



# **CITY OF HEALDSBURG ARTS AND CULTURE COMMISSION REGULAR MEETING AGENDA**

Meeting Date: April 22, 2026  
Time: 06:00 PM  
City Hall Council Chamber  
401 Grove Street  
Healdsburg, CA 95448

**To join by computer, tablet, or mobile device:**

Go to <https://zoom.us/join> and type in the Webinar ID: 815 8894 3494 or follow this link:  
[healdsburg.gov/zoom](https://healdsburg.gov/zoom) (Pre-registration for the meeting is not required.)

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## **1. CALL TO ORDER**

### **1.a Roll Call**

### **1.b Pledge of Allegiance**

### **1.c Changes (Deletions) to Agenda**

### **1.d Approval of Minutes**

Approval of the September 24, 2025 regular meeting minutes of the Arts and Culture Commission.

## **2. CITY COUNCIL LIAISON REPORT**

## **3. ANNOUNCEMENTS/PRESENTATIONS**

### **3.a Healdsburg Museum & Historical Society**

Healdsburg Museum Executive Director and Curator Holly Hoods will deliver a presentation on the museum's 50th anniversary celebration and other upcoming events.

### **3.b CUBE Arts in Healdsburg**

Founder Corey Rawdon will present the goals and initiatives of one of Healdsburg's newest 501(c)(3) nonprofits, CUBE Arts Healdsburg.

**4. PUBLIC COMMENTS ON ITEMS ON NON AGENDA ITEMS**

*This time is set aside to receive comments from the public regarding matters of general interest not on the agenda but related to Commission business. Pursuant to the Brown Act, however, the Arts and Culture Commission cannot consider any issues or act on any requests during this comment period.*

**5. OLD BUSINESS**

**6. NEW BUSINESS**

**7. COMMITTEE UPDATES (VERBAL ONLY; NO STAFF REPORT)**

Receive updates from the committees working on the Commission's goals.

- A. Investigate ways to incorporate artistic components into the Foley Family Community Pavilion and funding options.
- B. Revise and update the Public Art Grant Program and issue another grant request process.
- C. Develop branding and identity to define and promote the presence of art and culture in Healdsburg.
- D. Facilitate design, development, and maintenance of a dedicated arts and culture website.
- E. Research and develop a recommendation for City Council to consider adopting a Percent for Arts Ordinance.
- F. Build pathways to incorporating public art into infrastructure projects; maintaining communication about projects and how art could be incorporated. (2025 Initiative: Laura Fish Somersal Park)
- G. Support and Enhance lifelong arts learning opportunities for all residents by fostering accessible, high-quality arts education programs in partnership with local schools, community organizations, arts and culture nonprofits and teaching artists.
- H. Research and analyze municipal policies, City Code, and regulations (e.g. mural ordinances, maker space restrictions, zoning laws) to identify barriers to artistic initiatives and recommend strategies to reduce them.

**8. INFORMATION AND REPORT OF COMMUNITY SERVICES ACTIVITIES**

**9. COMMISSION REPORTS ON MATTERS OF INTEREST**

**10. ADJOURNMENT**

**AMERICANS WITH DISABILITIES ACT ACCOMMODATIONS**

Any member of the public who needs accommodations should email Community Services at [communityservices@healdsburg.org](mailto:communityservices@healdsburg.org) or call 707-431-3301. Staff will use their best efforts to provide reasonable accommodations to provide as much accessibility as possible while also maintaining public safety in accordance with the city procedure for resolving reasonable accommodation requests. All reasonable accommodations offered will be listed on the city website at <https://www.ci.healdsburg.ca.us/406/ada---public-accessibility>.

**SB 343 - DOCUMENTS RELATED TO OPEN SESSION AGENDAS:** *Any writings or documents provided to a majority of the Arts and Culture Commission regarding any item on this agenda after the posting of this agenda and not otherwise exempt from disclosure, will be made available for public review at the Community Services Department Office located at the Abel De Luna Community Center, 1557 Healdsburg Avenue, Healdsburg, California during normal business hours. If supplemental materials are made available to the members of the Arts and Culture Commission at the meeting, a copy will be available for public review at the meeting location.*

***These writings will be made available in appropriate alternative formats upon request by a person with a disability, as required by the Americans with Disabilities Act.***

**CITY OF HEALDSBURG  
ARTS AND CULTURE COMMISSION  
REGULAR MEETING MINUTES  
September 24, 2025  
City Hall Council Chamber  
401 Grove Street, Healdsburg, CA 95448**

**CALL TO ORDER**

Chair Frank called to order the meeting of the Arts and Culture Commission of the City of Healdsburg at 6:00 PM with the following Commissioners present/absent:

**Present Commissioners:** Davy, Conklin, Frank, Jeppson, Riner

**Absent Commissioners:** Harris

Staff Present: Community Services Director Mark Themig, Arts & Culture Program Administrator Taryn Möller Nicoll, and Office Assistant Lisa Licea

**CHANGES (DELETIONS) TO AGENDA**

None

**APPROVAL OF MINUTES**

A Commissioner noted that the January 2025 meeting minutes should be amended to reflect that the Vice Chair nomination was made by the Chair. Staff reported that, based on a review of the meeting recording, the nomination appeared to have been made by a different Commissioner. The Commissioner reiterated their recollection. Staff indicated that the meeting recording would be reviewed again to confirm the nomination.

Chair Frank motioned to approve the March, April, and May meeting minutes and the motion was passed on a voice vote. (Ayes – 5, Noes – 0, Absent – 1)

**CITY COUNCIL LIAISON REPORT**

Council Liaison Ariel Kelley provided an update to the Commission matters pertinent to the City Council.

- National Service Dog Month
- California Native American Day
- Latin American Heritage Month
- Parklet Guidelines updated
- Update on Climate Mobilization Strategy
- State Housing Legislation Report and what the local impacts are
- Approved MOU with Magical Bridge Foundation for feasibility planning, fundraising and schematic design for a Magical Bridge Playground at Badger Park
- Domestic Violence Awareness Month Proclamation
- Reach for Home quarterly update

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- Appointments will be made for vacant seats on the Arts & Culture Commission and the Planning Commission
- Badger Park Redevelopment CEQA and Master Plan approval review
- Foley Family Pavilion Operational Plan
- Presentation on SMART Sales Tax Ballot Initiative
- Update received on “Point in Time” count for homelessness
- Ribbon cutting at Appellation Healdsburg
- Affordable housing apartments coming from Burbank Housing will be located above the commercial space near Appellation
- Contract signed with contractor who will be constructing the path for SMART train to Healdsburg

Commissioner Jeppson inquired as to when SMART train plans for Healdsburg construction will be available – Councilmember Kelley will report back.

### **ANNOUNCEMENTS/PRESENTATIONS**

None

### **PUBLIC COMMENTS ON NON-AGENDA ITEMS**

**Mark McMullen** of Parkland Farms shared that he previously discussed the pedestrian walkway design for the SMART train project with SMART staff, including the potential for incorporating public art. While SMART staff was open to the idea at the time, they indicated it would be more appropriate to revisit during the design phase. With the project now moving forward, McMullen encouraged the Commission to engage with SMART staff to explore opportunities for integrating art into the Healdsburg project.

### **OLD BUSINESS**

None

### **NEW BUSINESS- PERCENT FOR ARTS PROGRAM PRELIMINARY FRAMEWORK**

Program Administrator Möller Nicoll presented a preliminary framework for establishing a Percent-for-the-Arts Program, including a proposed 1% contribution rate on public and private construction and a \$500,000 project threshold. She provided benchmarking from other jurisdictions and outlined key program components, including eligibility criteria, exemptions, in-lieu fee options, and the creation of a Public Art Fund.

Director Themig and Möller Nicoll clarified that the Commission’s role is to recommend a program structure and contribution rate to the City Council. Commissioners discussed the proposed percentage, thresholds, and program applicability, including consideration of local development conditions and potential adjustments.

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The Commission also reviewed topics including project eligibility, ownership and maintenance responsibilities, public art siting, and signage requirements, emphasizing the importance of public accessibility and distinguishing between temporary and permanent installations. Clarifications were made regarding private versus public ownership of artwork and corresponding maintenance obligations.

Vice Chair Conklin noted that the revised policy language should state that the art shall run with the land for a minimum of 20 years from the installation date, rather than that art should run with the land for a period of 20 years. Chair Frank noted the importance of having clear parameters around mural replacement. Director Themig noted both clarifications.

Staff outlined proposed approaches to in-lieu fees, fund administration, and public art timelines, and noted that additional research and stakeholder outreach—including engagement with developers—is underway. Staff also indicated that implementation of the program would require updates to the City's Public Art Policy and reviewed anticipated next steps and timeline for those revisions.

Vice Chair Conklin noted the overlaps in the Public Art Grant Committee's work and the Public Art Policy Committee's work. She believes it will be helpful to review Public Art Grant parameters and how they may intersect with the Public Art Policy and its revisions. Director Themig noted the possibility of holding a work session to address this.

Commissioner Jeppson shared that anything lower than 1% will be ineffective. He suggested 1.5% standard fee and 1% in lieu of fee with a \$300,000 threshold.

Discussion ensued. Director Themig received general consensus from the Commission that a 1.5% fee requirement, a 1% in lieu fee, and a threshold of \$300,000 was preferred by the Commission, along with obtaining further details on how other cities chose their percentage. Möller Nicoll will investigate how other cities establish their fees and whether or not rates are the same for public vs private projects.

Commissioner Riner shared her experiences of being a part of a public art project in 2007 and lessons that could be gleaned from that experience, highlighting the importance of clearly defined guidelines around public art maintenance and ownership.

### **PUBLIC COMMENT**

**Mark McMullen** of Parkland Farms encouraged holding a public workshop to allow residents to weigh in on the proposed Percent for Arts Program framework. He expressed support for the program, noting it will be a key tool in advancing art and culture in Healdsburg. He recommended a 1.5% contribution rate, with a \$500,000 threshold for private projects and \$300,000 for public projects. He stated that affordable housing should remain fully exempt, but such projects should be encouraged to pursue grant and donation funding for art so every neighborhood reflects the City's

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creative spirit. McMullen emphasized that current development projects represent missed opportunities to incorporate public art and urged staff to continue pursuing diverse funding sources and advancing the ordinance, which he said will create more vibrant and meaningful public spaces.

### **INFORMATION AND REPORT OF COMMUNITY SERVICES ACTIVITIES**

Director Themig provided brief updates on the following items:

- Foley Family Community Pavilion – construction will likely be completed in mid-November 2025
- Laura Fish Somersal Park – nearing 100% completion of design development
- Badger Park Redevelopment and Magical Bridge Playground
- Multicultural Center Project moving forward
- Arts and Culture Commission vacancy
- Arts and Culture Commission Program Administrator position
- 9/27 - Healdsburg Arts Festival
- 10/2 - ART NITE
- ArtTrails – October 11/12 and 18/19
- 10/25 - True West Film Opening
- 10/26 – Dia de Muertos
- Design Healdsburg – October 3-5

### **COMMISSION REPORTS ON MATTERS OF INTEREST**

Updates were provided by the committees working on the Commission's goals.

#### **A. Investigate ways to incorporate artistic components into the Foley Family Community Pavilion and funding options.**

Chair Frank provided an update on the work of the Committee. She stated that they have been meeting and working to develop the Request for Qualifications for artists to submit their proposals.

Director Themig provided a tentative timeline for the Foley Pavilion's Opening in December and the Grand Opening in the Spring when the Farmer's Market opens.

#### **B. Revise and update the Public Art Grant Program and issue another grant request process.**

Commissioner Davy updated the Commission on current progress of the Committee, noting that they have been developing the evaluation form, the rubric, and the application. Vice Chair Conklin noted that there is a lot of overlap between the Public Art Grant, Foley Artistic Component, and the Public Art Policy Committees. She noted the need to find a way to share the common information and suggested a work session to address these overlaps in information.

Director Themig clarified how a work session functions and next steps for scheduling.

**C. Develop branding and identity to define and promote the presence of art and culture in Healdsburg.**

Vice Chair Conklin shared that the Committee has been meeting and working to refine the vision and mission statements for the Arts and Culture Commission. The next step for the Committee is to begin looking for website designers.

**D. Facilitate design, development, and maintenance of a dedicated arts and culture website.**

Commissioner Jeppson shared that the Committee met last week and they have a new Committee member, Pat Kirkish, Founder of the Dovetail Collection. Currently, the Committee is focused on working with the Chamber to assist with the development of the micro site, as well as finding ways to tell the story of the Arts & Culture Commission - and longer storytelling opportunities such as blog posts. The Chamber's goal is to have the Arts and Culture microsite live by the end of the year. He noted that the Committee's goal is to ensure that the information on the microsite is consistent with the information on the Arts and Culture Commission's website.

Commissioner Riner noted that the Committee is also working to develop a spreadsheet that contains all arts and culture non-profits to share with staff. In addition, she shared possible blog topics.

Jeppson also noted that the microsite will contain an active list of arts and culture events.

**E. Research and develop a recommendation for City Council to consider adopting a Percent for Arts Ordinance.**

Commissioner Jeppson stated that the Committee has been working to review the information that staff has gathered.

**F. Build pathways to incorporating public art into infrastructure projects; maintaining communication about projects and how art could be incorporated. (2025 Initiative: Laura Fish Somersal Park)**

No update provided.

**G. Support and enhance lifelong arts learning opportunities for all residents by fostering accessible, high-quality arts education programs in partnership with local schools, community organizations, arts and culture nonprofits and teaching artists.**

Commissioner Riner provided an update on the Committee's progress. She noted that Dr. Linus Lancaster will take the lead on Arts Education from Pre-K through High School. Dr. Erin Partridge will be the lead on Lifelong Learning. The first event will be an informal Meet and Greet with students, teaching artists, and non-profit representatives. The Committee is

also hoping to host other events such as an Arts Education Forum, Arts Resource Fair, Healdsburg Arts Education Symposium, and a Kid’s Art Contest.

**H. Research and analyze municipal policies, City Code, and regulations (e.g., mural ordinances, maker space restrictions, zoning laws) to identify barriers to artistic initiatives and recommend strategies to reduce them.**

Chair Frank noted that this Committee has met and they are recruiting for more members to join the Committee. Chair Frank explained how the process of contacting the Committee to express interest in being a part of this process. Commissioner Jeppson spoke about next steps and how the Committee hopes to meet with staff to identify the current policy and barriers. Eventually, they would like to come back to the Commission to present their findings.

Director Themig provided a brief update on a recent trip, highlighting artistic elements and features he wanted to share with the Commission. He described Salida, Colorado, noting its vibrant arts, culture, and natural resource environment, which he said closely mirrors Healdsburg. He shared photos illustrating how artistic elements are thoughtfully integrated throughout the town, as well as in its website and branding, which he described as not overly complicated.

Chair Frank informed the Commission that the Scarecrow Festival will be sponsored by Heartizens. Tess Aston of Heartizens shared that a scarecrow-building workshop will be held at Garrett’s Ace Hardware in Healdsburg on Sunday, September 28, with entries due by Monday, September 29. She also explained the registration process and noted that scarecrows will be installed on October 5.

**ADJOURN ARTS AND CULTURE COMMISSION MEETING**

There being no further meeting business to discuss, Chair Frank adjourned the meeting at 8:18 PM.

The next regular meeting is scheduled for October 22, 2025 at 6:00 PM at the City Hall Council Chambers (unless otherwise established), 401 Grove Street, Healdsburg CA.

APPROVED:

ATTEST:

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Marcy Frank,  
Chairperson

\_\_\_\_\_  
Mark Themig,  
Community Services Director