



CITY OF GILROY ARTS AND CULTURE COMMISSION REGULAR MEETING AGENDA



TUESDAY, JUNE 11, 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

Staff Liaison: Bryce Atkins, Assistant to the City Administrator



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

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PUBLIC COMMENT GUIDELINES:

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

The agenda for this regular meeting is as follows:

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF MINUTES**
 - 3.1. **Approve the Minutes of the April 9, 2024 Regular Meeting of the Arts and Culture Commission**
4. **APPROVAL OF AGENDA**
5. **SECRETARY'S REPORT**
6. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**
7. **OLD BUSINESS**
 - 7.1. **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.
 - 7.2. **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.
8. **NEW BUSINESS**
9. **GILROY ARTS AND CULTURE RELATED COMMUNITY EVENT UPDATES**
10. **COMMISSION COMMENTS**
11. **STAFF COMMENTS**
12. **ADJOURNMENT**

FUTURE MEETING DATES

July 9, 2024 – City Council Chambers – 6:30 PM
August 13, 2024 – City Council Chambers – 6:30 PM
September 10, 2024 – City Council Chambers – 6:30 PM

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

1. CALL TO ORDER

The meeting was called to order at 6:39 pm

2. ROLL CALL

Present

Camille McCormack, Commissioner

Adilene Moreno, Commissioner

Ruben Dario Villa, Vice Chair

Melanie Reynisson, Chair

Absent

Sandra Ramirez, Commissioner

Alexandra Perdew, Commissioner

Amy Hufford, Commissioner

3. APPROVAL OF MINUTES

3.1. Approve the Minutes of the February 13, 2024 Regular Meeting of the Arts and Culture Commission

RESULT: Pass

MOVER: Adilene Moreno, Commissioner

SECONDER Ruben Dario Villa, Vice Chair

AYES: Commissioner McCormack, Commissioner Moreno, Vice Chair Villa, Chair Reynisson

ABSENT: Commissioner Ramirez, Commissioner Perdew, Commissioner Hufford

4. APPROVAL OF AGENDA

RESULT: Pass

MOVER: Camille McCormack, Commissioner

SECONDER Ruben Dario Villa, Vice Chair

AYES: Commissioner McCormack, Commissioner Moreno, Vice Chair Villa, Chair Reynisson

ABSENT: Commissioner Ramirez, Commissioner Perdew, Commissioner Hufford

5. SECRETARY'S REPORT

The agenda was posted on April 2, 2024 at 3:35 PM.

6. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

None.

7. NEW BUSINESS

7.1. 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.

Connie Rogers and Susan Voss from the Gilroy Historical Society came before the Commission, and presented their report, as well as the letter requesting the transfer of the interest to the endowment fund.

RESULT: Pass

MOVER: Melanie Reynisson, Chair

SECONDER Camille McCormack, Commissioner

AYES: Commissioner McCormack, Commissioner Moreno, Vice Chair Villa, Chair Reynisson

ABSENT: Commissioner Ramirez, Commissioner Perdew, Commissioner Hufford

8. OLD BUSINESS

8.1. 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.

Discussion was held regarding the next steps in the campaign. The Commission reviewed the Call For Artists document, recommended edits, and will be providing the staff liaison with more details regarding submission formatting required for transmittal to the printers. The subcommittee will be meeting in between regular Commission meetings to work on the campaign.

8.2. 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.

The Commission discussed that the update regarding the public art campaign covered the workplan sufficiently for this meeting.

9. COMMISSION COMMENTS

Commissioners discussed some potential opportunities in connection with Gilroy Unified School District regarding more art programs during the school year. Additional information was required to understand specifically what was being proposed, which the Commissioners will bring back at the next meeting.

10. STAFF COMMENTS

Staff provided comments about the meeting recordings now being posted on YouTube.

11. ADJOURNMENT

With no additional business before the Commission, the meeting was adjourned at 8:26 PM.

12. 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: For the Love of Gilroy Public Art Campaign
Meeting Date: June 11, 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 has commenced with the initial release of the Call for Artists and the Landing Page.

ANALYSIS

With Council approval, the ACC and staff are to commence the implementation of the program. 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.

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.



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title:	Workplan Update
Meeting Date:	June 11, 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.

Staff is requesting that the ACC conduct a detailed update of the workplan document, including status, for use going forward.

Attachments:

1. ACC FY24 and FY25 Workplan

2024 and 2025 Arts and Culture Commission Work Plan

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

Updated May, 2023