



CITY OF GILROY ARTS AND CULTURE COMMISSION REGULAR MEETING AGENDA



TUESDAY, FEBRUARY 13, 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. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**
 - 5.1. **Presentation by Mayor Marie Blankley**
 6. **FUTURE AGENDA ITEMS**
 7. **APPROVAL OF MINUTES**
 - 7.1. **Minutes of the January 9, 2024 regular meeting of the Arts and Culture Commission**
 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 workplan items.
 9. **NEW BUSINESS**
 - 9.1. **Appointment of Chair and Vice-Chair of the Arts and Culture Commission**
 1. Staff Report: Bryce Atkins, Assistant to the City Administrator
 2. Public Comment
 3. Possible Action:

Commission appoint one of its members to each the Chair and Vice-Chair position.
 10. **COMMISSION COMMENTS**
 11. **STAFF COMMENTS**
 12. **ADJOURNMENT**
- FUTURE MEETING DATES**

City of Gilroy
Arts and Culture Regular Meeting Minutes
Tuesday, January 9, 2024 | 6:30 PM

1. CALL TO ORDER

The meeting was called to order at 6:33 PM.

2. ROLL CALL

Attendance

Attendee Name

Melanie Reynisson, Chair (arrived at 6:43 PM)

Ruben Dario Villa, Vice Chair (departed at 7:22 PM)

Camille McCormack, Commissioner

Adilene Moreno, Commissioner

Alexandra Perdew, Commissioner

Absent

Sandra Ramirez, Commissioner

3. SECRETARY'S REPORT

The agenda was posted on January 5, 2024 at 9:45 AM.

4. APPROVAL OF AGENDA

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

5. APPROVAL OF MINUTES

5.1. Minutes of the December 12, 2023 Regular Meeting of the Arts and Culture Commission

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

6. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

Emily McEwan-Upright submitted a written comment regarding a desire for the Commission to support the Third Friday Art Walk.

7. FUTURE AGENDA ITEMS

None.

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.

The commissioners provided verbal updates regarding the workplan.

8.2. Fundraising Strategy and Vision

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

3. Possible Action:

Commission discussion.

Vice Chair Villa led the discussion regarding a proposed public arts campaign, “Let Your Arts Flag Fly”. Discussion was held about the nature of the program, including production of new light post flags for downtown Gilroy featuring competitively acquired art, potential fundraising opportunities, potential engagement with the Gilroy Unified School District, and hosting an unveiling community event, effectively meeting all workplan items of the Commission in a single, large effort. It was determined that there needed to be a presentation to the City Council of the proposal, and that an RFP would need to be generated. A subcommittee for this effort was formed and members selected which include:

1. Vice Chair Villa
2. Chair Reynisson
3. Commissioner McCormack

Future discussions are planned for the next meeting to discuss the potential presentation to the Gilroy City Council.

Public Comments received:

Jeff Orth, Gilroy Downtown Business Association – commented that he is very excited about this possible activity and discussed the possibility of the GDBA working with the Commission on expanding the number of banners possible in the event.

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.

Executive Sponsor Atkins introduced the written report, which was made available to the Commission in the agenda packet.

10. COMMISSION COMMENTS

None.

11. STAFF COMMENTS

10.1. Community Calendar

Atkins stated that the City’s community calendar cannot be used to post the local art groups’ events that are not City events as it becomes a public forum and a challenge to manage legally.

10.2. Arts and Culture Funds

Atkins stated that the Arts and Culture Commission Fund is for the Commission’s work while the Public Art Fund is for developing public art pieces and

installations, and funding is from donations to that purpose, and public art in-lieu fees from developers.

10.3. Donation Policy

Atkins reported that the City's draft donation policy is going to Council for final adoption on January 22, 2024, and will be reported out at the next meeting if adopted.

10.4. New Commissioner Appointment

Atkins announced that Amy Hufford has been appointed to the Arts and Culture Commission and will be able to join the meetings starting with the February 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:	Workplan Update
Meeting Date:	February 13, 2024
From:	Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

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

BACKGROUND

The Commission assigned a lead commissioner and sub-committee members at the June 13, 2023 regular meeting. The workplan 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 workplan among the commissioners.

ANALYSIS

The Commission discussed at the January 9, 2024 regular meeting a proposal regarding a banner public art display and unveiling community event that would meet the vast majority of the workplan items. Discussion of this proposal is anticipated to occur as part of the discussion on the workplan.

Attachments:

1. ACC FY24 and FY25 Workplan

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: Appointment of Chair and Vice-Chair of the Arts and Culture Commission

Meeting Date: February 13, 2024

From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission appoint one of its members to each the Chair and Vice-Chair position.

BACKGROUND

Per City Charter Section 904 entitled “Meetings: Chairmen”, the Commission is required to re-appoint the positions of Chair and Vice-Chair each year. Below is the language that establishes the requirement:

As soon as practicable following their original appointment, and following the first day of January of each year thereafter each of such boards and commissions shall organize by election one of its members to serve as presiding officer at the pleasure of such board or commission.

This agenda item is to receive nominations and for the Commission to elect from amongst its members a Chair and Vice-Chair for the next year. There are no term limits or restrictions for those who have already served in this role from serving in those positions again, should the Commission elect to do so.