



**CITY OF GILROY
ARTS AND CULTURE
COMMISSION
REGULAR MEETING AGENDA**



TUESDAY, JANUARY 9, 2024 | 6:30 PM

**CITY COUNCIL CHAMBERS, CITY HALL
7351 ROSANNA STREET, GILROY, CA 95020**

Chair: Melanie Reynisson

Vice Chair: Ruben Dario Villa

Commissioners: Camille McCormack, Adilene Moreno, Alexandra Perdew & Sandra Ramirez

Staff Liaison: Bryce Atkins, Assistant to the City Administrator



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Materials related to an item on this agenda submitted to the City of Gilroy Arts and Culture Commission after distribution of the agenda packet are available with the agenda packet on the City website at www.cityofgilroy.org subject to Staff's ability to post the documents before the meeting

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PUBLIC COMMENT GUIDELINES:

During the **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA** portion of the meeting, each person wishing to speak should prepare a presentation of not more than three (3) minutes. Persons wishing to address the Commission are requested, but not required, to complete a Speaker's Card located at the entrances. Completion of this speaker's card is voluntary. All persons may attend this meeting and speak, regardless if a card is completed or not. Speaker's slips should be submitted to the Secretary **BEFORE** this portion of the meeting begins. Anyone wishing to address the Commission on any other item on this **AGENDA** is requested, but not required, to fill out a speaker's slip as well and submit it to the Secretary **BEFORE** the Commission takes action on the item.

The agenda for this regular meeting is as follows:

1. CALL TO ORDER

2. **ROLL CALL**
3. **SECRETARY'S REPORT**
4. **APPROVAL OF AGENDA**
5. **APPROVAL OF MINUTES**
 - 5.1. **Minutes of the December 12, 2023 Regular Meeting of the Arts and Culture Commission**
6. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**
7. **FUTURE AGENDA ITEMS**
8. **OLD BUSINESS**
 - 8.1. **Workplan 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.
 - 8.2. **Fundraising Strategy and Vision**
 1. Staff Report: Bryce Atkins, Assistant to the City Administrator
 2. Public Comment
 3. Possible Action:

Commission discussion.
9. **NEW BUSINESS**
 - 9.1. **First Quarter 2024 Report of Activities from the Gilroy Arts Alliance**
 1. Staff Report: Bryce Atkins, Assistant to the City Administrator
 2. Public Comment
 3. Possible Action:

Receive the report.
10. **COMMISSION COMMENTS**
11. **STAFF COMMENTS**
 - 11.1. Community Calendar
 - 11.2. Arts and Culture Funds
 - 11.3. Donation Policy
 - 11.4. New Commissioner Appointment
12. **ADJOURNMENT**

FUTURE MEETING DATES

The below meetings are scheduled at 6:30 PM at the Gilroy City Council Chambers:

Tuesday, February 13, 2024 – Regular Meeting
Tuesday, March 12, 2024 – Regular Meeting
Tuesday, April 9, 2024 – Regular Meeting

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 and Middle School Pilot Art Program - 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



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title:	Commission Work Plan Update
Meeting Date:	January 9, 2024
From:	Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

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

BACKGROUND

The Commission assigned a Lead Commissioner and Sub-Committee Members at the June 13, 2023 regular meeting. The work plan table is attached to this staff report which has the assignments. This is a recurring agenda item to discuss the projects and tasks on the work plan among the Commissioners.

Attachments:

1. ACC FY24 & FY25 Work Plan.

2024 and 2025 Arts and Culture Commission Work Plan

Project Name	Work	Lead Commissioner	Sub-Committee Members	City Council Priority	Status
Community Outreach	Have a booth present and participate in at least two community events.	Villa	McCormack; Moreno	Neighborhood Equity	The Commission will identify community events to make a presence as an outreach effort into the community. Activities will include establishing booth equipment and materials, and identification of community events in which to participate.
Elementary and Middle School Art Program Support	Collaborate with GUSD on a potential pilot program to get art into the middle and elementary schools.	Perdew	Ramirez; Moreno	Neighborhood Equity	This item will involve collaboration with GUSD to see how the Commission can support the development and implementation of a pilot program of arts education in middle and elementary schools.
Cultural Event	Host or facilitate a community cultural event.	Reynisson	Villa; Perdew	Promote Economic Development Activities; Neighborhood Equity	The Commission will explore the feasibility and process to host or facilitate a community cultural event. Details will be explored as part of this effort.
Fundraising	Develop and implement a fundraising program.	McCormack	Reynisson; Villa	Financial Resilience; Neighborhood Equity,	The Arts and Culture Commission is working to develop a list of fundraising goals and targeted projects to present to Council for authorization to begin raising funds. Training will also be a component. This will be in addition to the bench plaque program.

Updated May, 2023



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title:	Fundraising Strategy and Vision
Meeting Date:	January 9, 2024
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RECOMMENDATION

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City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title:	First Quarter 2024 Report of Activities from the Gilroy Arts Alliance
Meeting Date:	January 9, 2024
From:	Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Receive the report.

BACKGROUND

Each quarter, the Gilroy Arts Alliance produces a report for the following quarter on their planned activities. Attached to this staff report is the First Quarter report for 2024.

Attachments:

1. First Quarter 2024 Report of Activities from the Gilroy Arts Alliance

Report for Art Commission 2024

Gilroy Center for the Arts

January 2024: the Gilroy Center for the Arts will be closed for most of the month due to maintenance and re-organizing. Our Board has decided to take our Art Center in a different direction which no longer includes Limelight theater. We are looking forward to collaborate with other nonprofits for more Art-related activities such as music, theater, art classes, dance and exhibits.

Our attendance and visitations to the Center for the Arts has been steadily increasing this last year.

February 2024: February is the month when we celebrate Black History. We will have a new exhibit on display with art created by black artists. Reception date and times will be forthcoming on our website.

We are in process of collaborating with a new nonprofit to bring Mexican dance classes on Saturday mornings and more art classes for children of our community to the Art Center. Schedules will be listed on our website soon.

March 2024: we are currently working on locking in a new exhibit for the month of March. Details will be forthcoming.

Our 3rd annual Easter Egg hunt will take place on March 24, 2024. After school art classes are ongoing.