



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



TUESDAY, MAY 9, 2023 | 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



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. ~~CITY CLERK~~ **CALL TO ORDER** Arts and Culture Commission Arts and Culture Commission
PM Regular Meeting

2. **ROLL CALL**

3. **APPROVAL OF MINUTES**

3.1. **Minutes of the April 11, 2023 Arts and Culture Commission Special Meeting**

4. **APPROVAL OF AGENDA**

5. **SECRETARY'S REPORT**

6. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**

7 **FUTURE AGENDA ITEMS**

8. **OLD BUSINESS**

9. **NEW BUSINESS**

9.1. **Discussion on Tracking and Assignments Regarding the Fiscal Years 2024 and 2025 Commission Workplan**

1. Staff Report: Bryce Atkins
2. Public Comment
3. Possible Action:

Discussion of the Commission work plan and assignments.

9.2. **Arts and/or Culture Event Sponsorship Interest Solicitation**

1. Staff Report: Bryce Atkins
2. Public Comment
3. Possible Action:

Commission approval to open solicitation of interest from community events related to arts and culture that are interested in sponsorship or in-kind considerations for events in Gilroy and open to Gilroy residents.

10. **COMMISSION COMMENTS**

11. **STAFF COMMENTS**

12. **ADJOURNMENT**

FUTURE MEETING DATES

City of Gilroy
Arts and Culture Special Meeting Minutes
Tuesday, April 11, 2023 | 6:30 PM

1. **CALL TO ORDER**

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

2. **ROLL CALL**

Attendance

Attendee Name

Camille McCormack, Commissioner
Adilene Moreno, Commissioner
Alexandra Perdew, Commissioner
Sandra Ramirez, Commissioner
Melanie Reynisson, Chair

Absent

Ruben Dario Villa, Vice-Chair

3. **APPROVAL OF MINUTES**

3.1. **Minutes of the March 27, 2023 Arts and Culture Commission Special Meeting**

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

4. **APPROVAL OF AGENDA**

A motion was made by Commissioner McCormack, seconded by Commissioner Perdew to move Item 9.2 to be immediately after public comment, followed by Item 9.1, then followed by Item 8.1; unanimously approved.

5. **SECRETARY'S REPORT**

The agenda was posted on April 10, 2023 at 10:30 AM.

6. **FUTURE AGENDA ITEMS**

None.

7. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**

There were no public comments.

9. **NEW BUSINESS**

9.2. **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: 2. Public Comment

May 9, 2023 6:30 PM
3. Possible Action: It is recommended the Arts and Culture Commission approve a recommendation
Arts and Culture Commission
Regular Meeting

to City Council to transfer the interest accumulated (\$148.59) in the Museum Endowment Trust to the Museum Donations Fund.

Connie Rogers and Susan Voss from the Gilroy Historical Society came before the Commission and presented their annual report. Additionally, Connie Rogers discussed the need to transfer the interest income from the Gilroy Museum Endowment Trust to the Museum Donations Fund.

A motion was made by Commissioner McCormack and seconded by Commissioner Moreno to approve the transfer of the interest income from the Gilroy Museum Endowment Trust to the Museum Donations Fund, unanimously approved with one absent.

9.1. Quarterly Report of the Gilroy Arts Alliance

1. Staff Report: 2. Public Comment

3. Possible Action:

Receive the Report.

Scott Downs from the Gilroy Arts Alliance Center for the Arts presented the highlights of the report to the Commission.

8. OLD BUSINESS

8.1. Continuing Discussion on the Fiscal Year 2024 and Fiscal Year 2025 Arts and Culture Commission Workplan with a Focus on Fundraising Goals

1. Staff Report: 2. Public Comment

3. Possible Action:

Commission discussion on proposed specific fundraising activities desired as part of the work plan.

Discussion entailed the idea to look at a multi-cultural event day, and perhaps an arts and culture gala event as fundraising options.

9. COMMISSION COMMENTS

There was an update provided regarding the Downtown Art and Wine Walk on May 20th, as well as comments from Vice-Chair Villa through Chair Reynisson regarding flyers and information on the SVCCreates grant program. There was also a mention regarding concerts in May.

10. STAFF COMMENTS

Atkins gave comments about the next meeting, for commissioners to consider ahead of next meeting on ideas regarding how to implement the work plan for an agenda item at the next meeting that would seek discussion and planning on how the Commission will deliver the FY24 and FY25 Work Plan. Atkins also provided comment that the budget request was submitted for the FY24 and FY25 budget cycle.

11. ADJOURNMENT

May 9, 2023 6:30 PM

Arts and Culture Commission Arts and Culture Commission

April 11, 2023 PM

Page 3 of 3

Regular Meeting Commission

Special Meeting Minutes

The meeting was adjourned at 7:28 PM.

FUTURE AGENDA ITEMS

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:

Discussion on Planning and Tracking Assignments Regarding the Fiscal Years 2024 and 2025 Commission Work Plan

Meeting Date:

May 9, 2023

From:

Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Discussion of the Commission work plan and assignments.

BACKGROUND

The Commission has been holding discussions since March on the two-year work plan of the Commission. As part of those discussions, the Commission has identified the following items for the work plan for the next two fiscal years:

1. Have a booth present and participate in at least two community events.
2. Collaborate with GUSD on a potential pilot program to get art into the middle and elementary schools to provide an art program for the elementary and middle schools.
3. Grantmaking program, expanding upon the previous program, including the following areas:
 - a. Grants for events with ACC themes.
 - b. Art Camps or grants to camps.
 - c. Public Art installations and/or shareable public art.
 - d. Travelling or temp exhibits.
 - e. Multicultural festival or event.
4. Hosting or facilitating a community cultural event.
5. Fundraising.

ANALYSIS

To continue development of the work plan, the Commission is being asked to further develop the work plan with more specific deliverables and to determine the manner in which the Commission will carry out the work.

Key elements for consideration include:

1. Who will do the work on a particular workplan item? Will the whole Commission work on each item, or will there be a subcommittee assigned to each project? Will there be a lead person in charge of carrying out the work?
2. What are the steps and milestones towards completing the work? How will the Commission know that progress is being made on a specific project?
3. Timeframes – when will these projects, or milestones towards completion of a project, expect to be completed?
4. How often does the Commission wish to be updated on the items? Are there to be updates on each item at each meeting, or will there be only one or a few updates at each meeting?

Attached to this staff report is a draft tracking matrix. Depending upon how the Commission arranges itself towards the completion of the work plan, this matrix may need to be updated to match the intent. The draft matrix assumes the following:

- A subcommittee will be assigned, ranging from two to three Commissioners to keep below quorum to avoid Brown Act issues, to each of the workplan tasks
- A lead person will be chosen amongst the subcommittee who will be the lead person on the project
- There will be room to add subtasks and record progress
- There will be a place to input the planned date of completion, or the timeframe may be the timeframe for the next update to the full Commission

It is important to note that the matrix and the ideas above are simply an example, and the Commission should develop its plan for carrying out the workplan items.

PUBLIC OUTREACH

This item was placed on the publicly posted agenda for tonight's meeting.

Attachments:

1. Draft Work Plan Document

DRAFT

Arts and Culture Commission

Fiscal Years 2024 and 2025 Work Plan

DRAFT

Project Name	Description	Committee	Lead	Council Priority	Deliverables	Timeline	Current Status
		Members	Commissioner				
Community Outreach	Have a booth present and participate in at least two community events.						
Elementary and Middle School Art Program Support	Collaborate with GUSD on a potential pilot program to get art into the middle and elementary schools to provide an art program for the elementary and middle schools.						
Grant Program	Grantmaking program, expanding upon the previous program, including the following areas: --Grants for events with ACC themes. --Art Camps or grants to camps. --Public Art installations and/or shareable public art. - -Travelling or temp exhibits. - -Multicultural festival or event.						
Cultural Event	Hosting or facilitating a community cultural event.						
Fundraising	Develop and implement a fundraising program.						

May 9, 2023 6:30 PM

Arts and Culture Commission Arts and Culture Commission Regular Meeting



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title: Arts and Culture Commission Sponsorship
Meeting Date: May 9, 2023
From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission approval to open solicitation of interest from community events related to arts and culture that are interested in sponsorship or in-kind considerations for events in Gilroy and open to Gilroy residents.

BACKGROUND

The Arts and Culture Commission (Commission) requested and received an appropriation in the City's operating budget for Fiscal Year 2022 and 2023 for \$2,500 in funding that may be used to support local events. The Commission approached the previous year's allocation as a grant-based approach. Although it proceeded as a grant last year, the intent is to allow for sponsorship of an event. In the City government, the City Council is the grant making body, and not any of the City's boards or commissions.

ANALYSIS

With recognition of this structure, the Commission may continue to solicit interest from event organizers who desire sponsorship and/or in-kind services for their events. Through an informational form, event organizers could submit their interest, and provide sufficient information for the Commission to make a recommendation to the City Administrator's Office for consideration of a small financial sponsorship or in-kind services for an event(s). The decision on any such sponsorship or provision of services as a result of this interest gathering effort and recommendation is at the discretion of the City Administrator.

Attached are proposed, revised guidelines to transition the solicitation to be for interest in sponsorships and services instead of a grant. The matter before the Commission is to determine if it wishes to approve the opening of the interest solicitation forms, or if it desires to take another approach. Additionally, the Commission may provide comment on the promotional material prepared for the interest forms.

Arts and Culture Commission Sponsorship

May 9, 2023 6:30
PM

Arts and Culture Commission Arts and Culture Commission
Regular Meeting

PUBLIC OUTREACH

This item was included on the publicly available agenda for this evening's meeting. If approved, the ACC commissioners may share promotional material to event organizers where the event has an arts and/or culture related focus.

Attachments:

1. Draft Interest Form Guidelines



City of Gilroy Arts and Culture Commission

Community Engagement Program

May 2023

Event Sponsorship Interest Form Guidelines & Submission Instructions

Introduction

As local artists and art organizations seek to engage with the community of Gilroy, we look for ways that we can help. The City of Gilroy is fortunate to have such a talented and diverse community of artists. To celebrate and determine ways to support our local talent, the City of Gilroy through The Arts and Culture Commission is soliciting interest about potentially sponsoring or assisting with in-kind services toward an arts and culture related community event taking place in the calendar year of 2023.

Purpose

This effort is assessing opportunities for artists, creative entrepreneurs, and nonprofit arts organizations to request small financial or in-kind services to support community event projects that broaden or deepen connections and relationships with the community of Gilroy. All supported projects must serve the community of Gilroy.

Awards

The total amount budgeted is \$2,500. An applicant may ask for any amount up to the maximum of \$2,500. The Arts and Culture Commission will assemble a recommendation committee that will review all the interest forms received and may recommend a single event, or recommend a ranking of events submitted by event organizers, to the City Administrator's Office for consideration. There is no guarantee of funding for any or all submitted events.

Timeline

- Interest Forms are due by 5 pm on Friday, May 26, 2023.
- Submit your completed interest form using the Google form at:
<https://forms.gle/wA4N4cEhPVzC2DRs6>
- Form responses will be reviewed by a panel of 3, and recommendations will be announced by the Arts and Culture Commission during the June 13, 2023 regular Arts and Culture Commission meeting.
- The recommendations will then be provided to City staff. Any decisions will be communicated by City staff to any event organizer selected to receive monetary or in-kind support.
- At the conclusion of the event, those issue support will submit a brief final report in the format of an informal narrative of approximately three paragraphs and are encouraged to provide up to five event photos. In addition, the event organizers may be asked to participate in a

May 9, 2023 6:30
PM

Arts and Culture Commission Arts and Culture Commission
Regular Meeting

presentation during a future Arts and Culture Commission meeting to share project experiences, or a report to the City.

Review Criteria

The review committee of the Arts and Culture Commission will be evaluating interest forms for possible recommendations based on the following criteria:

PUBLIC BENEFIT (10 POINTS):

- Events must have a demonstrated public benefit, something that is open and accessible to the general public with diversity and inclusivity in mind, and be related to arts and culture.
- Accessibility can be through a virtual or in person public event.

EVENT PLANNING (5 POINTS):

- Clarity and completeness of proposed event to demonstrate thoughtful and realistic planning.
- Readiness to take on and complete the event.
- **CITY PERMITS AND PERMISSIONS:** If the proposal includes components that require City permits or approval such as a Special Event Permit or street closures, the grantee will be solely responsible for securing the necessary permits, permissions and approvals. This planning should be reflected in the project timeline.

CONTENT (5 POINTS):

- Event must include arts and/or cultural content.
- Event must be suitable for all ages.
- Share the project/event's details of originality, innovative or creative concepts.

Sponsorship Eligibility

Eligible Events

- Event organizer(s) must be City of Gilroy residents (live within the City Limits)
- Event must take place in Gilroy (within City Limits) during the calendar year of 2023
- Event must be open to the public and community of Gilroy
- Your organization's primary purpose must be the performance, production, or presentation of arts and cultural activities per event that are open and accessible to all.
- The home base of your organization (primary business office or performance/exhibition venue/facility) must be located within the City Limits of Gilroy

Eligible expenses if monetarily sponsored include:

- Supply costs for arts/culture related project or activity during event
- Program or activity costs for the specific arts and culture community engagement portion of the event.

Ineligible expenses include:

- Funding to support Staffing/Labor with the exception of art/culture specific entertainment or presentation fees.
- Events which support political or religious purposes, fraternal organizations, or institutions of primary and secondary learning.
- Non-arts and culture related events.

Interest Form Instructions

1. Please read all guidelines and instructions before beginning the form.
2. The Interest Form is a Google form with several sections:
 - Submitter information (and organization information, if applicable)
 - Narrative questions on the proposed event, including any in-kind service requests
 - Requested monetary support amount up to \$2,500
 - Upload section - attachments may include:
 - For non-profit organizations, a copy of the 501(c)3 letter or copy of fiscal sponsor's tax ID number and contact information
 - Photos or renderings to help with event description/vision
3. Submit your completed Interest Form (with applicable attachments) using the Google form at:

<https://forms.gle/wA4N4cEhPVzC2DRs6>

Deadline: 5:00 pm on Friday, May 26, 2023.

If you have questions about the form or process, please contact:

Bryce Atkins

Assistant to the City Administrator

City of Gilroy

7351 Rosanna Street

Gilroy, CA. 95020

(408) 846-0210

bryce.atkins@cityofgilroy.org

City of Gilroy
Arts and Culture Special Meeting Minutes
Tuesday, April 11, 2023 | 6:30 PM

1. CALL TO ORDER

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

2. ROLL CALL

Attendance

Attendee Name

Camille McCormack, Commissioner
Adilene Moreno, Commissioner
Alexandra Perdew, Commissioner
Sandra Ramirez, Commissioner
Melanie Reynisson, Chair

Absent

Ruben Dario Villa, Vice-Chair

3. APPROVAL OF MINUTES

3.1. Minutes of the March 27, 2023 Arts and Culture Commission Special Meeting

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

4. APPROVAL OF AGENDA

A motion was made by Commissioner McCormack, seconded by Commissioner Perdew to move Item 9.2 to be immediately after public comment, followed by Item 9.1, then followed by Item 8.1; unanimously approved.

5. SECRETARY'S REPORT

The agenda was posted on April 10, 2023 at 10:30 AM.

6. FUTURE AGENDA ITEMS

None.

7. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

There were no public comments.

9. NEW BUSINESS

9.2. 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: 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 (\$148.59) in the Museum Endowment Trust to the Museum Donations Fund.

Connie Rogers and Susan Voss from the Gilroy Historical Society came before the Commission and presented their annual report. Additionally, Connie Rogers discussed the need to transfer the interest income from the Gilroy Museum Endowment Trust to the Museum Donations Fund.

A motion was made by Commissioner McCormack and seconded by Commissioner Moreno to approve the transfer of the interest income from the Gilroy Museum Endowment Trust to the Museum Donations Fund, unanimously approved with one absent.

9.1. Quarterly Report of the Gilroy Arts Alliance

1. Staff Report: 2. Public Comment
3. Possible Action:

Receive the Report.

Scott Downs from the Gilroy Arts Alliance Center for the Arts presented the highlights of the report to the Commission.

8. OLD BUSINESS

8.1. Continuing Discussion on the Fiscal Year 2024 and Fiscal Year 2025 Arts and Culture Commission Workplan with a Focus on Fundraising Goals

1. Staff Report: 2. Public Comment
3. Possible Action:

Commission discussion on proposed specific fundraising activities desired as part of the work plan.

Discussion entailed the idea to look at a multi-cultural event day, and perhaps an arts and culture gala event as fundraising options.

9. COMMISSION COMMENTS

There was an update provided regarding the Downtown Art and Wine Walk on May 20th, as well as comments from Vice-Chair Villa through Chair Reynisson regarding flyers and information on the SVCCreates grant program. There was also a mention regarding concerts in May.

10. STAFF COMMENTS

Atkins gave comments about the next meeting, for commissioners to consider ahead of next meeting on ideas regarding how to implement the work plan for an agenda item at the next meeting that would seek discussion and planning on how the Commission will deliver the FY24 and FY25 Work Plan. Atkins also provided comment that the budget request was submitted for the FY24 and FY25 budget cycle.

11. ADJOURNMENT

The meeting was adjourned at 7:28 PM.

FUTURE AGENDA ITEMS

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: Discussion on Planning and Tracking Assignments Regarding the Fiscal Years 2024 and 2025 Commission Work Plan

Meeting Date: May 9, 2023

From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Discussion of the Commission work plan and assignments.

BACKGROUND

The Commission has been holding discussions since March on the two-year work plan of the Commission. As part of those discussions, the Commission has identified the following items for the work plan for the next two fiscal years:

1. Have a booth present and participate in at least two community events.
2. Collaborate with GUSD on a potential pilot program to get art into the middle and elementary schools to provide an art program for the elementary and middle schools.
3. Grantmaking program, expanding upon the previous program, including the following areas:
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 - d. Travelling or temp exhibits.
 - e. Multicultural festival or event.
4. Hosting or facilitating a community cultural event.
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ANALYSIS

To continue development of the work plan, the Commission is being asked to further develop the work plan with more specific deliverables and to determine the manner in which the Commission will carry out the work.

Key elements for consideration include:

1. Who will do the work on a particular workplan item? Will the whole Commission work on each item, or will there be a subcommittee assigned to each project? Will there be a lead person in charge of carrying out the work?
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It is important to note that the matrix and the ideas above are simply an example, and the Commission should develop its plan for carrying out the workplan items.

PUBLIC OUTREACH

This item was placed on the publicly posted agenda for tonight's meeting.

Attachments:

1. Draft Work Plan Document

DRAFT

Arts and Culture Commission

Fiscal Years 2024 and 2025 Work Plan

DRAFT

Project Name	Description	Committee Members	Lead Commissioner	Council Priority	Deliverables	Timeline	Current Status
Community Outreach	Have a booth present and participate in at least two community events.						
Elementary and Middle School Art Program Support	Collaborate with GUSD on a potential pilot program to get art into the middle and elementary schools to provide an art program for the elementary and middle schools.						
Grant Program	Grantmaking program, expanding upon the previous program, including the following areas: --Grants for events with ACC themes. --Art Camps or grants to camps. --Public Art installations and/or shareable public art. --Travelling or temp exhibits. --Multicultural festival or event.						
Cultural Event	Hosting or facilitating a community cultural event.						
Fundraising	Develop and implement a fundraising program.						



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title: Arts and Culture Commission Sponsorship
Meeting Date: May 9, 2023
From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission approval to open solicitation of interest from community events related to arts and culture that are interested in sponsorship or in-kind considerations for events in Gilroy and open to Gilroy residents.

BACKGROUND

The Arts and Culture Commission (Commission) requested and received an appropriation in the City's operating budget for Fiscal Year 2022 and 2023 for \$2,500 in funding that may be used to support local events. The Commission approached the previous year's allocation as a grant-based approach. Although it proceeded as a grant last year, the intent is to allow for sponsorship of an event. In the City government, the City Council is the grant making body, and not any of the City's boards or commissions.

ANALYSIS

With recognition of this structure, the Commission may continue to solicit interest from event organizers who desire sponsorship and/or in-kind services for their events. Through an informational form, event organizers could submit their interest, and provide sufficient information for the Commission to make a recommendation to the City Administrator's Office for consideration of a small financial sponsorship or in-kind services for an event(s). The decision on any such sponsorship or provision of services as a result of this interest gathering effort and recommendation is at the discretion of the City Administrator.

Attached are proposed, revised guidelines to transition the solicitation to be for interest in sponsorships and services instead of a grant. The matter before the Commission is to determine if it wishes to approve the opening of the interest solicitation forms, or if it desires to take another approach. Additionally, the Commission may provide comment on the promotional material prepared for the interest forms.

PUBLIC OUTREACH

This item was included on the publicly available agenda for this evening's meeting. If approved, the ACC commissioners may share promotional material to event organizers where the event has an arts and/or culture related focus.

Attachments:

1. Draft Interest Form Guidelines



City of Gilroy Arts and Culture Commission

Community Engagement Program

May 2023

Arts and Culture Community Event Sponsorship Interest Form Guidelines & Submission Instructions (effective May 9, 2023)

Introduction

As local artists and art organizations seek to engage with the community of Gilroy, we look for ways that we can help. The City of Gilroy is fortunate to have such a talented and diverse community of artists. To celebrate and determine ways to support our local talent, the City of Gilroy through The Arts and Culture Commission is soliciting interest about potentially sponsoring or assisting with in-kind services toward an arts and culture related community event taking place in the calendar year of 2023.

Purpose

This effort is assessing opportunities for artists, creative entrepreneurs, and nonprofit arts organizations to request small financial or in-kind services to support community event projects that broaden or deepen connections and relationships with the community of Gilroy. All supported projects must serve the community of Gilroy.

Awards

The total amount budgeted is \$2,500. An applicant may ask for any amount up to the maximum of \$2,500. The Arts and Culture Commission will assemble a recommendation committee that will review all the interest forms received and may recommend a single event, or recommend a ranking of events submitted by event organizers, to the City Administrator's Office for consideration. There is no guarantee of funding for any or all submitted events.

Timeline

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- Submit your completed interest form using the Google form at:
<https://forms.gle/wA4N4cEhPVzC2DRs6>
- Form responses will be reviewed by a panel of 3, and recommendations will be announced by the Arts and Culture Commission during the June 13, 2023 regular Arts and Culture Commission meeting.
- The recommendations will then be provided to City staff. Any decisions will be communicated by City staff to any event organizer selected to receive monetary or in-kind support.
- At the conclusion of the event, those issue support will submit a brief final report in the format of an informal narrative of approximately three paragraphs and are encouraged to provide up to five event photos. In addition, the event organizers may be asked to participate in a

presentation during a future Arts and Culture Commission meeting to share project experiences, or a report to the City.

Review Criteria

The review committee of the Arts and Culture Commission will be evaluating interest forms for possible recommendations based on the following criteria:

PUBLIC BENEFIT (10 POINTS):

- Events must have a demonstrated public benefit, something that is open and accessible to the general public with diversity and inclusivity in mind, and be related to arts and culture.
- Accessibility can be through a virtual or in person public event.

EVENT PLANNING (5 POINTS):

- Clarity and completeness of proposed event to demonstrate thoughtful and realistic planning.
- Readiness to take on and complete the event.
- **CITY PERMITS AND PERMISSIONS:** If the proposal includes components that require City permits or approval such as a Special Event Permit or street closures, the grantee will be solely responsible for securing the necessary permits, permissions and approvals. This planning should be reflected in the project timeline.

CONTENT (5 POINTS):

- Event must include arts and/or cultural content.
- Event must be suitable for all ages.
- Share the project/event's details of originality, innovative or creative concepts.

Sponsorship Eligibility

Eligible Events

- Event organizer(s) must be City of Gilroy residents (live within the City Limits)
- Event must take place in Gilroy (within City Limits) during the calendar year of 2023
- Event must be open to the public and community of Gilroy
- Your organization's primary purpose must be the performance, production, or presentation of arts and cultural activities per event that are open and accessible to all.
- The home base of your organization (primary business office or performance/exhibition venue/facility) must be located within the City Limits of Gilroy

Eligible expenses if monetarily sponsored include:

- Supply costs for arts/culture related project or activity during event
- Program or activity costs for the specific arts and culture community engagement portion of the event.

Ineligible expenses include:

- Funding to support Staffing/Labor with the exception of art/culture specific entertainment or presentation fees.
- Events which support political or religious purposes, fraternal organizations, or institutions of primary and secondary learning.
- Non-arts and culture related events.

Interest Form Instructions

1. Please read all guidelines and instructions before beginning the form.
2. The Interest Form is a Google form with several sections:
 - Submitter information (and organization information, if applicable)
 - Narrative questions on the proposed event, including any in-kind service requests
 - Requested monetary support amount up to \$2,500
 - Upload section - attachments may include:
 - For non-profit organizations, a copy of the 501(c)3 letter or copy of fiscal sponsor's tax ID number and contact information
 - Photos or renderings to help with event description/vision
3. Submit your completed Interest Form (with applicable attachments) using the Google form at:

<https://forms.gle/wA4N4cEhPVzC2DRs6>

Deadline: 5:00 pm on Friday, May 26, 2023.

If you have questions about the form or process, please contact:

Bryce Atkins

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