizing safety above all else. City staff and PCAC collaborated to refine the installation method and reduce costs through a redesign. If approved, the final frame design will be completed, with continued coordination with the City on the specifications.

## **DISCUSSION**

Based on the provided information, the Parks and Recreation Commission and Civic Arts commission should recommend whether to accept the donation. The benefits of accepting the piece include enhancing public spaces and promoting civic engagement through art that celebrates the values of service, generosity, and humanitarianism. The mural will visually represent the Pleasanton Rotary Club International's contributions, fostering a sense of pride and awareness within the community. Additionally, it will enrich the park's cultural landscape, making it a point of interest for residents. The artwork will encourage reflection on global and local initiatives, inspiring further community involvement.

### Temporary Installation

Due to its construction and value, the *Hope and Promise* mural is recommended for temporary installation. The estimated value of the mural and frame is \$4,000. With over 45 permanent works in the City of Pleasanton's public art collection, each piece averages approximately \$22,000 in value, and the permanent pieces are constructed with materials designed in consultation with staff for durability and long-term community use. Although the artwork itself is temporary, the frame will be a permanent fixture designed to allow the artwork to be replaced when it reaches the end of its lifespan.

Per the Pleasanton Municipal Code, Chapter 13.16 Art in Public Places, staff recommends the commissions consider the following when assessing whether to recommend the acceptance and installation of the piece:

- Artistic merit
- Site appropriateness
- Liability
- Installation and maintenance costs and considerations

If the Parks and Recreation Commission and the Civic Arts Commission recommend, the public artwork will be shared with the City Council for review and consideration at an upcoming meeting.

## **EQUITY AND SUSTAINABILITY**

The public art program strives to align art projects with funding and staffing resources, as well

as to identify projects that celebrate diversity and would be enjoyed by all residents and visitors in Pleasanton.

## **OUTREACH**

No outreach was done on this item.

## **STRATEGIC PLAN ALIGNMENT**

This action advances the following Citywide goals and strategies:

ONE Pleasanton Citywide Strategic Plan

- Investing in Our Environment: Infrastructure, Public Facilities and Sustainability, Strategy 7 – Continue to invest in parks, bicycle, and pedestrian infrastructure, and public art.

## **FINANCIAL STATEMENT**

The *Hope and Promise* mural and frame is a proposed donation made in collaboration with Nancy and Gary Harrington, the Pleasanton Cultural Arts Council (PCAC), and the Pleasanton Rotary Club International. The Harringtons will donate installation costs, with the construction of the metal frame coordinated through a partnership between PCAC and the City, funded by a grant from the Pleasanton Rotary Club International. Ongoing maintenance will only be required in the event of vandalism and will be funded through the City's General Fund for Maintenance and Conservation, in the Civic Arts Admin account 00150400-430107.

Prepared by:



Rachel Prater, Recreation Manager

Attachments:

1. Art in Public Places
2. Hope and Promise Image and Location

CHAPTER 13.16  
ART IN PUBLIC PLACES

**§ 13.16.010. Statement of philosophy.**

As a community matures, the community turns toward the greater rewards it can provide for its citizens. Typically, a community will turn toward increased cultural activities.

Pleasanton is maturing and becoming more aware of the value of its cultural environment, particularly public art, for its citizens to enjoy.

As stated by the National Endowment for the Arts, "Our need to make, experience, and comprehend art is as profound as the need to speak. It is through art that we can understand ourselves and our potential...and it is through art that we will be understood and remembered by those who will come after us."

Therefore, the city accepts a responsibility for expanding experience with public art.  
(Ord. 1676 § 1, 1996)

**§ 13.16.020. Purpose and goals.**

- A. The purpose of this art in public places chapter is to promote the acquisition, construction and installment of works of public art in Pleasanton that will foster creativity, engender civic pride, encourage a sense of community, and enrich the lives of our citizens.
- B. Major goals of this chapter include the creation of a civic arts commission to:
1. Review and recommend action on public art projects;
  2. Encourage commercial, office, and residential projects to incorporate art within the project design;
  3. Promote art within the city;
  4. Work with artists and the Pleasanton cultural arts council;
  5. Oversee the development of a city of Pleasanton cultural plan;
  6. Recommend policies and action regarding the city of Pleasanton's civic arts program;
  7. Guide the future direction of cultural enhancement of the city; and
  8. Develop facility needs, including the exploration of the need for a performing/visual arts center and gallery.

(Ord. 1676 § 1, 1996)

**§ 13.16.030. Definitions.**

"Annual public art projects plan" means a prioritized list of public art projects with budgets.

"Art in public places" means any visual work of art displayed for two weeks or more on city property in an open city-owned area, on the exterior of any city-owned facility, public areas,

lobbies or public assembly areas, or on any non-city property if the work is installed, financed, either wholly or in part, with city funds, or grants procured by the city.

"City capital project" means any capital improvement project paid for, wholly or in part, by the city of Pleasanton to construct or remodel a building, decorative or commemorative structure, park, street, sidewalk, parking facility or utility or any portion thereof, within the city limits.

"Civic arts commission" means a qualified citizen committee as established by Chapter 2.39 of this code to provide recommendations regarding the administration of the city's civic arts program and the art in public places program, and to recommend scope of projects, artworks and artists for the public art program.

"Public art" means original visual works of art which are accessible to the public and/or public employees, including, but not limited to:

1Paintings" of all media, including both portable and permanently affixed works such as murals.

2Sculpture" which may be in the round, bas-relief, high relief, mobile, fountain, kinetic, electronic, etc., in any material or combination of materials, including sound and performance.

3Other visual media" including, but not limited to, prints, drawings, stained glass, calligraphy, mosaics, photography, film, video, ceramics, fibre and textiles.

4Other works" of a wide range of materials, disciplines and media which are of specific duration, including installation and performance arts, and which are documented for public accessibility after the life of the piece has ended.

5Functional art works" which possess practical, functional qualities as well as aesthetic ones.

6Collaborative design projects" which involve artists and other design professionals.

7. The following items are not to be considered public art works for the purposes of this chapter:

- a. Directional elements such as super graphics, signage, or color coding except where these elements are an integral part of the original art works.
- b. Art objects which are mass-produced from a standard design such as playground equipment, commercially produced fountains, flags, or banners.
- c. Unsigned or mass-produced reproductions of original artworks.
- d. Decorative, ornamental, or functional elements which are designed by the building architect as opposed to an artist commissioned for the purpose of creating artwork.
- e. Landscape architecture and landscape gardening except where these elements are designed by an artist and are an integral part of the artworks by an artist.
- f. Services or utilities necessary to operate or maintain the artwork over time.
- g. Performing arts events which would normally be considered a part of the

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§ 13.16.050

traditional performing arts, i.e., dramatic and theatrical productions, musicals, dance, ballet, music recitals and concerts, etc.

"Public art collection" means any public art owned by the city of Pleasanton.

"Public art administration appropriation" means any appropriation from the general fund for educational activities and administration of the public art program.

"Public art fund" means a separate account for the acquisition, construction and installation of public art.

"Public art in private places" means artworks located and financed by private developers within public view or access.

"Public art maintenance appropriation" means any appropriation from the general fund for regular routine maintenance of the city public art collection.

"Public art restoration and conservation fund" means a separate account established by the city for the extraordinary restoration and conservation of artworks in the city public art collection.

(Ord. 1676 § 1, 1996)

#### **§ 13.16.040. Uses of funds and appropriations.**

- A. Uses of Public Art Fund. Monies from the public art fund shall be used in accordance with the public art project plan and may be used for expenses connected with artists' design concepts, acquisition, purchase, commissioning, placement, installation, rental, lease, exhibition, and/or display of artworks. Artworks may be permanent or temporary, may be integral to the architecture, or may be incorporated into the city construction project.
- B. Uses of the Public Art Restoration and Conservation Fund. Monies from the public art restoration and conservation fund shall be used in accordance with the annual public art projects plan. Monies from the public art restoration and conservation fund shall be used for the extraordinary restoration and conservation needs of the city public art collection.
- C. Public Art Maintenance Appropriation. The city's general fund operating budget may include an annual appropriation to cover the routine, regular cleaning and maintenance needs of the city public art collection.
- D. Public Art Administration Appropriation. The city's general fund operating budget may include an annual appropriation to cover the administration and educational programs of the art in public places program.

(Ord. 1676 § 1, 1996)

#### **§ 13.16.050. Public art in private places program.**

- A. The city strongly encourages private individuals or corporations to participate in the public art in private places program by placing original works of art in publicly accessible areas in new commercial, office or industrial developments.
- B. The public art in private places program is optional to developers with commercial, office or industrial projects in the city of Pleasanton. During the development review process, developers of major new projects are encouraged to provide appropriate art, commensurate

with the scale of the proposed building(s), which would complement and enhance their projects. The civic arts commission shall review and make recommendations regarding any public art which is proposed as part of a development.

- C. Developers may choose to:
1. Acquire and install original works of art in publicly accessible areas of their developments.
  2. Make a cash contribution for a city-sponsored public art project; make a sponsorship matching contribution for a work of art, if the city approves; or
  3. Make a cash contribution to the city's art in public places fund.
- D. It is not intended that an agreement on the part of a developer to provide artwork will slow or delay processing the development application. During the development review process, an applicant may indicate a willingness to provide such artwork, or may provide a conceptual drawing of the artwork; however, the proposed artwork shall not be reviewed by the civic arts commission until after the project has received all necessary discretionary approvals, except if the proposed artwork were an integral part of the building or site design. In this case, as soon as it is identified that such artwork is proposed to be included as part of a development project, the civic arts commission would be called to review the artwork portion of the project as soon as is practical. A special meeting of the commission may be called to keep the development project on schedule.
- E. The civic arts commission will be available to developers, the community development department and other affected city departments to provide policy guidelines, advice, expertise and assistance for public art in private places projects.  
(Ord. 1676 § 1, 1996; Ord. 2000 § 1, 2009)

**§ 13.16.060. Not-for-profit sector public art projects.**

- A. The city strongly encourages private and public not-for-profit foundations, service clubs, and arts and cultural organizations to propose and fund art in public places.
- B. Organizations may choose to:
1. Propose and fund a specific project, approved by the civic arts commission;
  2. Make a cash contribution to a specific city-sponsored public art project;
  3. Make a cash contribution to the city's art in public places fund; or
  4. Match a grant for the acquisition of a public art project.
- C. Organizations proposing a specific project should provide a one-time contribution for installation and long-term maintenance and conservation of the artwork.
- D. The civic arts commission should work closely with the organization and affected city departments in order to provide policy guidelines, and expertise regarding any proposed project.

§ 13.16.060

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- E. The civic arts commission shall review any proposed project as to artistic merit, site appropriateness, installation, maintenance, long-term conservation and funding requirements.
- F. Upon completion of the review, the civic arts commission shall make its recommendation to the city council regarding the acceptance or rejection of the proposal.

(Ord. 1676 § 1, 1996)

**§ 13.16.070. Gifts and loans of public art.**

- A. The civic arts commission shall review any proposed donation or loan of public art for artistic merit, site appropriateness, liability questions, and installation and maintenance costs and considerations. The review shall include consultations with all affected city departments.
- B. Upon completion of its review the civic arts commission shall make its recommendation for acceptance or rejection of the offer to the city council.
- C. A donor who wishes to make an offer of a gift of public art shall provide for review:
  - 1. Documented materials for the artwork being offered for donation including photographs, slides, renderings, descriptions of size, weight, medium, title, year of creation, and a resume of the artist, if possible;
  - 2. Documentation establishing the donor as the clear and unencumbered title holder of the artwork.
  - 3. A release letter by the donor should the city decide to deaccess the artwork in the future.
- D. The city will acknowledge receipt of the donated artwork without valuation for tax purposes. The donor must find other means of establishing the value of the artwork.

(Ord. 1676 § 1, 1996)

**§ 13.16.080. Gifts of state.**

Periodically the city, through its mayor, city council, or various agencies, receives gifts of public art from official representatives of other cities, states, and governmental agencies. All such "gifts of state" shall be referred to the civic arts commission for its recommendation as to site appropriateness, installation, maintenance, long-term conservation and funding requirements. Upon the review of these considerations and the overall circumstances of the gift, the commission shall make a recommendation to the city council as follows:

- 1. Install the public art at a commission-recommended site;
- 2. Store the public art until more favorable conditions arise for its installation; or
- 3. Decline the public art.

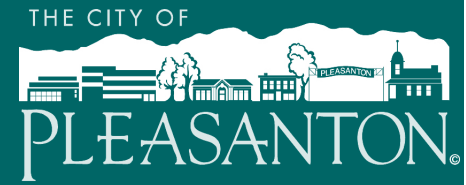
(Ord. 1676 § 1, 1996)



PLEASANTON CULTURAL ARTS COUNCIL



# Civic Arts Project Status Report



REPORT DATE	PROJECT NAME	PREPARED BY	
October 2024	Civic Arts Project Status Update	Rachel Prater, Recreation Manager	
Category	Project	Status	Date
<b>Public Art</b>			
<i>Permanent Pieces =46</i> <i>Traffic Boxes = 19</i> <i>Temporary Murals = 2</i>			
<b>Upcoming Performances</b>	<ul style="list-style-type: none"> <li>Best of SF Stand-up Comedy   October 5</li> <li>TVTC Spooktacular Broadway   October 18</li> <li>Creatures of Impulse - Doomsday Diaries   October 24</li> <li>Stella Heath &amp; Bandjango Collectif   October 25</li> <li>Pleasanton Youth Theater Company – Anastasia Youth Edition   November 1, 2, 3, 8, 9 and 10</li> <li>Chicago the Tribute   November 16</li> </ul>		
	<i>More performances at <a href="http://www.firehousearts.org">www.firehousearts.org</a></i>		
<b>Harrington Gallery</b>	Pleasanton Art League (PAL) 17 <sup>th</sup> Annual Fall Members' Show   October 19 - December 21		
<b>Pleasanton Art League (PAL) Wall</b>	Lorraine Wells   September 18 – October 26 Alana Shoars   November 1 – December 21		
<b>FAC Lobby Walls</b>	Jane Yuen Corich   August 24 - October 19 Carolyn Lord   October 26 – December 11		
<b>Special Events/Programs</b>	Cultural Celebration Series <ul style="list-style-type: none"> <li>Hispanic Heritage Month Celebration   October 13</li> <li>Diwali Celebration   October 27</li> <li>Dia de los Muertos   November 2</li> <li>Native American Heritage Month Celebration   November 16</li> </ul> Hometown Holiday Celebration   December 7		
<b>Cultural Plan</b>	<ul style="list-style-type: none"> <li>9 Goals</li> </ul>	1 Goal Completed	
	<ul style="list-style-type: none"> <li>36 Strategies</li> </ul>	11 Strategies Completed 15 Strategies In- Progress	

To receive the Firehouse Arts Center newsletter, visit: [www.firehousearts.org](http://www.firehousearts.org), scroll to the bottom of the home page, and “Join Our Mailing List” by entering your email address and clicking “submit.”