



Blue Lake Arts and Heritage Commission

Regular Meeting – Wednesday January 18, 2023 at 6:00 p.m.

Unless Otherwise Noted, All Items on the Agenda Are Subject to Action.

LOCATION: Skinner Store 111 Greenwood Road, Behind City Hall, Blue Lake.

Public Input can be given to the commission by emailing citymanager@bluelake.ca.gov until 4:30 p.m. on Wednesday, January 18, 2023.

1. Establish a Quorum of the Commission
2. Motion to Approve the Agenda
3. Public Input – *The Public is invited to present petitions, make announcements, or provide other information to the Commission that is relevant to the scope of authority of the City of Blue Lake that is not on the Agenda. The Commission may provide up to 15 minutes for this public input session. To assure that each individual presentation is heard, the Commission may uniformly impose time limitations of 3 minutes to each individual presentation. The public will be given the opportunity to address items that are on the agenda at the time the Commission takes up each specific agenda item.*
4. Motion to Approve the Minutes from the November 14, 2022, Commission Meeting
5. DANCO Project Presentation and Discussion/Identification of Opportunities for the Arts and Heritage Commission to Participate in Various Design Capacities.
6. Town Square Ad-Hoc Committee Update/Discussion
7. Californians for the Arts Membership-Discussion
8. Ink People Dream Maker Program-Discussion
8. Public Safety Commission-Go Slow Campaign Installation Opportunities
9. Future Agenda Items and Announcements
10. Motion to Adjourn

A request for disability-related modification or accommodation, including auxiliary aid or services, may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting, by contacting City Manager Amanda Mager, 668-5655, at least 24 hours prior to the commencement of the meeting.

(707) 668-5655

Fax: (707) 668-5916

www.bluelake.ca.gov



CITY OF BLUE LAKE
CALIFORNIA

111 Greenwood Road

P.O. Box 458

Blue Lake, CA 95525

City of Blue Lake
Arts & Heritage Commission Meeting Minutes

November 14, 2022-7:00 p.m.

Skinner Store Building-111 Greenwood Road, Blue Lake-Behind City Hall

Meeting Called to Order at 7:00 PM

1. Establish a Quorum of the Commission

Commission Members Present:

Diana Lynn

Patricia Sennott

Gina Tuzzi

Randy Toroni

Advisory Members Present:

Jeff DeMark

Staff Present:

Amanda Mager, City Manager/City Clerk

Public Present:

Sherri Green

2. Approve Agenda

Motion: To Approve the Agenda as presented

Motion by: Commissioner Lynn, **Second:** Commissioner Sennott

There were no comments from the Commission or public.

Vote: Ayes: Lynn, Tuzzi, Sennott, Toroni **Nays:** None **Absent:** None

Motion Summary: Motion Passed

- 3. Public Comment** – *The Public is invited to present petitions, make announcements, or provide other information to the City Council that is relevant to the scope of authority of the City of Blue Lake that is not on the Agenda. The Council may provide up to 15 minutes for this public input session. To assure that each individual presentation is heard, the Council may uniformly impose time limitations of 3 minutes to each individual presentation. The public will be given the opportunity to address items that are on the agenda at the time the Council takes up each specific agenda item.*

No Public Comment Received

4. Arts and Heritage Commission Appointment of Chair, Vice-Chair and Secretary

Motion: To appoint Randy Toroni as Chair, Diana Lynn as Vice-Chair and Patricia Sennett as Secretary

Motion by: Commissioner Lynn, **Second:** Commissioner Tuzzi

There were no comments from the Commission or Public

Vote: Ayes: Lynn, Toroni, Tuzzi, Sennott **Nays:** None **Absent:** None

Motion Summary: Motion Passed

5. Arts and Heritage Commission-Establish Regular Meeting Date, Time and Location

Motion: To Designate the third Wednesday of the Month, at 6:00 PM at the Skinner Store as the regular monthly meeting date, time and location of the Arts and Heritage Commission

Motion by: Commissioner Tuzzi, **Second:** Commissioner Sennott

There were no comments from the Commission or public.

Vote: Ayes: Lynn, Tuzzi, Toroni, Sennott **Nays:** None **Absent:** None

Motion Summary: Motion Passed

6. Arts and Heritage Commissioner and Advisory Member Introductions:

Randy Toroni: Illustrator/Concept drawer; free-lance artist; from Blue Lake

Jeff DeMark: (Advisory Position) Writer/storyteller, musician and thematic artist

Gina Tuzzi: CalPoly art teacher, painter, muralist; involved in the Eureka Street Art Festival

Patricia Sennott: Local artist; has a studio in Northtown, has experience in fundraising, boardmember of the Arcata Artisan Cooperative, experience with public art, including the City of Eureka utility box art project.

Sherri Green: (Applying for Commissioner Position) Blue Ribbon Quilter, costume designer; has created costumes for Dell'Arte productions

Marnie Atkins: (Applying for Advisory Position) Wiyot Tribe Councilmember, Wiyot Cultural Center Director

7. Reports of Council and Staff:

City Manager Mager: Provides an overview of the town square project and the Powers Creek District development projects. Overview includes opportunities for the Arts and Heritage Commission to engage in the design of various spaces within the developments, along with options to create ad-hoc committees to focus efforts on specific projects. Manager Mager presents the Public Safety Commission's traffic calming project, along with opportunities for the Commission to work on various projects, including cross-walk art and installations to slow down traffic in the community. Manager Mager will invite the DANCO project manager(s) and the project architect to the next Arts and Heritage Commission meeting to review the proposed project and to identify specific opportunities for the Commission to take part in the design of specific features and spaces.

Arts and Heritage Commission discusses creating an Ad-Hoc Committee to review the town square project and the designs to date. The Commission appoints Diana Lynn and Gina Tuzzi to serve as the committee members. Manager Mager will work with the Ad-Hoc Committee and will provide them with updated drawings for review and comment.

8. Future Agenda Items:

- Introduction of new Commission and Advisory Members as appropriate
- DANCO Presentation
- Town Square Update PM

Motion: To adjourn at XXXXPM

Motion by: Commissioner Lynn, **Second:** Commissioner Toroni

There were no comments from the Commission or public.

Vote: Ayes: Lynn, Toroni, Tuzzi, Sennott **Nays:** None **Absent:** None

Motion Summary: Motion Passed

DRAFT

To: The City of Blue Lake
From: Diana Lynn, Arts and Heritage Commissioner

Date: January 18, 2023

Subject: Potential development of Artist Live-Work spaces in the Powers Creek District.

1. Is Blue Lake interested in becoming a widely recognized home to artists, artisans, and creative businesses?
2. Is Danco interested in the possibility of including a few artists' live-work units in their future Powers Creek development? Have they already explored this potential niche market in affordable housing?
3. Is there additional available city land to lease, and the community will, to develop a stand-alone affordable housing project for artists and artisans? This project could include a community gallery and studio where people of all ages would gather for arts instruction, art club meetings, doing special projects, and conducting retail art shows and sales.

Informal Market assessment: An artist living in Blue Lake has been unsuccessfully searching for studio space within commuting distance for several years and is now temporarily working out of a storage unit. One of our Arts and Heritage Commissioner's long-time studio is at risk since her six-unit studio complex in Arcata has just been acquired by Cal Poly. The three work-only studio complexes in Eureka are fully occupied, as are the three in Arcata and the one on West End Road. It's safe to assume all have waiting lists, and none are technically *live-work* spaces. (Example of cost: 'UnauthorizedArt' complex on West End Road rents 1,200 sq' work-only studios for \$850 a month.)

Live/Work Art Studios are dissimilar to standard residential apartments, requiring:

Flexibility/Open Plan
Industrial level ventilation
220 outlets
Natural light/skylights
Ample diffused full-spectrum overhead lighting
Industrial finishes on working surfaces and floor
Deep utility sink
Wide or double exterior doors
Additional exterior storage locker for large items
High ceiling in at least one working space

(If this cannot be a Danco project, Artspace is a nonprofit specializing in consulting, creating, or even owning and operating affordable spaces for artists and creative businesses, and would welcome a call back to Humboldt County. A few years ago, they did a virtual presentation to a housing forum hosted by and at the request of the Redwood Region Economic Development Commission. They are happy to have a talk with Blue Lake City representatives or other stakeholders seeking more information. These spaces include live-work apartments for artists and their families, working artist studios, arts centers, commercial space for arts-friendly businesses, and other projects. The majority of Artspace's housing units are affordable to households earning at or below 60% of the Area Median Income (AMI) of the city or county in which the project is located.)



10 Reasons to Support the Arts in 2021

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, empathy, and beauty. The arts also strengthen our communities socially, educationally, and economically—benefits that persist even during a pandemic that has been devastating to the arts. The following ten reasons show why an investment in artists and arts organizations is vital to the nation’s post-pandemic healing and recovery.

1. **Arts unify communities.** 72% of Americans believe “the arts unify our communities regardless of age, race, and ethnicity” and 73% agree that the arts “helps me understand other cultures better”—a perspective observed across all demographic and economic categories.
2. **Arts improve individual well-being.** 81% of the population says the arts are a “positive experience in a troubled world,” 69% of the population believe the arts “lift me up beyond everyday experiences,” and 73% feel the arts give them “pure pleasure to experience and participate in.”
3. **Arts strengthen the economy.** The nation’s arts and culture sector—nonprofit, commercial, education—is an \$919.7 billion industry that supports 5.2 million jobs. That is 4.3% of the nation’s economy—a larger share of GDP than powerhouse sectors such as agriculture, transportation, and construction. The arts have a \$33 billion international trade surplus. The arts also accelerate economic recovery: a growth in arts employment has a positive and causal effect on overall employment.
4. **Arts drive tourism and revenue to local businesses.** The *nonprofit* arts industry alone generates \$166.3 billion in economic activity annually—spending by organizations *and their audiences*—which supports 4.6 million jobs and generates \$27.5 billion in government revenue. Arts attendees spend \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic culture experiences.
5. **Arts improve academic performance.** Students engaged in arts learning have higher GPAs, standardized test scores, and college-going rates as well as lower drop-out rates. These academic benefits are reaped by students across all socio-economic strata. Yet, the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. 91% of Americans believe that arts are part of a well-rounded K-12 education.
6. **Arts spark creativity and innovation.** *Creativity* is among the top five applied skills sought by business leaders—per the Conference Board’s *Ready to Innovate* report—with 72% saying creativity is of “high importance” when hiring. Research on creativity shows that Nobel laureates in the sciences are 17 times more likely to be actively engaged as an *arts maker* than other scientists.
7. **Arts have social impact.** University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.
8. **Arts improve healthcare.** Nearly one-half of the nation’s healthcare institutions provide arts programming for patients, families, and even staff. 78% deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.
9. **Arts for the health and well-being of our military.** The arts heal the mental, physical, and moral injuries of war for military servicemembers and Veterans, who rank the creative arts therapies in the top four (out of 40) interventions and treatments. Across the military continuum, the arts promote resilience during pre-deployment, deployment, and the reintegration of military servicemembers, Veterans, their families, and caregivers into communities.
10. **Arts Strengthen Mental Health.** The arts are an effective resource in reducing depression and anxiety and increasing life satisfaction. Just 30 minutes of active arts activities daily can combat the ill effects of isolation and loneliness associated with COVID-19.

1/18/23

Joining CFTA would keep up updated on arts related grants and advise applying for funding. It also will let us know about current state legislation that needs our support, and much more. Check out their website. We may be able to join for as low as \$50 a year.

CALIFORNIANS FOR THE ARTS

YOUR MOVEMENT-BUILDING ADVOCACY NETWORK

IN 2022 TOGETHER WE ACCOMPLISHED

ACTIVITIES

- > Produced 30 free advocacy, networking and technical assistance programs
- > Offered 16 Regional Conversations
- > Generated 26 advocacy resources and toolkits
- > Organized 56 meetings with state legislators and arts advocates
- > Featured 28 arts leaders in The Arts Work Panel Discussion Series
- > Highlighted 113 CA artists & organizations in The Arts Work Showcase
- > 2 in-person press conferences with the Mayors of San Diego and Sacramento

IMPACT

- > Served 4,000+ through our free programs
- > Assisted 1,200+ organizations with COVID relief grants
- > 1400+ advocacy actions taken during Arts, Culture & Creativity Month
- > Connected 202 advocates with 74% of state legislators in key committees
- > Reached 268K constituents through CFTA media channels
- > Expanded newsletter reach by 32% to almost 24K subscribers
- > Engaged 5,000+ BIPOC arts workers in the HR 7627:Advancing Justice through the Arts & Humanities Act campaign

NEW INITIATIVES

- > **Partnerships** with California Forward and Go-Biz to connect arts and culture to regional initiatives
- > **National stewardship & coalition-building** for HR 7627:Advancing Justice through the Arts & Humanities Act
- > Launched the **Creative Economy Working Group** with Arts for LA at the California Economic Summit
- > Published the **Arts + Economic Development resource page**
- > Developed **Notes from the Field** blog series on state and national issues
- > Awarded the state arts **Paymaster** contract from the CAC to serve small arts nonprofits
- > Awarded funding to pilot **RAIN-Regional Arts Infrastructure Network** in two regions

4K served 268K reached 1200 helped

The future of California is **Creative** Join the Movement
Become a Member: bit.ly/join-the-mvmt

None of this would be possible without our Members, Partners and Funders >

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916-296-1838 | www.CaliforniansForTheArts.org | Julie@CaliforniansForTheArts.org

1/18/23

Let's consider inviting the director of The Ink People to introduce herself to us and find out about joining, and how their DreamMaker Program can qualify us to apply for grants *only* open to arts nonprofits.



The Ink People has been changing people's lives since 1979 by connecting the community with resources for cultural development. We have a long-time presence in Humboldt County and northern California as a community-based, grassroots, artist-run, arts and culture organization. We are organized on community access principles and the belief that art, in all its forms, is essential to the human spirit and well being.

Our DreamMaker Program is made up of self-directed projects created by people who have a dream of making our community a better place through Art and Cultural engagement.

Do you have an idea for an Arts, Culture, or Education Project? Read these intake questions to see if you are ready to take the next step:

Apply to be a DreamMaker, and if your idea fits in our mission, we may invite you to join the Ink People family.

- Benefits Include nonprofit status which allows your group to apply for Grants or Sponsorships, receive discounts from venues and services.
- You would also have use of Ink People Facilities, shared classrooms, studios, and office space with internet, mail and phone service.
- Staff Support and Services include bookkeeping/ reporting, Insurance buy in, online donations management, and many other little things on the day to day.

- **Learn to Grow!** To encourage your professional development, we will help you with every aspect of starting and running a successful Arts & Cultural Project. Everything from mission to marketing, classes on important skills like grantwriting, budgeting, volunteer wrangling and more.

The Redlands City Council approved the installation of a mural within the crosswalk at East Vine and South Fifth streets as part of the city's Art in Public Places Program with a 3-2 vote Tuesday night. The mural does not have to comply with Federal Highway Administration (FHWA) guidelines.

According to the FHWA, colored pavement or colored marking materials within a crosswalk except for subdued-colored paving bricks, paving stones or materials designed to simulate such paving would degrade the contrast of the white crosswalk lines and should not be used for safety issues. Councilman Paul Foster and Mayor Pro Tem Eddie Tejada voted against the proposed project because of potential liability issues.

City staff were unable to find any comprehensive studies or data to support pedestrian safety arguments for or against crosswalk art. Staff representing the cities of Pasadena, San Francisco, Long Beach and West Hollywood have not responded to requests for pedestrian safety data related to crosswalk art. According to staff, these cities appear willing to accept real or perceived risks associated with crosswalk art. However, the City of Redlands staff could not make a recommendation that directly conflicts with the FHWA ruling.

Before the vote, John Harris, director of municipal utilities and engineering, said he was not comfortable going against FHWA guidelines. "I've done extensive research and have not found any data that would indicate bright colors are more or less safe for motorists and pedestrians," said Harris. "However, this is largely a risk tolerance issue. I am prepared to develop a policy that would allow crosswalk art in this community that is within FHWA guidelines. It is important to understand this is not an attack on art. I'm not anti-art. I just don't want to put the city or my staff in a position where we aren't following the FHWA."

Councilman Foster agreed with Harris and had additional concerns. "I have reservations from a liability standpoint," said Foster. "Those of you who don't have to sit in meetings and closed sessions with liability claims, it's easy for you to discount those, but you aren't in that room. You aren't writing the checks. The city spent almost \$2 million in liability claims in 24 months. That is real money because we are self-insured. That's money that could go to other things. There are numerous things we could staff and do with that money. Our first obligation is to protect the citizens from claims and for their own safety. I would draw attention to the fact we do have street art in Redlands.

"The Redlands Bike Classic logo across from Citrus Avenue is consistent national policy," Foster continued. "I have a couple of other concerns, but I am willing to support staff to develop a policy about crosswalk art consistent with FHWA policy. Another concern is how a policy will be consistent with what is acceptable messaging in a public forum? If we allow one form of messaging that is acceptable to one council, but then at a later date, another council chooses to deny a request because they don't like it, then are we subject to legal risk under the First Amendment if we like one thing but don't like another?"

Mayor Barich said anything could pose a liability issue, but that should not deter support for the project. "Unfortunately, we have to look at liability when we do anything," he said. "Anything we do, there is the possibility that someone will sue. We could make an argument that with anything we do, there is a safety problem."

Councilwoman Davis argued crosswalk art increases pedestrian safety despite FHWA guidelines. "This federal guidance is old and outdated," she said. "Newer studies I have read encourage cities to do more art because it is a traffic safety intervention. Drivers slow down when they see the colors, so the risk of someone getting hit goes from 90% to 10% when someone slows down from 45 mph to 20 mph. We are a bit behind when it comes to this. Guidelines are just guidelines. They aren't mandates. Public art is great for our city in so many ways. It makes us proud to be in Redlands. I am supportive of us developing our own policy not specific to federal guidelines."