

City of Gilroy
Arts and Culture Regular Meeting Minutes
Tuesday, December 12, 2023 | 6:30 PM

1. CALL TO ORDER

The meeting was called to order at 6:35 PM.

2. ROLL CALL

Attendance

Attendee Name

Ruben Dario Villa, Vice Chair
Camille McCormack, Commissioner
Adilene Moreno, Commissioner
Sandra Ramirez, Commissioner

Absent

Alexandra Perdew, Commissioner
Melanie Reynisson, Chair

3. SECRETARY'S REPORT

The agenda for this meeting was posted on December 1, 2023 at 5:10 PM

4. APPROVAL OF AGENDA

A motion to approve the agenda was made by Commissioner Moreno, seconded by Commissioner McCormack; unanimously approved.

5. APPROVAL OF MINUTES

5.1. Minutes of the October 10, 2023 Regular Meeting of the Arts and Culture Commission

A motion to approve the minutes was made by Commissioner Moreno, seconded by Commissioner McCormack; unanimously approved.

6. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

None.

7. FUTURE AGENDA ITEMS

The matter of the proposed new self-storage business and their requirement for public art was raised as a future business item. The Commission will take up the matter once more is known about the requirements.

8. OLD BUSINESS

8.1. Commission Work Plan Update

1. Staff Report: Bryce Atkins, Assistant to the City Administrator
2. Public Comment
3. Possible Action:

Commissioners and sub-committees update the Commission on plans and progress of work plan items.

The following updates were provided on Commission activities:

1. Community Outreach - For the next year, the Third Friday Art Walk starts up in March or April, or maybe Poppy Jasper in April were

proposed. It was discussed that at least a two week advanced notice minimum for the booth items (table, etc,) would be needed. The commissioners representing the ACC will coordinate with the Executive Sponsor for picking up the items.

2. Elementary - Commissioner Ramirez has started communicating with the School District. She has information about who to call, and discussion then was held about communication. - Atkins to reach out to Commissioner Perdew, and Commissioner Moreno is going to be reaching out to the school representative to arrange a meeting after the holidays.
3. Cultural Event - No update.
4. Fundraising - discussion to be held later in the agenda on the donation and fundraising policy.

8.2. Donation and Fundraising Policy

1. Staff Report: Bryce Atkins, Assistant to the City Administrator
2. Public Comment
3. Possible Action:

Commission approve a recommendation regarding the policy to the City Council.

Discussion was held about the policy. The Commission approved a recommendation to the City Council to adopt the policy as presented. A motion to adopt the recommendation was made by Vice Chair Villa, seconded by Commissioner McCormack; unanimously approved.

9. NEW BUSINESS

9.1. Fundraising Strategy and Vision

1. Staff Report: Bryce Atkins, Assistant to the City Administrator
2. Public Comment
3. Possible Action:

Commission discussion.

This item was initially discussed at the December 12, 2023 regular meeting. Discussion was held about the need to identify what the Commission may want to raise funds for. It was stated that a brainstorming session was desired, and the idea of having artistic entryway signs/arches for Gilroy at First Street at Monterey and Tenth Street at Monterey was discussed. It was suggested that the arches might have the name of Gilroy going over it. The comment included looking at Salinas and Watsonville as potential examples. It was discussed that each commissioner would think of ideas and bring them back to the next meeting for other fundraising options.

Other ideas initially provided include:

- Having pillars as stand alone art locations;
- A digital bulletin board at a central location where the arts and culture community can promote what is happening in a physical space, an

- idea that was discussed by the Arts Roundtable;
- An art and culture component or place making in a community or youth center, or even an arts and culture center;
- A display installation that the City could host, such as an artistic tree display that was discussed as an example.

Commissioners were asked to keep this item in mind about what other items would be added to the list, then the Commission would then prioritize the list and develop the strategy for fundraising. The item was determined to be added as an ongoing old business item for recurring meetings until a list is finalized.

9.2. Using Tools and Communications for a Community Events Calendar

1. Staff Report: Bryce Atkins, Assistant to the City Administrator
2. Public Comment
3. Possible Action:

Commission discussion.

This item is the next phase in a conversation that took place in the summer of 2023. Discussion included if there is a place that has a calendar of events that can be used for advertising art and culture related events. The question of if using the City's Community Calendar would be possible under current policy and requirements. Discussion surrounding coordination with other arts and culture groups to prevent duplication was also raised.

10. COMMISSION COMMENTS

Vice Chair Villa reported his attendance of the Planning Commission meeting, where he introduced himself to the Commission, as well as to the self-storage developer as a member of the Arts Roundtable. He further discussed the well-attended La Offrenda and Holiday Parade, and two local grants for arts from the Amazon Web Services In Community Gilroy Fund and Gilroy Foundation competitive grant.

11. STAFF COMMENTS

Atkins provided information about the interviews for commissioners held by Council, and that the appointment was expected to take place at the January 8, 2024 City Council meeting.

12. ADJOURNMENT

With no more business before the Commission, the meeting was adjourned at 7:30 PM.

I HEREBY CERTIFY that the foregoing minutes were duly and regularly adopted at a regular meeting of the Gilroy Arts and Culture Commission.

/s/ Bryce Atkins
Recording Secretary to the Arts and Culture Commission