



CITY OF GILROY ARTS AND CULTURE COMMISSION REGULAR MEETING AGENDA



TUESDAY, JUNE 13, 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, and Sandra Ramirez

Staff Liaison: Bryce Atkins, Assistant to the City Administrator



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

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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.

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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. Minutes of the May 9, 2023 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. FUTURE AGENDA ITEMS

8. OLD BUSINESS

8.1. Assign Committees to Fiscal Year 2024 and Fiscal Year 2025 Work Plan Goals

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

Commission assign members to serve on the various work plan project committees.

9. NEW BUSINESS

9.1. Consideration of Cancelling the July 11, 2023 Regular Arts and Culture Commission Meeting

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

Commission approve the cancelation of the July 11, 2023 regular meeting.

9.2. Consider a Recommendation to the City Administrator to Support the Third Friday Art Walk 2023

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

Commission issue a recommendation, if any.

10. COMMISSION COMMENTS

11. STAFF COMMENTS

12. ADJOURNMENT

FUTURE MEETING DATES

July 11, 2023 – 6:30 PM

August 8, 2023 – 6:30 PM

September 12, 2023 – 6:30 PM

October 10, 2023 – 6:30 PM

November 14, 2023 – 6:30 PM

City of Gilroy
Arts and Culture Regular Meeting Minutes
Tuesday, May 9, 2023 | 6:30 PM

1. CALL TO ORDER

The meeting was called to order at 6:34 PM.

2. ROLL CALL

Attendance

Attendee Name

Camille McCormack, Commissioner

Adilene Moreno, Commissioner

Alexandra Perdew, Commissioner (arrived at 6:44 PM)

Melanie Reynisson, Chair

Sandra Ramirez, Commissioner

Ruben Dario Villa, Vice Chair

3. APPROVAL OF MINUTES

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

Minutes of the meeting of April 11, 2023 were motioned by Vice Chair Villa for approval, seconded by Commissioner Moreno; unanimously approved.

4. APPROVAL OF AGENDA

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

5. SECRETARY'S REPORT

Atkins reported the posting of the agenda for the Tuesday, May 9, 2023 meeting on May 5, 2023 at 8:58 AM.

6. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

None.

7. NEW BUSINESS

7.1. 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.

The Commission held discussion on the workplan structure, and the need to select a lead and committee for the goals of the Commission workplan. The item was determined to continue to the next meeting where volunteers and assignments would be made.

7.2. 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.

Discussion was held if the same approach were to be used for sponsorships as was going to be used as the grant approach, the possibility of using a separate, public facing calendar for arts and culture events as a way to measure interest in recommending support, and options surrounding it. It was determined to see what method was preferred by City Administration before proceeding.

8. OLD BUSINESS

None.

9. COMMISSION COMMENTS

Members of the Commission reported out on the art walk on May 19th, the High School Art Show, and the participation of the commissioners in any of those events.

10. STAFF COMMENTS

Staff discussed that the fund balances for the arts funds will be coming to the Commission in the agenda packets beginning in June, and discussion of the preference for meeting at the dais or at the table was held.

11. ADJOURNMENT

The meeting was adjourned at 7:45 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: Assign Committees to Fiscal Year 2024 and Fiscal Year 2025 Work Plan Goals

Meeting Date: June 13, 2023

From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission assign members to serve on the various work plan project committees.

BACKGROUND

At the April 11, 2023 regular meeting, the Arts and Culture Commission (ACC) approved a series of projects/programs to be its goals for the next two fiscal years. As of present, the ACC has not assigned any of the projects and programs a committee or lead commissioner to carry forward these goals.

ANALYSIS

The ACC may assign the lead commissioner and their assisting commissioners in a format that it desires. The ACC may call for volunteers to be the lead or assisting commissioner for each goal. This will be done at the meeting itself and will require an action of the Commission to approve the assignments.

Attachments:

1. Work Plan of the Arts and Culture Commission.

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.	TBD at the June 13 regular meeting	TBD at the June 13 regular meeting	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.	TBD at the June 13 regular meeting	TBD at the June 13 regular meeting	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.	TBD at the June 13 regular meeting	TBD at the June 13 regular meeting	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.	TBD at the June 13 regular meeting	TBD at the June 13 regular meeting	Financial Resilience; Neighborhood Equity,	The Arts and Culture Commission is working to develop a list of fundraising goals and targeted projects to present to Council for authorization to begin raising funds. Training will also be a component. This will be in addition to the bench plaque program.

Updated May, 2023



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title: Consideration of Cancelling the July 11, 2023 Regular Arts and Culture Commission Meeting

Meeting Date: June 13, 2023

From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission approve the cancelation of the July 11, 2023 regular meeting.

BACKGROUND

The Arts and Culture Commission (ACC) meetings are scheduled each month on the second Tuesday of each month. The Executive Staff Sponsor/Staff Liaison will be out of the office for two months. The Recreation Manager is able to serve as staff during the August meeting, but no coverage has been identified for July.

ANALYSIS

The ACC may choose to “go dark” the month of July 2023. The committees that will be formed for the work plan goals may continue to meet and work on their projects and can report back at the August meeting. Other boards and commissions also have periods where their commissions cancel meetings for certain months or periods of the year. Additionally, July will also be a month where the City Council will have a single meeting on July 10, 2023, and then go dark the remainder of the month of July.



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title: Consider a Recommendation to the City Administrator to Support the Third Friday Art Walk 2023

Meeting Date: June 13, 2023

From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission issue a recommendation, if any.

BACKGROUND

Vice Chair Ruben Dario Villa has submitted this item to the Arts and Culture Commission (ACC) to propose to the City Administrator that the City support the Third Friday Art Walk (TFAW) 2023.

ANALYSIS

In Vice Chair Villa's request for ACC consideration, he has stated that this request is recommended to provide a financial contribution of \$300 per month for six months as a pilot program for community events support, and to be reevaluated at the completion of the six months for renewal. He additionally provided notes that the TFAW is a highly visible, well attended, monthly event that is building strong momentum. After a successful tabling activity last month, ACC under this proposal would commit to having a representative tabling at every TFAW for the next six months. The TFAW Planning Committee would be willing to add the City logo to the newly launched event branding on social media and printed marketing materials.

Similarly, Vice Chair Villa has also received a request from Emily, associated with another party, asking for a \$300 monthly contribution for a ballet performance group from July through November, which would be five months. There is also a request from the same organization wanting \$150 for the music performance. It is unclear at the writing of this report if this is a one-time payment or monthly request.

The cost for a six-month, \$300 per month contribution would be \$1,800. For the five-month ballet contribution, it would be \$1,500. For the music performance, if also five

months, that cost would be an additional \$750. For all three requests, the sponsorship would be \$4,050. There is uncertainty at the time of this report if the original \$300 per month request was the same as the ballet performance group, or if it is a separate request.

More information may be made available by Vice Chair Villa at the meeting.