



CITY OF GILROY ARTS AND CULTURE COMMISSION REGULAR MEETING AGENDA



TUESDAY, APRIL 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: Amy Ann Hufford, Camille McCormack, Adilene Moreno, Alexandra Perdew, & Sandra Ramirez

Staff Liaison: Bryce Atkins, Assistant to the City Administrator



In compliance with the Americans with Disabilities Act, the City will make reasonable arrangements to ensure accessibility to this meeting. If you need special assistance to participate in this meeting, please contact the City Clerk's Office at least 72 hours prior to the meeting at (408) 846-0204 or cityclerk@cityofgilroy.org to help ensure that reasonable arrangements can be made.



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

KNOW YOUR RIGHTS UNDER THE GILROY OPEN GOVERNMENT ORDINANCE

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, task forces, councils and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

FOR MORE INFORMATION ON YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE, TO RECEIVE A FREE COPY OF THE ORDINANCE OR TO REPORT A VIOLATION OF THE ORDINANCE, CONTACT THE OPEN GOVERNMENT COMMISSION STAFF AT (408) 846-0204

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. **Approve the Minutes of the February 13, 2024 Regular Meeting of the Arts and Culture Commission**
6. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**
7. **FUTURE AGENDA ITEMS**
8. **NEW BUSINESS**
 - 8.1. **Gilroy Museum's Annual Presentation and Commission Approval to Transfer Interest Income From the Gilroy Museum Endowment Trust to the Museum Donations Fund**
 1. Staff Report: Bryce Atkins, Assistant to the City Administrator
 2. Public Comment
 3. Possible Action:

It is recommended the Arts and Culture Commission approve a recommendation to City Council to transfer the interest accumulated (\$743.39) in the Museum Endowment Trust to the Museum Donations Fund.
9. **OLD BUSINESS**
 - 9.1. **For the Love of Gilroy Public Art Campaign**
 1. Staff Report: Bryce Atkins, Assistant to the City Administrator
 2. Public Comment
 3. Possible Action:

Commission discussion and planning for the campaign.
 - 9.2. **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.
10. **COMMISSION COMMENTS**
11. **STAFF COMMENTS**
12. **ADJOURNMENT**

FUTURE MEETING DATES

Tuesday, May 14, 2024 – 6:30 PM – City Council Chambers
Tuesday, June 11, 2024 – 6:30 PM – City Council Chambers
Tuesday, July 9, 2024 – 6:30 PM – City Council Chambers
Tuesday, August 13, 2024 – 6:30 PM – City Council Chambers

City of Gilroy
Arts and Culture Regular Meeting Minutes
Tuesday, February 13, 2024 | 6:30 PM

1. CALL TO ORDER

The meeting was called to order at 6:31 PM.

2. ROLL CALL

Attendance

Attendee Name

Melanie Reynisson, Chair
Ruben Dario Villa, Vice Chair
Amy Hufford, Commissioner
Camille McCormack, Commissioner
Adilene Moreno, Commissioner
Alexandra Perdew, Commissioner (6:44 PM)

Absent

Sandra Ramirez, Commissioner

3. SECRETARY'S REPORT

The agenda was posted on Friday, February 9th at 4:06 PM.

4. APPROVAL OF AGENDA

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

5. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

5.1. Presentation by Mayor Marie Blankley

Mayor Blankley came before the commission, thanked the members for their work on the arts in Gilroy, and invited the commissioners to attend the Mayor's State of the City on April 29th, 2024.

6. FUTURE AGENDA ITEMS

None.

7. APPROVAL OF MINUTES

7.1. Minutes of the January 9, 2024 regular meeting of the Arts and Culture Commission

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

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.
Discussion was held by the Commission on the new proposal for the public

art campaign entitled “For the Love of Gilroy”. Commission discussion revolved around the broader planning of the campaign. A subcommittee consisting of Chair Reynisson, Vice Chair Villa, and Commissioner McCormack were assembled to work on the proposal.

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.

A motion was made by Commissioner Villa to appoint Commissioner Reynisson as Chair, seconded by Commissioner McCormack; unanimously approved.

A motion was made by Commissioner McCormack to appoint Commissioner Villa as Vice Chair, seconded by Chair Reynisson; unanimously approved.

10. COMMISSION COMMENTS

None.

11. STAFF COMMENTS

Staff discussed the arrival of Commissioner Hufford and reminded the Commission about the opportunity to register and join the City’s Justice, Equity, Diversity and Inclusion training.

12. ADJOURNMENT

With no more business before the Commission, the meeting was adjourned at 7:27 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: Gilroy Museum's Annual Presentation and Commission Approval to Transfer Interest Income from the Gilroy Museum Endowment Trust to the Museum Donations Fund

Meeting Date: April 9, 2024

From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

It is recommended the Arts and Culture Commission approve a recommendation to City Council to transfer the interest accumulated (\$743.39) in the Museum Endowment Trust to the Museum Donations Fund.

BACKGROUND

On September 5, 2007, the Gilroy Historical Society and the City of Gilroy entered into an Endowment Trust Agreement, for the purpose of establishing an Endowment Trust account for the Gilroy Museum. The Kaiser Wilhelm vase was deaccessioned from the Museum collection and sold at auction on February 11, 2009, for \$37,500. Funds from the sale of the vase were deposited in the Endowment Trust account.

Per the Trust Agreement, interest income generated from the funds may be transferred annually for use by the Gilroy Museum at the request of the Gilroy Historical Society and approval by City Council. Currently the Gilroy Museum has an established account (Org. 8005080, Object 47830, Project 80050D149-DEPOSITS), which has been designated to receive the funds. The Arts & Culture Commission has historically reviewed and endorsed the Gilroy Historical Society's request and forwarded a recommendation to Council to approve the disbursement.

ANALYSIS

Interest revenues received for Fiscal Year 2023 total \$743.39, as indicated in the attached Fiscal Year 2023 ending balance financial report.

Attachments:

1. 2007 Museum Trust Agreement
2. 2019 COG and Historical Society Museum Operations Agreement
3. 2024 GHS - Endowment Trust Letter
4. Museum Endowment Trust Balance as of June 30, 2023
5. 2024 Annual Report PPT Presentation

THE GILROY MUSEUM ENDOWMENT TRUST AGREEMENT

This Trust Agreement is by and between the City of Gilroy, a municipal corporation, as the Settler and as the Trustee, and the Gilroy Historical Society, a non-profit organization as the Special Advising Trustee.

ESTABLISHMENT OF THE TRUST

The Gilroy Museum Endowment Trust (the "Trust") is established upon the execution of this Trust Agreement, and upon the funding of the Trust.

TERM

The Gilroy Museum Endowment Trust shall continue so long as the Gilroy Museum is in existence as an asset belonging to the City of Gilroy, but not longer than December 31, 2057.

FUNDING OF THE TRUST

The core funds for the trust will come from the sale of the Kaiser Wilhelm II vase currently held in the collection of the Gilroy Museum. The proceeds of the sale of the Kaiser Wilhelm II vase and such other items which may be sold in the future due to de-accession from the Gilroy Museum collection may, at the City's direction, be deposited into said Trust upon receipt of such proceeds by the City of Gilroy. In the future, the Gilroy Historical Society, other organizations or individuals may contribute to the Core Fund of the Trust.

ENDOWMENT

The principle amount of all contributions to the Trust (the Core Fund) shall be held by the Trustee without being depleted. Any interest or other earnings on the Core Fund may be spent in accord with this Trust Agreement.

TRUSTEE

The City of Gilroy will serve as the Trustee of the Trust. The Trust funds shall be annually accounted for separately from other City funds.

Should the City lose the desire or the ability to manage the Trust, the Trust responsibility will be transferred to the Gilroy Historical Society as successor Trustee, and if the Gilroy Historical Society no longer exists or does not have the desire or ability to act as Trustee, a successor Trustee shall be appointed by the City of Gilroy.

EARNINGS ON THE CORE FUND

Any interest earned on the Core Fund shall be annually posted to the Trust account. Such interest earnings may be spent in the subsequent two years in accord with the criteria of the Trust. If any earnings are not spent within two years, such earnings shall be added to the Core

Fund. If a long term master development program has been adopted for the Gilroy Museum by the City of Gilroy, the annual earnings may be set aside for up to six years to fund such long term program.

The Trustee will deposit the Core Fund and interest earnings into an interest bearing federally insured bank account, or the City of Gilroy may deposit the monies in the City's pooled investment account and annually post the proportional interest earned to the Trust.

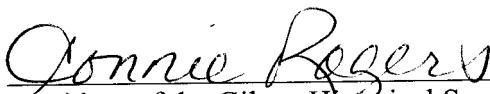
USE OF EARNINGS

The income of this Trust shall be spent solely for the benefit of the Gilroy Museum's special programs, special projects, collections, enhancement, direct care of the Museum's collections and any long term master development program that has been adopted by the City of Gilroy. Income of this Trust may not be used for maintenance, repairs, salaries, travel, stipends or any operational expense of the Gilroy Museum.

Should the Gilroy Museum cease to function and the collection is retired, the Trust income may be used for local Gilroy history programs and projects provided by any Gilroy foundation or entity interested in Gilroy history as determined by the Trustee.

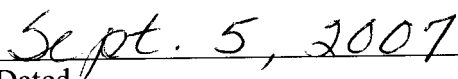
PROCEDURE FOR DISBURSEMENTS

The Gilroy Historical Society Board of Directors, or the governing board of a successor organization that has been approved by the City of Gilroy, by February of each year will make a recommendation for the use and disbursement of any earnings from this Trust. Such recommendation shall be made to the Gilroy City Council, who acts on behalf of the Trustee. The City Council shall make the final determination for the use of earnings as allowed by this Trust Agreement. If at any time the City Council appoints a Commission or Advisory Board for the Gilroy Museum, the Gilroy Historical Society shall also forward its recommendation to such Commission or Board for review.



Jonnie Rogers
President of the Gilroy Historical Society

Board of Directors



Dated Sept. 5, 2007



Al Pinheiro, Mayor of the City of
Gilroy



Dated September 4, 2007

Agreement with the Gilroy Historical Society regarding the City of Gilroy Museum

This GILROY MUSEUM AGREEMENT (the “Agreement”) is hereby entered into as of January 1, 2023, by and between the City of Gilroy (“City”) and the Gilroy Historical Society (“Society”), a 501(c)(3) non-profit organization.

Society is comprised of a group of individuals interested in preserving the history of the City of Gilroy and its surrounding area, and the continued public access to the historical collection and resources located at the Gilroy Museum. Society donates a portion of its yearly monies to the support of the annual program and supplies budget for the Gilroy Museum. City seeks to provide a revocable agreement for Society to use space owned by City to sell items for the purpose of Museum support, as well as recruit and schedule City of Gilroy volunteers for Museum operation and provide for Museum management so that the public may have access to City historical resources, information, and the over 25,000 artifacts located in the Gilroy Museum collection.

City hereby gives to Society a non-transferable revocable license. This Agreement is subject to the terms set forth herein, for the use and right to sell items for the support of the Gilroy Museum in an area to be designated by City at City’s real property located at 195 Fifth Street in Gilroy, California 95020 (the “Museum” or “Gilroy Museum”).

1. Limited Term of Use

This agreement may be reviewed and renewed annually by either the City or Society.

The Term of the license will begin January 1, 2023 and will automatically terminate on December 31, 2030. The license and this Agreement may be terminated prior to the end of the Term by mutual written agreement of the parties or upon 30-day written notice by either party.

2. Society Covenants.

Society agrees, at its sole costs and expense, to do the following:

- Provide Museum services at the Gilroy Museum location during operating hours Tuesday and Thursday 10:00 a.m. to 4:00 p.m. and the first and second Saturdays of the month from 10:00 a.m. to 2:00 p.m. as well as at additional mutually agreed upon times for Museum or co-sponsored City events;
- In March, 2020 the Society hired a part time Museum Manager that is paid for using the annual payout of the fund balances from the Gilroy Foundation to pay the salary and related expenses for this position. If Society has an employee, they will provide City proof of Worker’s Compensation insurance, as required by

California Labor Code § 3700 et seq (and/or any other law), and each time the policy is changed or renewed for an additional year.

- The Society will continue to recruit City of Gilroy volunteers to keep the Museum open to the public. Said volunteers will submit a City of Gilroy Volunteer application and complete the Department of Justice (DOJ) fingerprinting process and comply with any other City requirements. The Society will require that volunteers are scheduled and trained in accepted museum practices. Volunteers are required to adhere to the City of Gilroy volunteer practices and established museum practices and policies;
- Volunteers may be present as scheduled during hours of non-public operation for completion of museum projects and meetings, museum displays and trainings.
- If there are sufficient volunteers, the Society would like to increase the Museum operating hours, particularly on Saturdays. Changes to the Museum's public hours are subject to the approval of the Recreation Manager or their designee and must be submitted by the Gilroy Historical Society in writing;
- Facilitate meetings with City and work together in good faith to ensure the quality of services delivered;
- Responsible for making an annual report to the Arts and Culture Commission on the operation of the Gilroy Museum;
- Responsible for providing the annual budget for museum programs and supplies and may furnish appropriate gift items for sale at the museum for the purpose of fundraising;
- Monetary donations contributed at the Gilroy Museum will be documented and deposited with the Society to be used for the benefit of the museum programs, supplies, and the collection;
- Continue to pay for content support and upgrades to Past Perfect, the specialized museum software that maintains and updates the record of museum artifacts;
- Maintain the microfilm equipment and films including repair, replacement, or conversion to an equivalent service or tool;
- The Society receives income annually from both the Gilroy Museum Fund and the Lindeleaf Fund held at the Gilroy Foundation. These monies have allowed them to pay a half time Museum Manager on a contractual basis since August of 2021.
- The Society and the City, as part of volunteer recruitment will promote museum volunteers and museum programs through the City of Gilroy Recreation Activity Guide and their respective websites, newsletters, and social media outlets;
- Create Museum emails, letters, flyers and schedules for publicity and Museum volunteers as needed. Any museum flyers or promotional material should be reviewed and approved by City staff before distribution. This includes all events taking place at the museum and flyers or announcements with the City of Gilroy logo on it.
- Maintain and ensure the public areas of the Gilroy Museum are clean and free of debris. Comply with City's rules and regulations and all applicable laws.

3. City Covenants.

City agrees, at its sole costs and expense, to do the following:

- Provide the Gilroy Museum building, landscaping, garbage collection and custodial duties (i.e., clean restroom, restock supplies), electricity, internet service, burglar alarm, telephone and telephone line, air conditioning and heat;
- Provide facility repair and maintenance, and weekly custodial services in the lavatory area including basic restroom and cleaning supplies;
- Provide a staff liaison responsible for all museum matters including City volunteers, facility repair requests and other necessary functions.
- Provide Wi-Fi and technology services including City networked equipment (three computers, monitors, printers, and one copy machine), software and information technology support for the software programs, computer hardware and disk storage space for archival collection storage and information back-ups;
- Provide the volunteers with Workmen's Compensation insurance for any injuries incurred while volunteering, just as they do for other City volunteers;
- Provide a public meeting space at the Gilroy Museum once a month for Gilroy Museum Management meetings;
- Advertise special events in the City of Gilroy Recreation Activity Guide or the City's social media outlets;
- Provide tables and chairs to support special events;
- City and Society agree that the Gilroy Museum Endowment Trust Agreement is appended to this document and is incorporated herein.

4. Indemnification.

To the fullest extent permitted by law, Society agrees to defend, through counsel approved by City (which approval shall not be unreasonably withheld), indemnify and hold harmless City, its officers, representatives, agents and employees against any and all suits, damages, costs, fees, claims, demands, causes of action, losses, liabilities and expenses, including without limitation attorneys' fees, arising or resulting directly or indirectly from any act or omission of Society's assistants, employees or agents, including all claims relating to the injury or death of any person or damage to any property.

5. Insurance.

Society agrees to, at no cost to City, obtain and maintain throughout the term of this Agreement Commercial Liability Insurance on a per occurrence basis, including coverage for owned and non-owned automobiles, with a minimum combined single limit coverage of \$1,000,000 per occurrence for all damages due to bodily injury, sickness or disease, or death to any person, and damage to property, including the loss of use thereof. As a condition precedent to City's obligations under this Agreement, Society will furnish written evidence of such coverage (naming City, its officers and employees as additional insured on the Comprehensive Liability insurance policy via a specific endorsement) and

requiring thirty (30) days written notice of policy lapse or cancellation, or of a material change in policy terms.

6. Assignment.

Society may not assign, transfer or encumber this Agreement or the License, nor grant any other right of use or occupancy of the Property by any party other than Society without the prior written consent of City, which may be withheld in City 's sole and absolute discretion.

7. Miscellaneous.

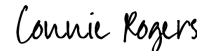
- a. If any term or provision of this Agreement shall, to any extent, be invalid or unenforceable, the remainder of this Agreement shall not be affected, and each term and provision of this Agreement shall be valid and enforced to the fullest extent permitted by law. This Agreement may be modified only in writing by City and Society.
- b. This Agreement and the rights and obligations of the parties shall be interpreted, construed, and enforced in accordance with the laws of the state of California.
- c. Notwithstanding anything to the contrary contained in this Agreement, the expiration or revocation of this Agreement shall not relieve Society from Society's obligations accruing prior to the expiration or revocation and such obligations shall survive any such expiration or revocation.
- d. The person signing this Agreement on behalf of Society represents and warrants that he or she is duly authorized and has legal capacity to execute and deliver this Agreement.

IN WITNESS WHEREOF, City and Society have executed this Agreement as of the day and year first above written.

DocuSigned by:

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Jimmy E. Forbis, Jr.
City Administrator
City of Gilroy, "City"

12/27/2022
Date

DocuSigned by:

B173E27B449347A...
Connie Rogers, President Gilroy
Historical Society, "Society"

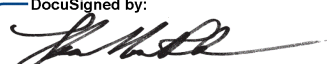
12/22/2022
Date

Approved as to form:

DocuSigned by:

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City Attorney

Attest:

DocuSigned by:

1E54AA19B46C4BB...
Thai Nam Pham, City Clerk

12/27/2022
Date



Old Gilroy City Hall - 1905

Gilroy Historical Society

P.O. Box 1621, Gilroy, CA 95021-1621

April 1, 2024

Art and Culture Commission
City of Gilroy

Dear Commissioners,

I'm coming before you tonight to request that the interest from the City's Museum Trust Fund be transferred to the City's 801 Fund so the Gilroy Museum may access it for budgeted items to preserve and protect the collection. The City maintains the Museum Trust Fund for the benefit of the Gilroy Museum. The City Finance Director has informed us that the Trust Fund has earned \$743.39 in the fiscal year ending 6/30/23. We ask you to recommend to the City Council that this amount be transferred to the 801 Fund.

We appreciate the support of the Commission in carrying out our mission of keeping the Gilroy Museum open for the community. For eleven years we staffed the Museum with City Volunteers. Five years ago we signed an agreement with the City giving us a license to staff the Museum. It has now been extended to 2030.

The Museum Manager's half time salary is guaranteed from the interest the Society receives on our funds at the Gilroy Foundation. We believe this will ensure that the Museum stays open in the future and provides professional direction. We use the City budget allocation for conservation projects and volunteer training.

In addition to paying the manager's salary the Society pays for the books and materials sold at the Museum and funds special projects such as the Traveling Trunks used for school presentations. DeAnza College has assigned 3 students to the Museum as Mellon Scholars which is evidence of the professional level of the Museum's operations.

We cordially invite you to visit the Museum on Tuesdays or Thursdays from 10 AM to 4 PM or the first two Saturdays from 10 AM to 2 PM. Historic walking tours to different areas of the City are given on the first Saturdays.

Sincerely,

Connie Rogers, President

City of Gilroy
#814 Museum Endowment Trust
6/30/2023



Beginning Fund Balance 7/1/22	\$ 45,790.75
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Revenue

Additions:

Interest earned FY23	\$ 743.39
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Misc. Revenue

Museum donation

Total Revenue	\$ 743.39
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Expenses

Less:

Interest transfer (prior yrs.) to fund #800•	\$ 743.39
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Adjustment	\$ 1,578.22
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Total Expense	\$ 2,321.61
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Ending Fund Balance 06/30/23	\$ <u>44,212.53</u>
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2024 Gilroy Museum Annual Report

➤ 2023 Year In Review

➤ 2024 Going Forward



Museum Volunteers: 3,001 Hours = **37% Increase**

2023 Highlights



Visitors + 92%



Program Participants + 81%

2023 Traveling Trunks Improvements



Native American Theme



Children's 1900's Theme

2023 Preservation Improvements



Framed Works Storage



Fireproof Files

2023 Donations & Acquisitions



Volunteers Load Donated Cabinets



Aerial Maps & Cabinets

2023 Storytelling & Outreach

- 6 New or Revised Displays
- 94 Research Requests Answered
- Senior Center Presentation-
Museum Video with Spanish
Subtitles
- Walking & School Tours –
718 Participants



Volunteer Babs Holiday Explains
Early Electric Toaster to School
Children

2024 Museum Projects

- Relocation of Framed Works to Permanent Cabinet Storage
- Data Input Verification - Objects Collection
- Storage Relocation – Boxed Archival & Photographic Artifacts
- Display Refurbishment & Creation
- Continued Museum Collecting, Tours & Outreach Programs



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title: For the Love of Gilroy Public Art Campaign
Meeting Date: April 9, 2024
From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission discussion and planning for the campaign.

BACKGROUND

The Arts and Culture Commission (ACC) has put together a campaign that received Council approval, entitled “For the Love of Gilroy”, to solicit two-dimensional art designs from local artists which would be printed on banners and posted on streetlight poles along Monterey Road in Downtown Gilroy. The campaign will commence in April, California’s designated Arts, Culture and Creativity Month. The proposal documents are attached, as well as the staff report submitted to the City Council.

ANALYSIS

With Council approval, the ACC and staff are to commence the implementation of the program. This is the first meeting where the program has been approved, and now the detailed implementation is to be discussed.

ACC members and staff will formulate an implementation plan as part of this item, which will be updated and used as the work is completed to form the history on the discussions and task performance moving towards the completion of the event.

Attached to this staff report is also the draft call for artists document, which is the solicitation for designs for consideration. The draft call for artists has been modified to call for submittals only from Gilroy Residents, and those who attend a school, public or private, that is located within or adjacent to Gilroy in the unincorporated area of the Santa Clara County.

PUBLIC OUTREACH

This item was discussed at previous ACC regular meetings, as well as at the March 18, 2024 regular meeting of the City Council. This item was also included in the publicly posted agenda for this meeting.

Attachments:

1. Draft Call for Artists.
2. City Council Staff Report, Public Art Campaign Write-Up, and Fundraising Plan.
3. Presentation Slides for Public Art Campaign.



City of Gilroy

Administration Department

Call for Artists For the Love of Gilroy Public Art Banners

No. 24-CFA-AD-XXX

ATTN: BRYCE ATKINS
CITY OF GILROY
7351 ROSANNA STREET
GILROY, CA 95020-6197

**Design Submissions Due by: 4:00 pm Pacific Time,
Wednesday, July 17, 2024**



Call for Artists
No. 24-CFA-AD-XXX

Notice is hereby given that the Purchasing Coordinator of the City of Gilroy at 7351 Rosanna Street, Gilroy, CA 95020-6197 will receive proposal submittals via e-mail. The City of Gilroy is calling for artists to submit two-dimensional art designs for streetlight banners as part of the Gilroy Public Art Campaign entitled "For the Love of Gilroy", as described in the attached Call for Artists (CFA). Submittals will be accepted up until 4:00 PM, PST, Wednesday, July 17, 2024, via e-mail to the addresses specified in this CFA. Submissions received after that time and date will not be considered. The City of Gilroy accepts no responsibility if delivery is made to another e-mail address other than the one specified within this CFA. The Arts and Culture Commission will review submitted designs and recommend their identified best designs based on the intent and design theme outlined in the CFA. The selected designs will then be recommended to the City Council for selecting the designs for use in the public art campaign and awarding of an agreement for reproduction and other rights to the selected design.

A free electronic copy of the CFA can be obtained by going to the City of Gilroy website, and selecting bid opportunities located under the Business and Development Services Tab, or directly by going to the following link: <http://www.cityofgilroy.org/Bids.aspx>).

Respectfully Requested,
Carina Baksa
Purchasing Coordinator

Call for Artists: For the Love of Gilroy Public Art Banners

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Introduction and Project Description

The City of Gilroy (City) is seeking designs from local artists, with a priority for Gilroy residents and Gilroy Unified School District (GUSD) students, to design two-dimensional artwork with the thematic concept of “For the Love of Gilroy”. The thematic element, as well as design considerations, limitations and prohibitions, are included below in the Scope of Design section. Selected designs will be purchased by the City for a payment of \$500 for rights to reproduce and use the artwork.

The City of Gilroy is a charter city located in southern Santa Clara County with a population of approximately 60,000. The City is a council-administrator form of government with the mayor elected at large for a four-year term and six City Councilmembers who are elected at large for four-year terms. Development activity in the original Gilroy town site dates back to the early 1800s, with the City formally incorporating in 1870. Since then, the City experienced several annexations and growth periods throughout the 20th and 21st centuries.

Information regarding the City and its organization, such as governmental structure, services provided, the Current Operating and Capital Budgets, Annual Financial Reports, and the most recent Comprehensive Fee Schedule, is available on the City website at www.cityofgilroy.org

Issuing Office

The City Administrator’s Office is the Issuing Office for this Call for Artists (CFA) and the point of contact for all process and contract questions as well as protests.

Issuing Office

City Administrator’s Office
Bryce Atkins, Assistant to the City Administrator
7351 Rosanna Street
Gilroy, CA 95020
bryce.atkins@cityofgilroy.org

Anticipated CFA Schedule

The Arts and Culture Commission and the Administration Department anticipates the following general timeline for this RFP and the schedule may change as necessary.

Issuance of this CFA	April 19, 2024
Deadline for questions and comments	5:00 p.m., Pacific Time, May 31, 2024
Response to questions available on website	5:00 p.m., Pacific Time, June 7, 2024
Deadline for design submission	4:00 p.m., Pacific Time, July 17, 2024
Review of submissions by the Arts and Culture Commission (estimated completion)	Wednesday, July 24, 2024
Issue the Notice of Recommendations	Thursday, July 25, 2024

Date artist is to sign contract and provide all required documents and files

Wednesday, July 31, 2024

Council selection of design and award of artist purchase agreement at the regular City Council meeting

Monday, August 5, 2024

Submission Date and Location

Each responding artist must provide their design in an electronic copy, and must be in a format as identified in item G of the Scope of Design section below. The electronic file shall be sent via e-mail to bryce.atkins@cityofgilroy.org, with a copy to carina.baksa@cityofgilroy.org. The e-mail shall be entitled "For the Love of Gilroy". The designs must be received by the City issuing office via e-mail by the deadline for design submission, as defined above.

Solicitation Documents and Changes (Addenda)

All solicitation documents may be viewed or printed online from the City's website at <https://www.cityofgilroy.org/Bids.aspx> or may be viewed onsite at the Issuing Office at the address listed above.

Designs received from other sources will not be considered valid documents. Please contact the Issuing Office listed above with any problems viewing the CFA documents.

All questions regarding this CFA shall be submitted in writing via e-mail. The questions will be researched and the answers will be communicated to all known interested artists and posted on the City's website after the deadline for receipt of questions.

Prospective artists shall not contact City officers or employees with questions or suggestions regarding this CFA except through the primary contact person listed above. Any unauthorized contact may be considered undue pressure and cause for disqualification of the artist.

Artists are responsible for checking the City's website for the issuance of any addenda prior to submitting a design. The artist is held responsible for all addenda/changes to the documents and may be considered non-responsive if their design does not reflect those addenda/changes.

Protests

Any complaints or perceived inequities related to this CFA shall be made in writing and directed to the Issuing Office at the address listed above and accordance with the City purchasing policy. This policy may be found on the City's website, located here:

<https://www.cityofgilroy.org/DocumentCenter/View/10774/Gilroy-Purchasing-Policy->

Rejection of Designs

The City reserves the right to reject any and all designs submitted. The City also reserves the right to waive or not waive any informalities or irregularities in responses.

Partial Funding or Award

The City reserves the right to fund only a portion of the total funding identified in its sole discretion. The City may make a partial award of an amount it determines to be appropriate, based on the financial resources available and operational considerations.

Modification / Withdrawal

Unless otherwise specified, modification of the design will not be permitted; however an artist may withdraw his or her design at any time prior to the scheduled closing time for receipt of designs; any artist may withdraw their design, either personally or by written request to the Issuing Office. Withdrawal of a design shall not disqualify the artist from submitting another design provided the time for receipt of designs has not expired.

Cancellation

The City reserves the right to cancel award of the design and purchase agreement at any time before execution of the contract by both parties if cancellation is deemed to be in the City's best interest. In no event shall the City have any liability for the cancellation of award.

Public Record

All designs submitted are considered documents of the City and are therefore public records. All documents received by the City are subject to public disclosure after the City selects its design awards. Only the designs selected, and purchased through the agreement are property of the City.

Incurring Costs

The City is not liable for any cost incurred by artists submitting designs under this CFA.

Selection Process

The City reserves the right to select the design based on the proposals or to conduct interviews with the highest qualified Consultant(s) following evaluation and scoring of the proposals, whichever is determined to best serve the needs of the City. The City reserves the right to seek clarifications on any or all proposals.

Eligible Artists

Residents and students in Gilroy, and in the unincorporated area adjacent to Gilroy, are eligible. Additionally, anyone who works physically in Gilroy may also submit a design for consideration.

Scope of Design and Deliverable Requirements

The scope of work will be completed in tasks, with specific deliverables in each. The final scope of work will be subject to modifications in negotiation with the selected firm to account for variations in project schedule or approach, as may be identified in the proposal document.

Personal Information

The artist is responsible to share in the e-mail with the design attached the following information. The information must be submitted in this order, and must be fully provided to ensure that all requirements are met.

1. Full name
2. Home Address

3. E-mail address
4. If not a resident of Gilroy, you must include how you are associated with Gilroy (i.e. student of a Gilroy school or employee of a Gilroy business who attends and/or works within the City Limits but who lives outside of City Limits)

Scope of Design

Local visual artists may submit a completed design for a light post flag that embodies the theme “For the Love of Gilroy” promoting arts, culture, and community in Gilroy and the surrounding South County region. This flag should be the artists’ original artwork in whichever 2D medium the artist feels most comfortable in. 12 artists will be selected using the criteria outlined below. Additional flags may be added through donations and partnerships. Final design submissions must meet design guidelines and be recommended for approval by the ACC to the City Council.

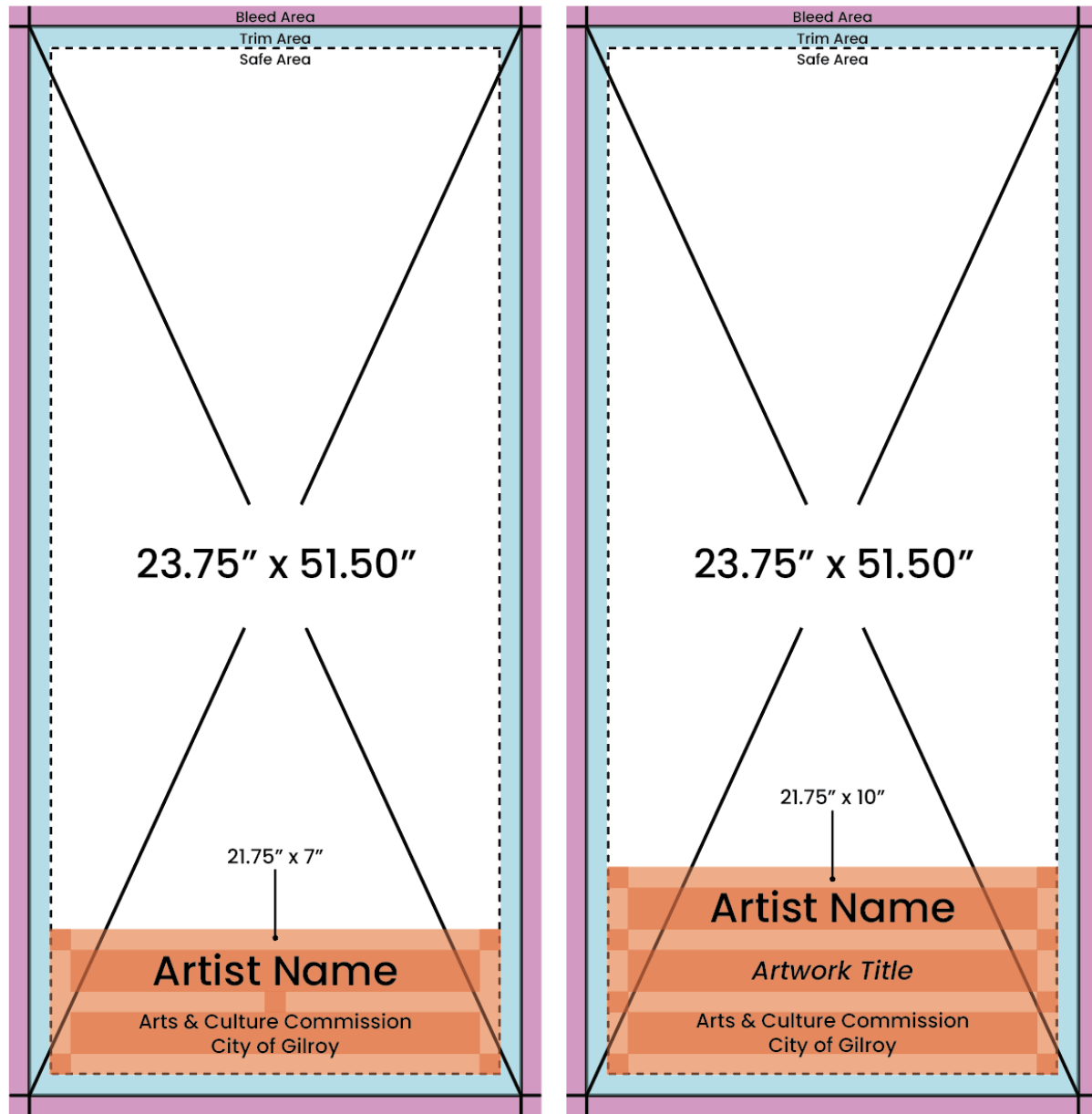
Approved designs will be printed and hung on existing light posts along Monterey Road starting at the Sixth Street intersection and expanding north to Fourth Street and south to Seventh Street in Downtown Gilroy on an ongoing, seasonal basis at the discretion of the City of Gilroy. Participating artists will be paid \$500 for rights to their design.

- A. The theme “For the Love of Gilroy”, besides promoting arts, culture, and community, has been intentionally left open-ended so as to attract a variety of interpretations from local visual artists of all ages, backgrounds, and lived experiences.
- B. “Local” is defined as artists based in Gilroy, San Martin, Morgan Hill, Hollister, Salinas, San Juan Bautista. Generally, local artists must reside in a 30-mile radius from Gilroy, CA. Priority will be given to designs meeting project requirements by Gilroy Residents and GUSD students.
- C. Final design submissions must meet design guidelines and be recommended for approval by the ACC to the City Council.
- D. Selected artists will be paid \$500 for rights to their design for the City. The agreement included as Exhibit A is required to be executed
- E. ACC will curate and recommend for approval the selected designs based on the following criteria
 - a. Design shall align with the “For the Love of Gilroy” theme promoting arts, culture, and community
 - b. Design shall inspire unity, growth and positivity
 - c. Design shall be the artists’ original work
 - d. Design shall comply with the intent scope identified above
 - e. More design guidelines:
 - i. No obscene language or imagery
 - ii. No plagiarized work
 - iii. No derogatory language or imagery
 - iv. No discriminatory language or imagery
 - v. No political imagery
 - vi. No religious imagery

- vii. No violent imagery
- viii. No business promotion
- ix. No nudity or sexually-related imagery

F. Design Specifications

- a. Banner Size is 23.75" x 51.50" (see banner example on following page)
 - b. Banners are double-sided
 - c. Single design submitted
 - d. Final design will be duplicated on both sides
- G. The template may be downloaded at the links below, in either PDF or Adobe Illustrator. The designs must be submitted within these templates.
- PDF:
 - Adobe Illustrator:



Evaluation, Selection and Purchase of Rights

All eligible designs will be reviewed by the Arts and Culture Commission, which will then submit all designs to the City Council, along with its recommendations regarding which designs to purchase. The City Council will select the designs that will be awarded purchase agreements. For payment to be rendered, the designer must sign the purchase agreement to the rights to the design. If the awarded designer is a minor, then the designer's parents or guardians will be required to approve and sign the agreement as well. The awarded designer (and parent/guardian if a minor) must enter into the agreement for the purchase payment to be made, and for the banner to be used.



City of Gilroy

STAFF REPORT

Agenda Item Title:	Consideration of the Arts and Culture Commission's Public Art Campaign "For the Love of Gilroy" Streetlight Banner Art
Meeting Date:	March 18, 2024
From:	Jimmy Forbis, City Administrator
Department:	Administration
Submitted By:	Bryce Atkins, Assistant to the City Administrator
Prepared By:	Bryce Atkins, Assistant to the City Administrator

STRATEGIC PLAN GOALS

Not Applicable

RECOMMENDATION

Council approve the Arts and Culture Commission's public art campaign, "For the Love of Gilroy".

EXECUTIVE SUMMARY

The Arts and Culture Commission (ACC) has prepared a proposal for a public art campaign for banner art to be produced and displayed on the streetlight poles along Monterey Road. The ACC is proposing as part of the program to have a fundraising effort and culminate in an unveiling event to be held in September, if approved. The program would feature first and foremost artists from Gilroy and students in Gilroy Unified School District (GUSD), but other regional artists may participate depending upon the number of design submissions. Attached to this staff report is a program proposal developed by the ACC, as well as a fundraising plan pursuant to the Donation and Fundraising Policy.

BACKGROUND

The City Charter currently has established the ACC's purpose to develop a program relating to art, literature, music and other cultural activities, and to encourage and coordinate fundraising to support the arts and culture in and for the City of Gilroy.

As part of the budget process for FY24 and FY25, the ACC prepared, and Council reviewed, its two-year commission workplan. The ACC Workplan included the following goals:

- Community Outreach
- Elementary and Middle School Art Program Support
- Cultural Event
- Fundraising

The ACC began discussing a possible public art campaign that would complete or begin a longer-term implementation of each of the four goal areas. This effort began to gather even more steam once the City Council adopted the City's Donation and Fundraising Policy, allowing a structure for the ACC to work within to accomplish its purpose.

The ACC has prepared a proposed program and is now seeking Council consideration of the proposal and any direction about the program before moving forward with implementation.

ANALYSIS

The ACC has put together a campaign for Council consideration and approval, entitled "*For the Love of Gilroy*" to solicit two-dimensional art designs from local artists which would be printed on banners and posted on streetlight poles along Monterey Road in Downtown Gilroy. The campaign is proposed to start in April, California's designated Arts, Culture and Creativity Month. The details of the program are discussed below.

For the Love of Gilroy Banners

If Council approves to proceed, the ACC and City staff will release a call for artists in April. The call will request complete designs to be submitted per the guidelines contained in the proposal attached to this staff report. In summary, the program will request two-dimensional art designs with a theme of "For the Love of Gilroy". The theme is to promote arts, culture, and community, but is also being left open to attract a variety of interpretations from local visual artists of all ages, backgrounds, and lived experiences.

The call is for local artists, which will give priority to designs meeting the project requirements by Gilroy residents and GUSD students, but may secondarily include artists in the region (San Martin, Morgan Hill, Hollister, Salinas and San Juan Bautista), depending upon the number of approved submittals that are received from Gilroy residents and GUSD students.

The designs shall inspire unity, growth and positivity, and shall be the artists' original work. Designs shall be prohibited from displaying certain subjects or imagery as required in other City policies, including prohibitions against obscene language or imagery; plagiarized work; and imagery or language that is of a derogatory,

discriminatory, political, religious, violent, sexual (or nudity), and/or business promotion nature.

The call for artists will be issued at the end of April, and during the month of April the ACC's subcommittee for this effort will work with City staff on the design and outreach to promote the program. The artist submissions would be due in July. Towards the end of July, the ACC will convene a special meeting to evaluate and issue its recommendation to the City Council for approval of the final designs. The recommendations will be provided in time for consideration on the Council's August 5, 2024 regular meeting. Ultimate selection of the approved signs will reside with the City Council.

The ACC is proposing to use funding from the Public Art Fund (money raised from donations and developer in-lieu fees for public art) to purchase the reproduction and publication rights to the selected designs, to be secured through contracts with the City, and suggests a purchase amount of \$500 for those selected to be printed into banners and displayed as public art along Monterey Road. Given the amount of the purchase price, and available funding that is not committed to other purposes, the ACC recommends beginning with 12 designs to be purchased and displayed as banners. There is a component of fundraising, discussed below, where additional designs may be selected and banners produced if additional fundraising efforts are fruitful. Banners would be installed beginning at the intersection of Sixth Street and Monterey Road, and extend north along Monterey Road to Fourth Street, and south to Seventh Street, depending upon the final number selected for banner production and posting.

Once selected by Council, staff and the ACC will notify selected artists, and proceed to print the banners and schedule installation for the month of September. The banners would remain up until the Veterans flags go up in November. The City will have ultimate discretion for when and how often the public art banners are displayed.

Fundraising Plan and Partnerships

The ACC is proposing, as a component of this project, to engage the community, local businesses, non-profit organizations, community associations, and others in a fundraising and partnership effort. The proposed fundraising plan is attached. The intent is to gather additional funding to purchase more designs and post more public art banners.

Additionally, there is a proposed component for an unveiling event to be held when the banners are posted, discussed more below. There will be opportunities for donations and in-kind contributions/partnerships to help expand and make the event a greater success.

Recognition for donations are proposed to be provided through inclusion of individual and/or organizational names on event programs, public information releases, promotional materials, and outreach efforts for the program and event.

Unveiling Event

The ACC is proposing to have an unveiling event located at the Donald "Elvis" Prieto Downtown Pop-Up Park (Park), and the Gilroy Center for the Arts. The event, if approved by Council, would be scheduled for September 20, 2024, from 5 pm to 9 pm. The intent is to schedule it at the same time as one of the Third Friday Art Walks, to help maximize the number of attendees and exposure of the banner program. The event is proposed to have a booth there for the ACC, as well as a program including the recognition of the local artists selected, performances by local artists, music, food and drinks through donations, and the ACC would be seeking a partnering organization to host a cocktail hour as a complimentary component of the unveiling event, pending Council's approval.

Experience Coordinating Such Efforts and Events

The ACC's leadership, through Chair Melanie Reynisson and Vice Chair Ruben Dario Villa, have experience in coordinating, marketing, and fundraising for such events. Prior experience includes the *La Ofrenda* public art event that was held in Gilroy on October 28, 2023, as well as both participating in and taking leadership roles in other local art events, such as the Third Friday Art Walk, among others.

This event will be a collaboration between the ACC and City staff to deliver a positive and engaging program and City event for the community to enjoy.

ALTERNATIVES

Council may direct for the project to proceed as proposed, modify the project plan, or direct the termination of the project. Staff recommends that the project proceed. The proposal is innovative, engages all the workplan item efforts of the ACC as presented to Council, and engages the community through the artistic submissions, fundraising, partnerships, and the community event that is proposed.

FISCAL IMPACT/FUNDING SOURCE

The proposal includes an estimated total of \$9,000. Below is a listing of the costs identified in the proposal:

1. \$6,000 – Public Art Fund - Purchasing rights to production and display of selected design for twelve artists, \$500 each
2. \$1,500 – Public Art Fund – Printing, installation and takedown of banners
3. \$1,500 – Arts and Culture Commission Fund – public unveiling event and promotional merchandise

There may be additional costs identified as the work continues in developing the event. Additionally, as any fundraising and in-kind services are secured, the total amount of expenditures may increase to utilize donations and in-kind services. All funds will come from the trust accounts of the Public Art Fund and the Arts and Culture Commission Fund. Use of such funds do not require formal appropriations for use. As the program

continues to develop, and as donations and partnerships are secured, the ACC will send correspondence to the City Council of projected totals, and updates on the planning and progress of the program.

PUBLIC OUTREACH

This item was included on the publicly posted agenda for this meeting. Additionally, this item was discussed at the January 9 and February 14, 2024 meetings of the ACC. If approved, the ACC and City staff would work closely with the Communications and Engagement Office on public outreach, promotional materials, advertisements, and other media to share information about the program and project, as well as the unveiling event if approved.

NEXT STEPS

If approved, the ACC subcommittee working on For the Love of Gilroy will meet with City staff to implement the work on this public art campaign, including commencing fundraising efforts.

Attachments:

1. Arts and Culture Commission Public Art Campaign
2. For the Love of Gilroy Public Art Campaign Fundraising Plan

ACC Public Arts Campaign

Arts and Culture Commission, City of Gilroy

Title

For the Love of Gilroy

Summary

A public arts campaign to produce new light post flags for Downtown Gilroy, designed by local artists and curated by the Arts and Culture Commission. The campaign will launch in April, California's designated Arts, Culture and Creativity Month.

Why

In 2023, the City of Gilroy proclaimed April to be Arts Culture and Creativity Month in alignment with the State of California. Building on that momentum, the Arts and Culture Commission aims to publicly support the development of arts and culture in Gilroy by supporting local artists, investing in our creative economy, and beautifying our city along the way.

Scope

ACC is requesting that local visual artists submit a completed design for a light post flag that embodies the theme "For the Love of Gilroy" promoting arts, culture, and community in Gilroy, South County and the surrounding region. This flag should be the artists' original artwork in whichever 2D medium the artist feels most comfortable in. 12 artists will be selected using the criteria outlined below. An additional 12 (max) may be added through donations and partnerships. Final design submissions must meet design guidelines and be recommended for approval by ACC to City Council. Council selected designs will become property of the City as described below.

Approved designs will be printed and hung on existing light posts along Monterey Rd starting at the 6th St. intersection and expanding North to 4th and South to 7th in Downtown Gilroy on an ongoing, seasonal basis at the discretion of the City of Gilroy. Participating artists will be paid \$500 for rights to use their design for The Love of Gilroy Public Arts Project.

Considerations

- A. The theme “For the Love of Gilroy”, besides promoting arts, culture, and community, has been intentionally left open-ended so as to attract a variety of interpretations from local visual artists of all ages, backgrounds, and lived experiences.
- B. “Local” is defined as artists based in Gilroy, San Martin, Morgan Hill, Hollister, Salinas, San Juan Bautista. Generally, local artists must reside in a 30 mile radius from Gilroy, CA. Priority will be given to designs meeting project requirements by Gilroy Residents and GUSD students.
- C. Final design submissions must meet design guidelines and be recommended for approval by ACC to City Council.
- D. Selected artists will be paid \$500 for rights to use their design for The Love of Gilroy Public Arts Project. Ownership of the designs will be through the City by contract.
- E. ACC will curate and recommend for approval the selected designs based on the following criteria
 - a. Design shall align with the “For the Love of Gilroy” theme promoting arts, culture, and community
 - b. Design shall inspire unity, growth and positivity
 - c. Design shall be the artists’ original work
 - d. Design shall comply with the intent scope identified above

More design guidelines

- No obscene language or imagery
- No plagiarized work
- No derogatory language or imagery
- No discriminatory language or imagery
- No political imagery
- No religious imagery
- No violent imagery
- No business promotion
- No nudity
- Other conditions as may be required by the City

Process Timeline

- A. Feb
 - a. Draft RFP
- B. March

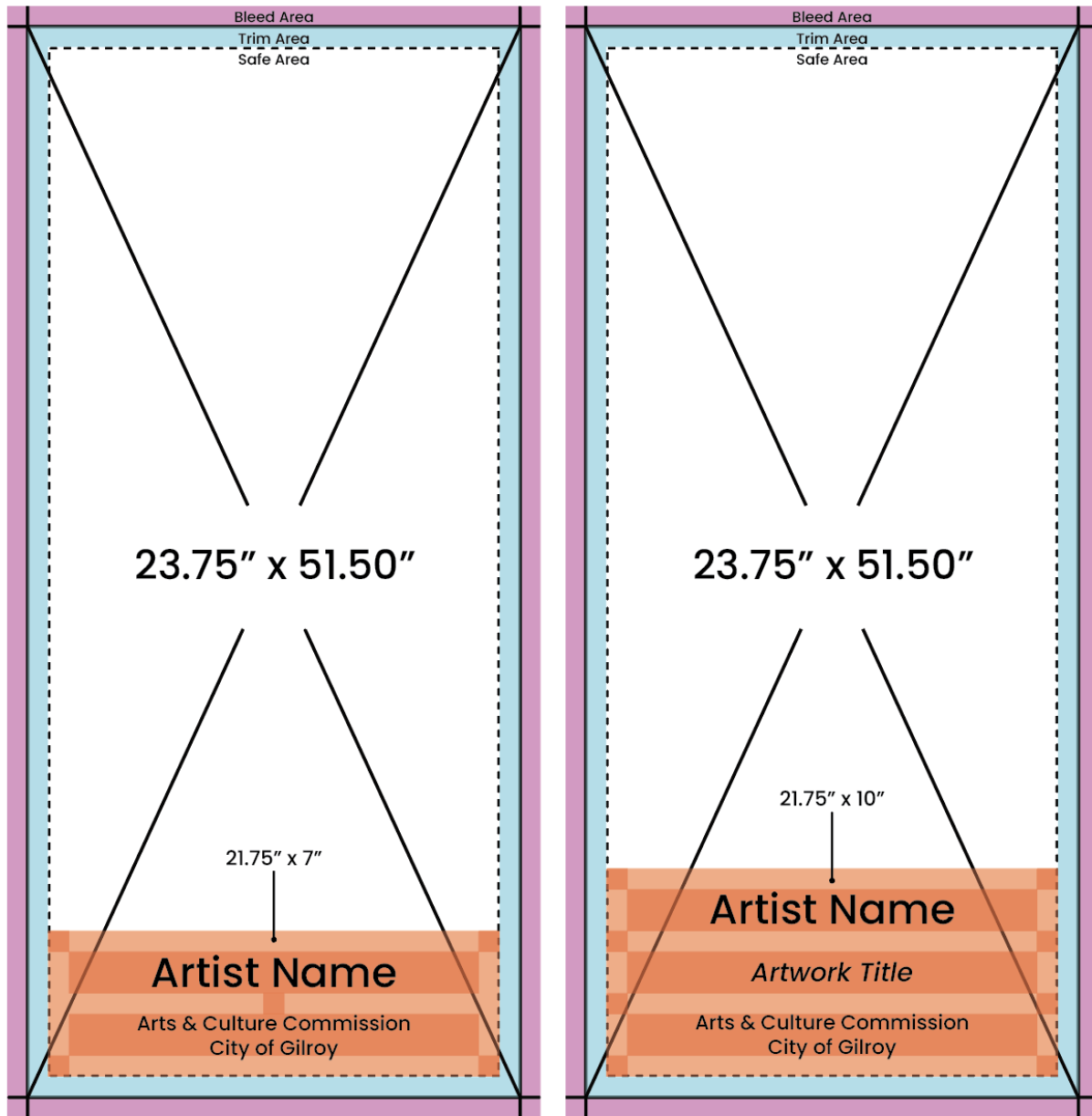
- a. Final City Council approval of For the Love of Gilroy Public Arts Project
- C. April
 - a. City staff review of promotional materials
 - b. (Last week of April) Launch Campaign and Call for Artists
- D. May-July
 - a. Artist submissions
 - b. (Last week of July) Review and recommendations of submissions.
- E. August
 - a. August 5th: Council approval of final designs
 - b. Notify selected artists following council approval
 - c. Produce and install flags
- F. September
 - a. Display and public unveiling event

Public Unveiling Event

- A. Location: Center for the Arts + Popup Park
- B. Date: Sep 20, 2024 5-8pm
- C. Food & Beverage (Donations)
- D. Materials
 - a. ACC/City canopy, linens, tables, chairs
- E. Program
 - a. DJ & Cocktail hour (pending review)
 - b. Welcome by ACC
 - c. Artist recognition
 - d. Local Performance

Design Specifications

- A. Banner Size is 23.75" x 51.50"
- B. Banners are double-sided
 - a. Single design submitted
 - b. Final design will be duplicated on both sides
- C. Download template below
 - a. [PDF](#)
 - b. [Adobe Illustrator](#)



Budget

\$6,000 (12) Artists selected: \$500/artist

\$1,500 Printing and installation

\$1,500 Public unveiling event and merchandise

\$9,000 Total

Arts and Culture Commission Fundraising Plan

For the Love of Gilroy Public Art Campaign

This is the fundraising plan by the Arts and Culture Commission (ACC) for the public art campaign “For the Love of Gilroy”, pursuant to the City of Gilroy Donation and Fundraising Policy. The fundraising plan, and public art campaign itself, are subject to City Council approval. Fundraising activities will be carried out by the ACC membership, with updates at each ACC meeting until the completion of the campaign.

- A. Goal – The goal is to raise funds to produce more banners and allow more artist designs to be represented. Additional goal is for funds and in-kind contributions for activities at the unveiling event on September 20, 2024. No specific target amount is identified, though for each additional banner \$600 would need to be raised for the purchase of the design and production costs to print the banner. No specific fundraising dollar amount has been established yet for the unveiling event, as most of the donation requests will be for in-kind services and donations of food, drinks, and other services that will have varying value estimates. Any funds raised above the costs of the campaign will be placed in the Public Art Fund for the next public art project.
- B. Timeframe – Fundraising and partnership efforts will commence upon Council approval to proceed, and shall continue until August for banner funding, and up to the September 20, 2024 event for the unveiling event partnerships and funding.
- C. Target Audience – The ACC is aiming to approach both private residents, local businesses, non-profits, and community organizations to solicit donations. The ACC will also approach such entities that provide services and supplies that may be needed or desired for the unveiling event to contribute them as in-kind donations for the event itself.
- D. Procedure for Acceptance and Reporting of Activities – The ACC shall direct financial donors to submit their funds to the Finance Department of the City of Gilroy, or to the ACC staff liaison. Partnerships/in-kind contributions shall be documented specifically who and what was contributed, and the donor’s estimated value. The information shall be submitted to the Finance Department. The Finance Department will generate receipts for the donations and partnership contributions, consistent with the Donation and Fundraising Policy.
- E. Recognition – The ACC shall recognize donors and partners on the programs and promotional materials for the campaign and unveiling event, including a recognition banner that will be displayed at the event. There will also be public recognition by the reading of donor and partner names at the event during the public address.
- F. Sponsorship – Not applicable; no sponsorship/naming rights opportunities are included with this plan.
- G. Signage – A banner with donor names will be displayed during the unveiling event, but no permanent signage is proposed.

For the Love of Gilroy Streetlight Banner Public Art Project

March 18, 2024

Background

- Arts and Culture Commission
 - Develop programs relating to art, literature, music and cultural events
 - Fundraising
 - Workplan Items:
 - Community Outreach
 - Elementary and Middle School Art Program Support
 - Cultural Event
 - Fundraising
- Public Art Campaign – *For the Love of Gilroy* – meets all workplan intents

For the Love of Gilroy Proposal



**City of Gilroy
Arts + Culture Commission
Public Arts Campaign
2024**



Public arts campaign to produce new light post banners for Downtown Gilroy, designed by local artists launching in April, California's designated Arts, Culture and Creativity Month.



Arts & Culture



Arts & Culture Creative Economy



Arts & Culture
Creative Economy
Beautification

Scope

Theme “For the Love of Gilroy” promoting arts, culture, and community in Gilroy, South County and beyond.



Scope

Theme	“For the Love of Gilroy” promoting arts, culture, and community in Gilroy, South County and beyond.
Artists	Prioritizing Local — Gilroy Residents and GUSD students.



Scope

Theme “For the Love of Gilroy” promoting arts, culture, and community in Gilroy, South County and beyond.

Artists Prioritizing Local — Gilroy Residents and GUSD students.

Compensation Selected artists will be paid \$500 each
Money pulled from Public Art and ACC Funds



Scope

Theme	“For the Love of Gilroy” promoting arts, culture, and community in Gilroy, South County and beyond.
Artists	Prioritizing Local — Gilroy Residents and GUSD students.
Compensation	Selected artists will be paid \$500 each Money pulled from Public Art and ACC Funds
Quantity	12 artists will be selected. An additional 12 (max) may be added through donations and partnerships.



Scope

Theme “For the Love of Gilroy” promoting arts, culture, and community in Gilroy, South County and beyond.

Artists Prioritizing Local — Gilroy Residents and GUSD students.

Compensation Selected artists will be paid \$500 each
Money pulled from Public Art and ACC Funds

Quantity 12 artists will be selected. An additional 12 (max) may be added through donations and partnerships.

Approval Final design submissions must meet design guidelines and be recommended for approval by ACC to City Council.



Timeline

March City Council approval to move forward



Timeline

- March** City Council approval to move forward
- April** City staff review of promotional materials
Launch campaign and call for artists (Last week of April)



Timeline

March City Council approval to move forward

April City staff review of promotional materials
Launch campaign and call for artists (Last week of April)

May - June Artist submissions



Timeline

March City Council approval to move forward

April City staff review of promotional materials
Launch campaign and call for artists (Last week of April)

May - June Artist submissions

July Review and filter submissions



Timeline

March	City Council approval to move forward
April	City staff review of promotional materials Launch campaign and call for artists (Last week of April)
May - June	Artist submissions
July	Review and filter submissions
August	August 5th: Recommendation for approval to City Council Notify selected artists Produce and install banners



Timeline

March	City Council approval to move forward
April	City staff review of promotional materials Launch campaign and call for artists (Last week of April)
May - June	Artist submissions
July	Review and filter submissions
August	August 5th: Recommendation for approval to City Council Notify selected artists Produce and install banners
September	Public unveiling event



Marketing Plan

City of Gilroy

- City of Gilroy E-mail Express newsletter
- Social media channels
- City's website

GUSD

- ParentSquare
- GUSD In Touch Newsletter
- Gavilan College Student Engagement

Community

- Gilroy Arts Roundtable
- ACC outreach and tabling
- Amplification via community partners

Media

(donation requests)

- Gilroy Dispatch
- Gilroy LIFE



Unveiling Event

Purpose Host reception inviting public to celebrate and view the newly installed art banners and acknowledge donors, sponsors and City of Gilroy

Location Gilroy Center for the Arts and Donald “Elvis” Prieto Downtown Pop-Up Park area on September 20, 2024 from 5 – 9 pm

Entertainment Live performances from local music and cultural groups

Food & Beverage Seeking in-kind donation of refreshments and beverages. *including in-kind donation of alcohol if permitted



End

Analysis

- Issue a Call for Artists – local artist (Gilroy resident or GUSD students) priority
- ACC reviews designs – recommends to Council
- Council final approval of designs
- City engages artists to complete purchase agreement for rights to design
 - \$500 for rights procurement; Contracts will require parent/guardian for GUSD students/minors that have a banner award
- City installs flags

Fundraising

- Fundraising Plan
 - Funds raised for:
 - Additional banners
 - Services and supplies for unveiling event
- ACC and City have roles in fundraising
 - ACC campaigns and solicits
 - Fundraising materials will be developed by ACC but reviewed and approved by City before use
 - City staff processes donations and receipts
 - Staff processes payments and engages in contracting for in-kind donations
 - City issues receipts

Fiscal Impact

- \$9,000
 - \$7,500 from the Public Art Fund (public art pieces)
 - \$1,500 from the Arts and Culture Commission Fund (unveiling event; outreach materials)

Next Steps

If approved, ACC subcommittee will commence work with City staff on the project

Recommendation

- Council approval of the public art campaign proposal, *For the Love of Gilroy*.

Questions?



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title:	Workplan Update
Meeting Date:	April 9, 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. At the February 13, 2024 meeting, the Commission advanced the discussion and planning of the public art campaign entitled “For the Love of Gilroy”, an event that would satisfy most, if not all, workplan items with this campaign. A subcommittee of Chair Reynisson, Vice Chair Villa, and Commissioner McCormack were appointed to a subcommittee to plan and handle implementation of the campaign when work is needed outside of an agenda meeting.

At the March 18, 2024 meeting of the City Council, the City Council agreed to the campaign. That workplan item project will now be separated out on agendas due to the complexity and nature of that item, and this recurring item will be for any and all other workplan discussions.

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.

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