

TOWN OF WINDSOR AGENDA REPORT

Public Art Advisory Commission Meeting Date: July 23, 2025

To: Chair and Commissioners
From: Nelle Herman, Recreation Division Manager
Subject: Windsor Photo Contest

Recommendation:

Receive a staff report on the Windsor Photo Contest and approve proposed upcoming photo contest timeline.

Background:

At the April 27, 2022, regular meeting of the Public Art Advisory Commission (Commission), Creative Sonoma presented a new placemaking initiative called ArtSurround (<https://www.creativesonoma.org/artsurround/>). ArtSurround is a collaborative effort among the public, private, and nonprofit sectors to enhance Sonoma County's creative vitality by supporting artists and infusing the arts into our public realm. The Commission was in favor of partnering with ArtSurround and discussed various projects to be included in the program. By motion, the Commission recommended the Sonoma-Marín Area Rail Transit (SMART) Windsor Station Fence – located on Emily Rose Circle – which has been listed as a priority project for the Commission to be considered as part of this program.

At the August 24, 2022, regular Commission meeting, local artist Ann Weber (Artist) presented project ideas which included a budget, website content and material samples. The Commission provided feedback to the Artist and Town staff for the final project and the Artist executed the management, promotion, and curation of the Downtown Photo Gallery Project. One goal of the project was to create a temporary art installation which would eventually be affixed to the SMART Train fence in Windsor.

During the original Photo Contest, community members were asked to submit up to one photo in each of the eight categories: Parks, Nature, Events, Learning, People, Arts, Culture, Food. The Town received 82 submissions from 23 different community members. Following the closure of the contest, the Commission served as the jury to select the top photos in each category. The Artist then took all the photos and jurying results and curated a photography show displayed along the construction fence line north of the Bell Village Shopping Centers (Oliver's) on Old Redwood Highway.

Since then, Commission and staff have conducted one additional photo contest and displayed those photos temporarily along the fence line south of the Town's Public Works Corporation Yard on Windsor Road. Community members were asked to submit up to one photo in each of the same eight categories: Parks, Events, Learning/Education, People, Arts, Culture, Food and Nature. The Town received 45 submissions from 21 different community members. Fifteen photos were selected by Commission and recommended to Council for approval.

In 2025 staff received approval from SMART to occupy the fence line with the photo contest art. In June of 2025 all of the photos selected were relocated along the SMART fence concluding the final phases of the first and second round of photo contests.

Discussion:

In the fall of 2025, staff is looking to conduct a third round of the popular Windsor Photo Contest. The dates below outline the proposed timeline for the next round of the project.

2025-26 Windsor Photo Contest:

September - PAAC Photo Contest subcommittee meeting

October 1-November 14 – Photo Contest submission period

December 1 – Commissioners to jury and rank photos

December 19 – Commissioner ranking due

January 28, 2026 – PAAC Meeting Photo Contest winner selection

February 2026 – Town Council for approval

March/April – Art installation

Fiscal Impact:

Funding in the amount of \$2,500 has been allocated to this project for Fiscal Year 2025-26.

Attachment(s):

[Windsor Photo Contest Presentation \(distributed 7/23/2025\)](#)

Prepared by:

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Recommended by:

Olivia Lemen,
Parks and Recreation Director