CITY OF GILROY
ARTS AND CULTURE COMMISSION
SPECIAL MEETING AGENDA

TUESDAY, JULY 2, 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

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

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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. **SECRETARY'S REPORT**

4. **APPROVAL OF AGENDA**

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

6. **APPROVAL OF MINUTES**

   6.1. **Approve the Minutes of the June 11, 2024 Regular Meeting of the Arts and Culture Commission**

7. **OLD BUSINESS**

   7.1. **Review and Recommendations of Artist Submittals to the Public Art Campaign: For the Love of Gilroy**

   7.2. **For the Love of Gilroy - Logistics and Event Planning**

   7.3. **Workplan Update**

8. **NEW BUSINESS**

   8.4. **Consideration of Cancelling the July 9, 2024 Regular Arts and Culture Commission Meeting**

9. **GILROY ARTS AND CULTURE RELATED COMMUNITY EVENT UPDATES**

10. **COMMISSION COMMENTS**

11. **STAFF COMMENTS**

12. **ADJOURNMENT**

FUTURE MEETING DATES
August 13, 2024 – Gilroy City Council Chambers – 6:30 PM
September 10, 2024 – Gilroy City Council Chambers – 6:30 PM
October 8, 2024 – Gilroy City Council Chambers – 6:30 PM
November 12, 2024 – Gilroy City Council Chambers – 6:30 PM

City of Gilroy
Arts and Culture Regular Meeting DRAFT Minutes
Tuesday, June 11, 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
Alexandra Perdew, Commissioner
Melanie Reynisson, Chair

Absent
Sandra Ramirez, Commissioner
Amy Hufford, Commissioner

3. APPROVAL OF MINUTES

3.1. Approve the Minutes of the April 9, 2024 Regular Meeting of the Arts and Culture Commission

RESULT: Pass
MOVER: Ruben Dario Villa, Vice Chair
SECONDER Alexandra Perdew, Commissioner
AYES: Commissioner McCormack, Commissioner Moreno, Vice Chair Villa, Commissioner Perdew, Chair Reynisson

ABSENT: Commissioner Ramirez, 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, Commissioner Perdew, Chair Reynisson

ABSENT: Commissioner Ramirez, Commissioner Hufford

5. SECRETARY'S REPORT

The agenda was posted on the bulletin board on June 5, 2024 at 5:24 PM

6. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

None.

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.

The Commission held a discussion regarding the public art campaign. Discussion included the topics of timing for review of the submissions, the outreach conducted, project coordination, donation efforts to-date, and scheduling.

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.

The Commission held discussion about the workplan item for the schools regarding a lack of an art teacher, and to see if there is a way to research a way to get art into the schools.

8. NEW BUSINESS

None.

9. GILROY ARTS AND CULTURE RELATED COMMUNITY EVENT UPDATES

Events identified included a mariachi festival on Father's Day, that some of the Campos mural will be done in June, 1202 Contemporary Art Studio is having a show, and there are five music classes starting, with Commissioner Perdew leading two of the courses in music appreciation.

10. COMMISSION COMMENTS

None.

11. STAFF COMMENTS

Staff provided an update that Commissioner Ramirez has resigned from her seat as an Arts and Culture Commissioner.

12. ADJOURNMENT

With no more business before the Commission, the meeting adjourned at 7:58 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:	Review and Recommendations of Artist Submittals to the Public Art Campaign: For the Love of Gilroy
Meeting Date:	July 2, 2024
From:	Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Review and provide a recommendation to the City Council for awarding the purchase of designs for the public art banners.

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 (CFA) and the Landing Page.

The CFA (24-CFA-AD-101) was released on May 1, 2024 and had a closing period of June 25, 2024 at 4:00 PM. The CFA provided details, templates, and other information regarding the solicitation and processing of proposed designs. The process involves securing a recommendation from the ACC to the City Council regarding the designs for consideration of award to purchase the intellectual property and to produce the banners for public display.

ANALYSIS

The City received 37 design submissions from 31 artists during the submission window under the Call for Artists for this program. There were three artists that submitted multiple designs, though only a maximum of one would be selected from any particular artist.

Attached to this staff report are the designs submitted. Below are some points of consideration, and then the attachments portion of the staff report below has the listing of submittals in their attached order.

- Most were submitted electronically, while others were submitted in hardcopy and scanned in.
- There was a lot of variety regarding which template was used, and some were submitted without use of either of the templates.
- 9 of the 31 artists were minors (identified in the attachment list). We did not inquire about their specific ages, though some were voluntarily supplied. The ages will not be disclosed.
- 27 of the 31 artists live in Gilroy, two live in San Jose (more discussion below) and two are unknown (also discussed below).

Considerations regarding specific artists and submittals are discussed below.

- Ford (Submittal #2) and Ivy (Submittal #3) were turned in physically to an event that the ACC was tabling. There was an e-mail on one of the submittals. Staff reached out to obtain more information on the young artists and in order to ensure eligibility and ability to contract for the purchase of the art if selected. The owner of the e-mail address has yet to respond to any of our e-mails. At this time, staff is recommending to either condition the ACC recommendation in case no information is ultimately provided, or to place them in a recommended no-approval status, should the Commission decide to evaluate them. As such, we cannot determine if they are residents, or qualify under either of the other eligibility options.

- Orlando Salcedo (Submittal #27) is not a current Gilroy resident, student, or working in paid employment in Gilroy. He does currently assist his parent in maintaining their property at their residence in Gilroy, and he assists with several art and community events held in Gilroy. He formerly lived, worked, and attended and graduated from Gilroy Unified Schools. This is something that the Commission will need to make a recommendation on, whether this association meets the intent of the program's Gilroy artist focus, or not, when it makes its recommendation to the City Council.

- Victoria Garcia (Submittal #37) does not live in Gilroy, but qualifies as she attends a school in Gilroy.

Staff is recommending to the Commission that it identify an order of recommended designs, for all qualifying designs. Once the Council selects those for award, if any should not complete the purchase agreement or withdraw their design, having an order to follow in acquiring the intellectual property rights to the design so we can display them would allow for the City to pursue the next selected design instead of convening an additional meeting and potentially encountering a delay in banner production.

PUBLIC OUTREACH

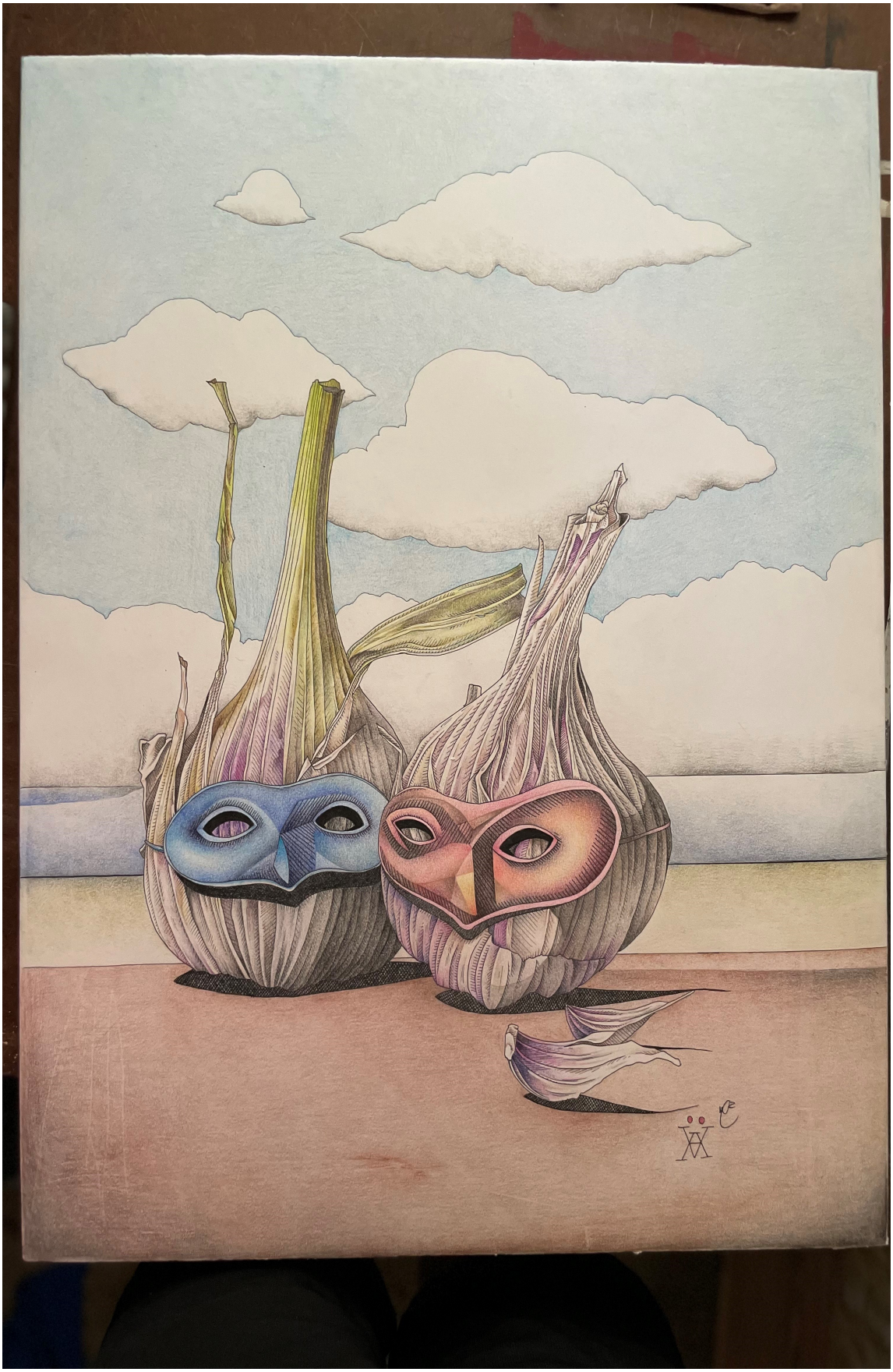
The ACC conducted an outreach process for this campaign, including website posts, social media posts, direct outreach via flyers to social and arts-related community groups, the Gilroy Arts Roundtable, and tabling at a few community events.

NEXT STEPS

Once the design recommendations are determined, staff will prepare a formal recommendation memo from the commission for the Chair to sign, and will take the designs to the August 5, 2024 regular meeting of the Gilroy City Council.

Attachments:

1. Art Submission #1 - Adriel-Guillermo Jimenez (Resident, Adult)
2. Art Submission #2 - Ford (last name and details not provided)
3. Art Submission #3 - Ivy (last name and details not provided)
4. Art Submission #4 - Kathy Flores (Resident, Minor)
5. Art Submission #5 - Zelia Diaz (Resident, Minor)
6. Art Submission #6 - Carolina Perez (Resident, Adult)
7. Art Submission #7 - Leilani Lara (Resident, Minor)
8. Art Submission #8 - Hailey Garza (Resident, Minor)
9. Art Submission #9 - Dominga Casas (Resident, Adult)
10. Art Submission #10 - Annika Walde (Resident, Adult)
11. Art Submission #11 - Alfredo Yuriar (Resident, Adult)
12. Art Submission #12 - Andrea Silva-Quiroz (Resident, Adult)
13. Art Submission #13 - Berenice Hernandez Baltazar (Resident, Adult)
14. Art Submission #14 - Christina Dao (Resident, Adult)
15. Art Submission #15 - Christina Dao (Resident, Adult)
16. Art Submission #16 - Christina Dao (Resident, Adult)
17. Art Submission #17 - Dawn Culp (Resident, Adult)
18. Art Submission #18 - Dominique Sandoval (Resident, Adult)
19. Art Submission #19 - Eddie Armenta III (Resident; Adult)
20. Art Submission #20 - Gonzalo Flores (Resident; Adult)
21. Art Submission #21 - Hayoung Oh (Resident; Adult)
22. Art Submission #22 - Jessica Salcedo (Resident; Adult)
23. Art Submission #23 - Joey Castaneda (Resident; Adult)
24. Art Submission #24 - Marissa Barulich (Resident; Adult)
25. Art Submission #25 - Marissa Barulich (Resident; Adult)
26. Art Submission #26 - Karah Organista (Resident; Minor)
27. Art Submission #27 - Orlando Salcedo (Eligible(?) Non-Resident; Adult)
28. Art Submission #28 - Ricky Vazquez (Resident; Adult)
29. Art Submission #29 - Rowena Christhuraj (Resident; Adult)
30. Art Submission #30 - Santiago Moreno (Resident; Adult)
31. Art Submission #31 - Santiago Moreno (Resident; Adult)
32. Art Submission #32 - Santiago Moreno (Resident; Adult)
33. Art Submission #33 - Santiago Moreno (Resident; Adult)
34. Art Submission #34 - Sarah Bostock (Resident; Minor)
35. Art Submission #35 - Sierra Masri (Resident; Adult)
36. Art Submission #36 - Tami Brown (Resident; Adult)
37. Art Submission #37 - Victoria Garcia (Eligible Non-Resident; Minor)



Banner Template 11x17

Artist Name Ford

Email [redacted]

Parent/Gaurdian (if applicapable) [redacted]

Phone

Scan QR Code For More Information

For the Love of Gilroy

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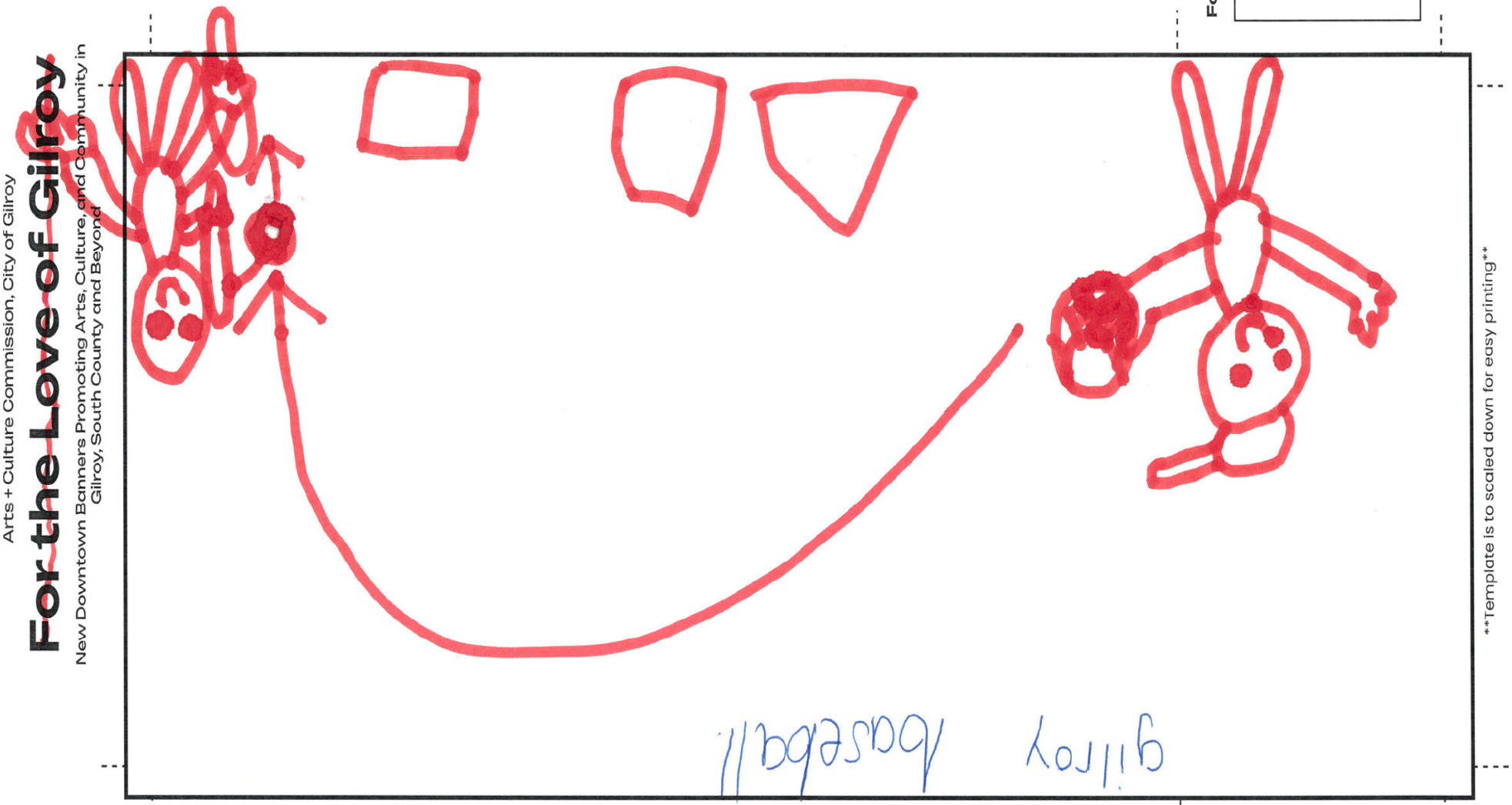

Template is to scaled down for easy printing

Trim Area

Full Size
Banner Specs
23.75" x 51.50"

Full Size
Artwork Total Area
21.75" x 41.50"

Any artwork below this line will not be shown

Trim Area

Arts + Culture Commission, City of Gilroy

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New Downtown Banners Promoting Arts, Culture, and Community in Gilroy, South County and Beyond

Banner Template 8.5x11

Trim Area

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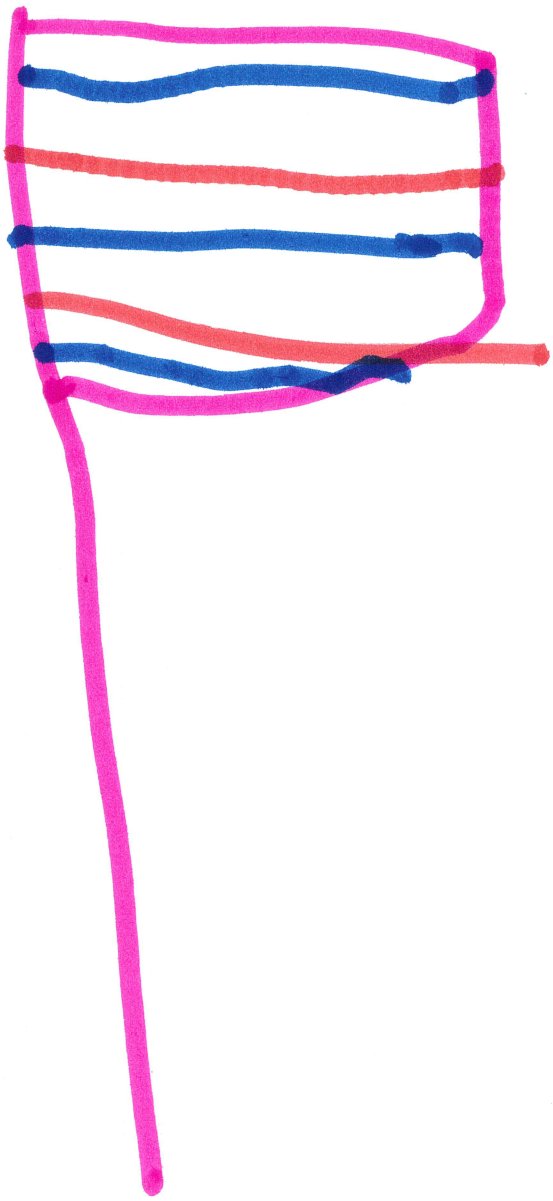

Artist Name

Parent/Gaurdian (if applicapable)

Email

Phone

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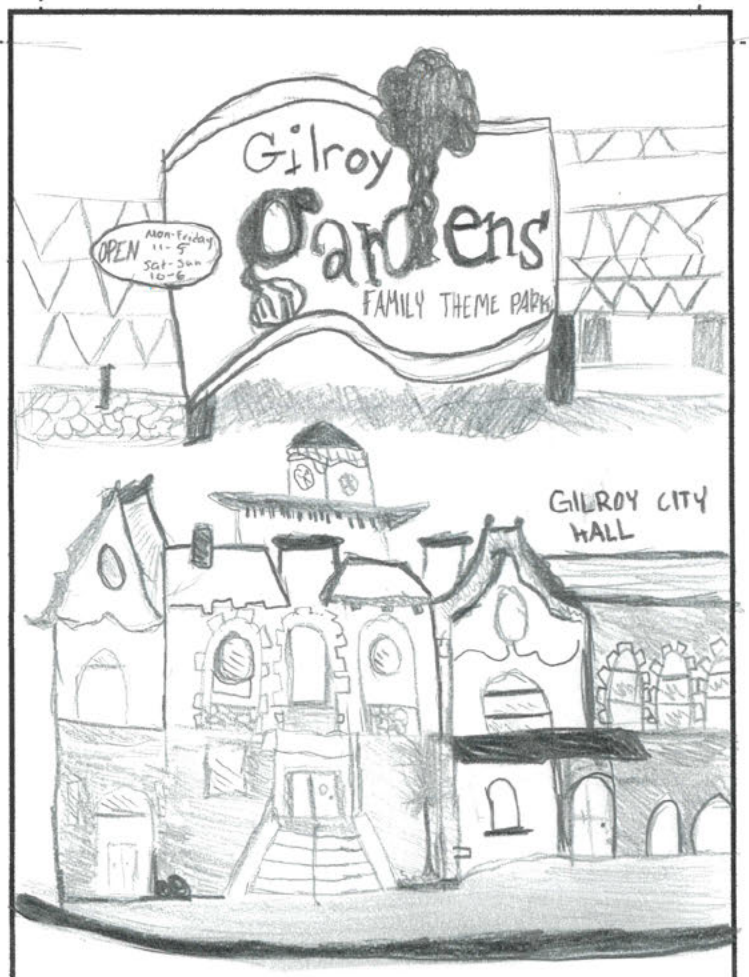

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Artist Name Bailey Flores

Parent/Gaurdian (if applicapable)

Phone [redacted]

Email [redacted]

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Artist Name Zelia Diaz

Parent/Gaurdian (if applicapable) Rich Diaz

Email [redacted]

Phone

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Banner Template 8.5x11

Artist Name Caroline Perez

Parent/Gaurdian (if applicapable)

Phone

Email

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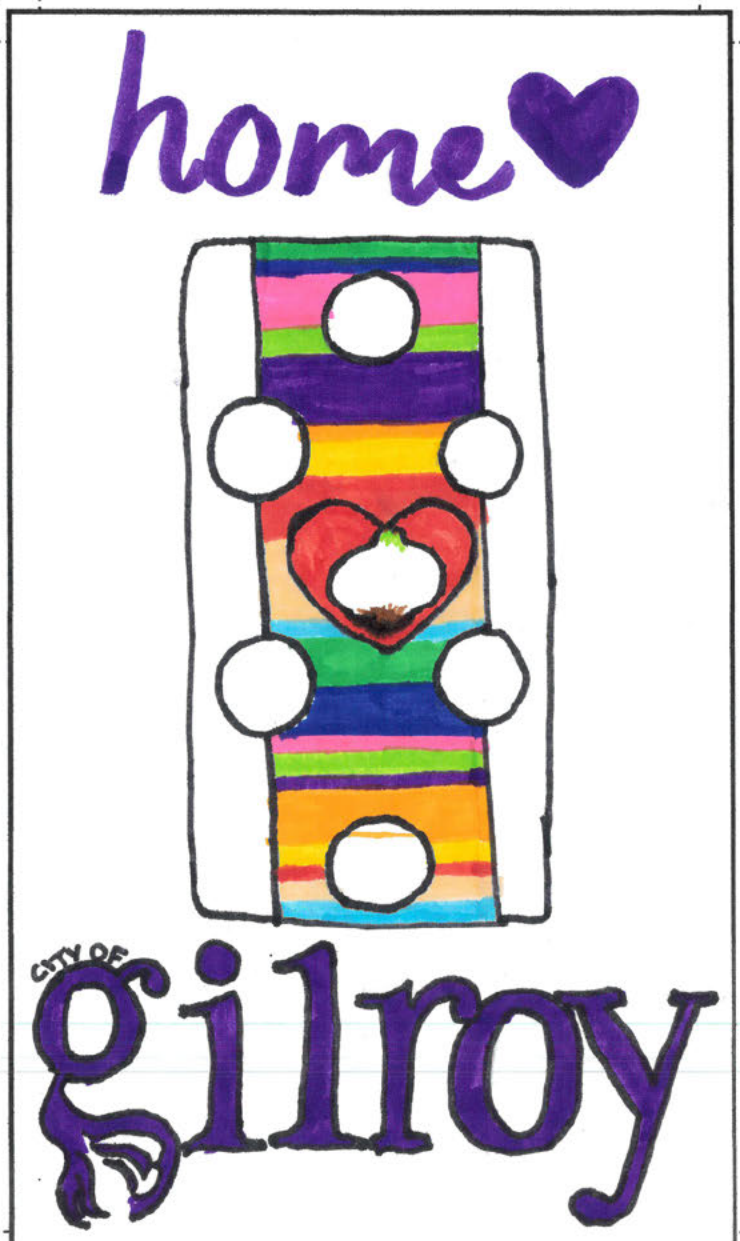

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Artist Name Leilani Olivas Lara

Parent/Gaurdian (If applicapable) Fortunia Lara

Email

Phone [redacted]

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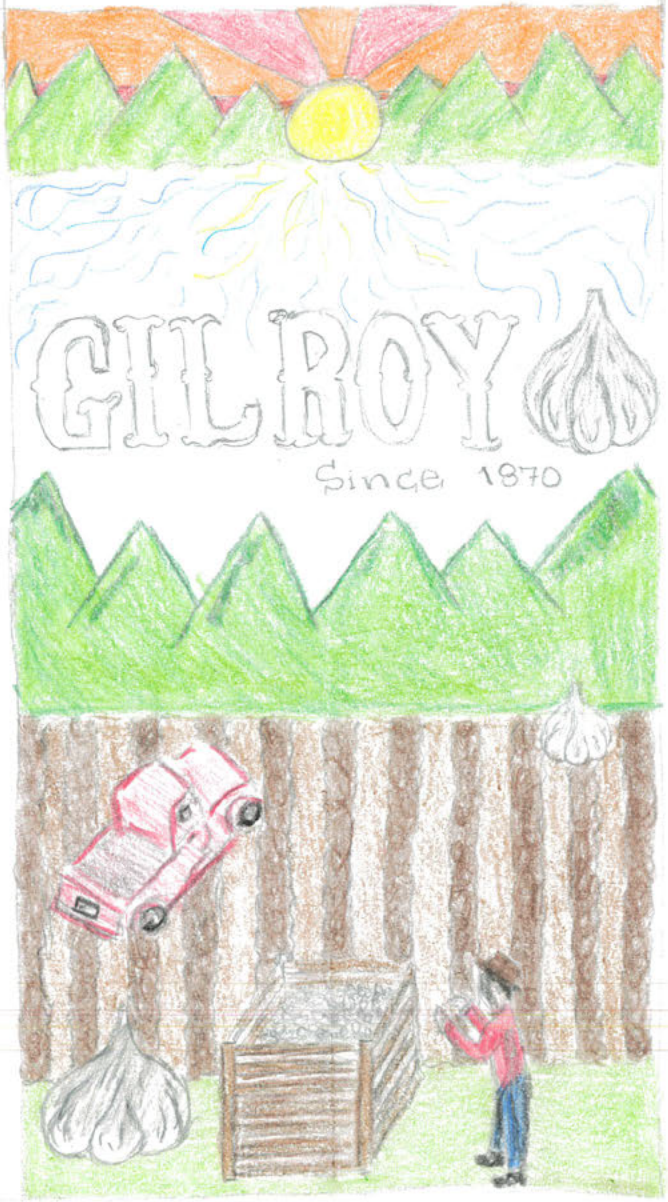

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Artist Name Hailey Gonza

Parent/Gaurdian (if applicapable)

Email

Phone

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Banner Template 8.5x11

Artist Name Dominga Casas

Parent/Gaurdian (if applicapable)

Email

Phone [redacted]

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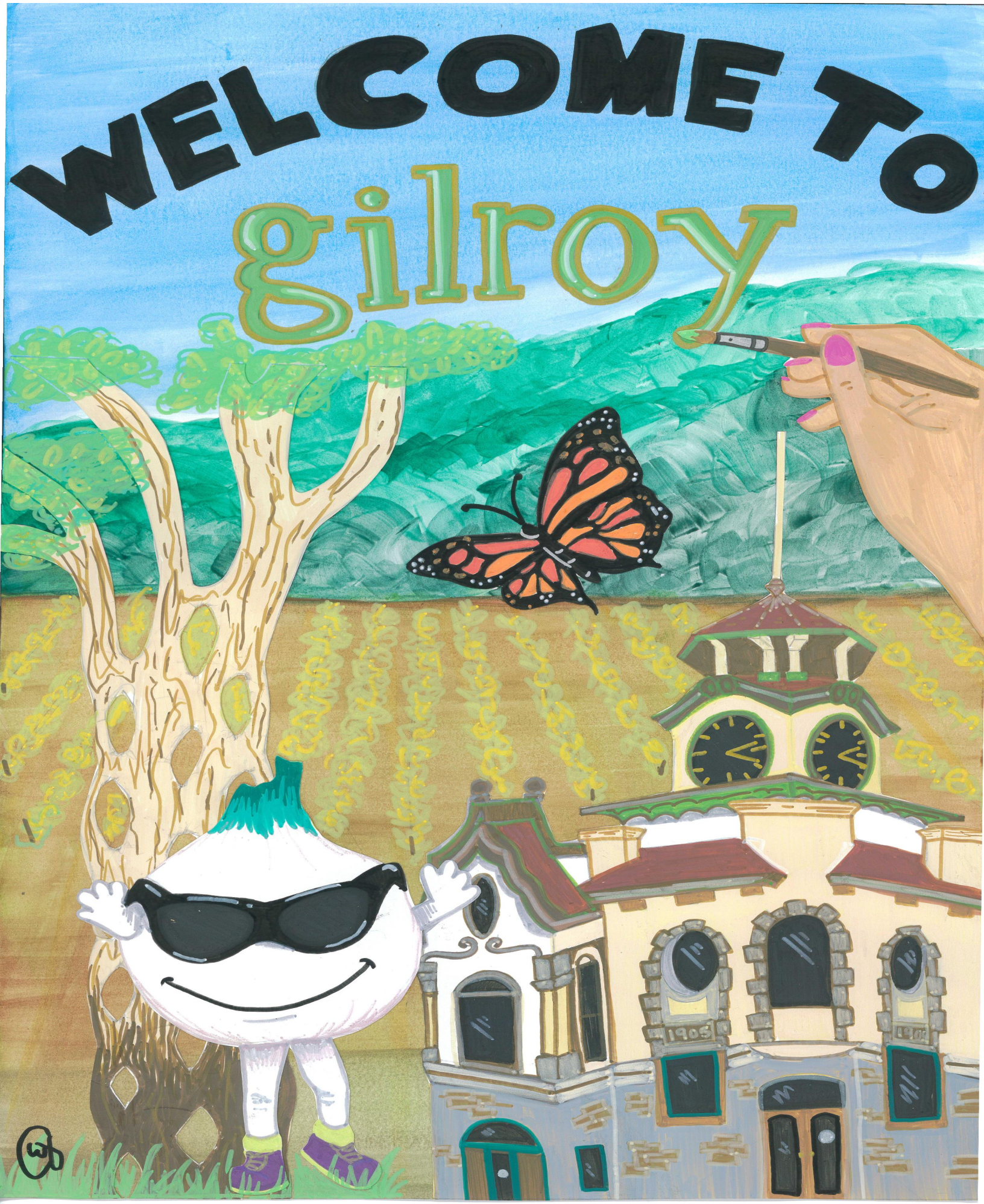
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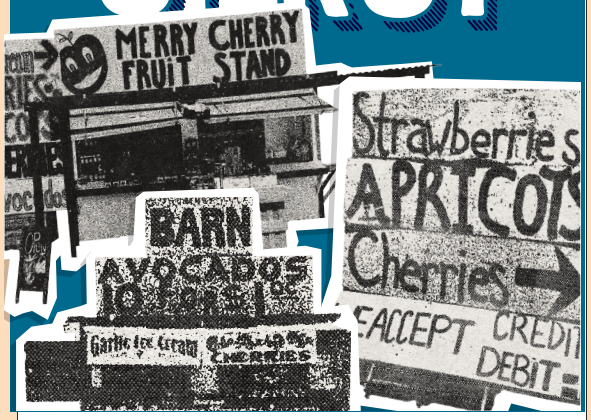


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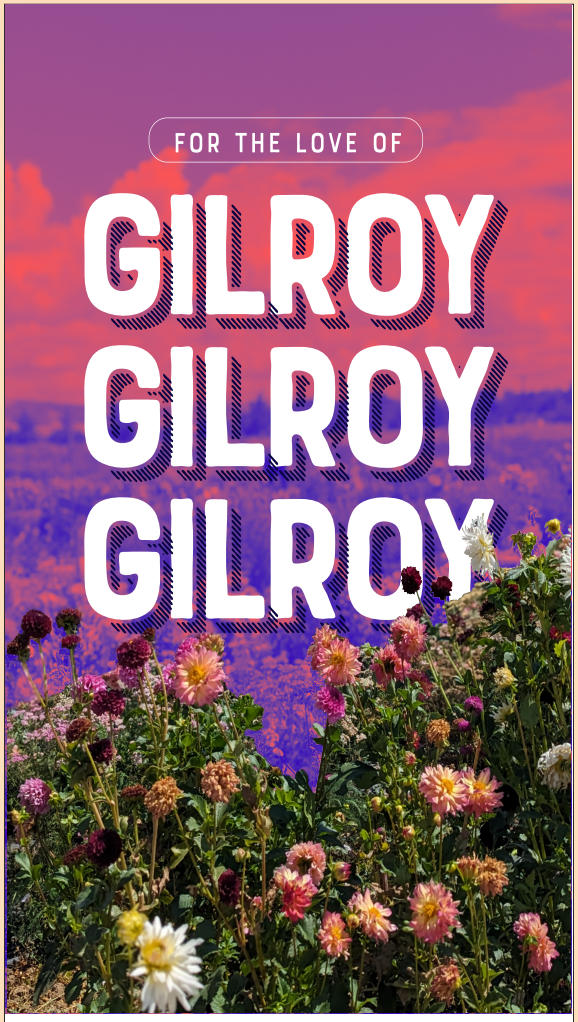
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Full Size Artwork Total Area 21.75" x 41.50"

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Artist Name Dominique Sandoval

Parent/Gaurdian (if applicapable) _____

Email [redacted]

Phone

Scan QR Code For More Information

Trim Area



Eddie Armenta III

City Visions

Arts & Culture Commission
City of Gilroy

Arts + Culture Commission, City of Gilroy

For the Love of Gilroy

New Downtown Banners Promoting Arts, Culture, andCommunity in Gilroy, South County and Beyond!

General Instructions

- Turn off any guide layers before starting
- Place your artwork in the layer named "PLACE YOUR ARTWORK HERE"
- Do not change any file settings or edit file size
- Keep in CMYK color mode

Instructions for Exporting File

- Outline any live text
- Save as editable PDF
- Name file: "FTLOG-FirstName-LastName"



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Artwork Total Area
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Artist Name Hayoung Oh

Parent/Gaurdian (if applicapable)

Email

Phone [redacted]

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For the Love of Gilroy

New Downtown Banners Promoting Arts, Culture, and Community in Gilroy, South County and Beyond

Banner Template 8.5x11

Artist Name Jessica Salcedo

Parent/Gaurdian (if applicapable)

Email

Phone [redacted]

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Rancho San Ysidro

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Scanned Documents
PDF Document · 6.3 MB

Marissa Barulich
[redacted]

Full Size

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Any artwork below this

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Parent/Gaurdian
(if applicapable)

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PDF Document · 140 KB

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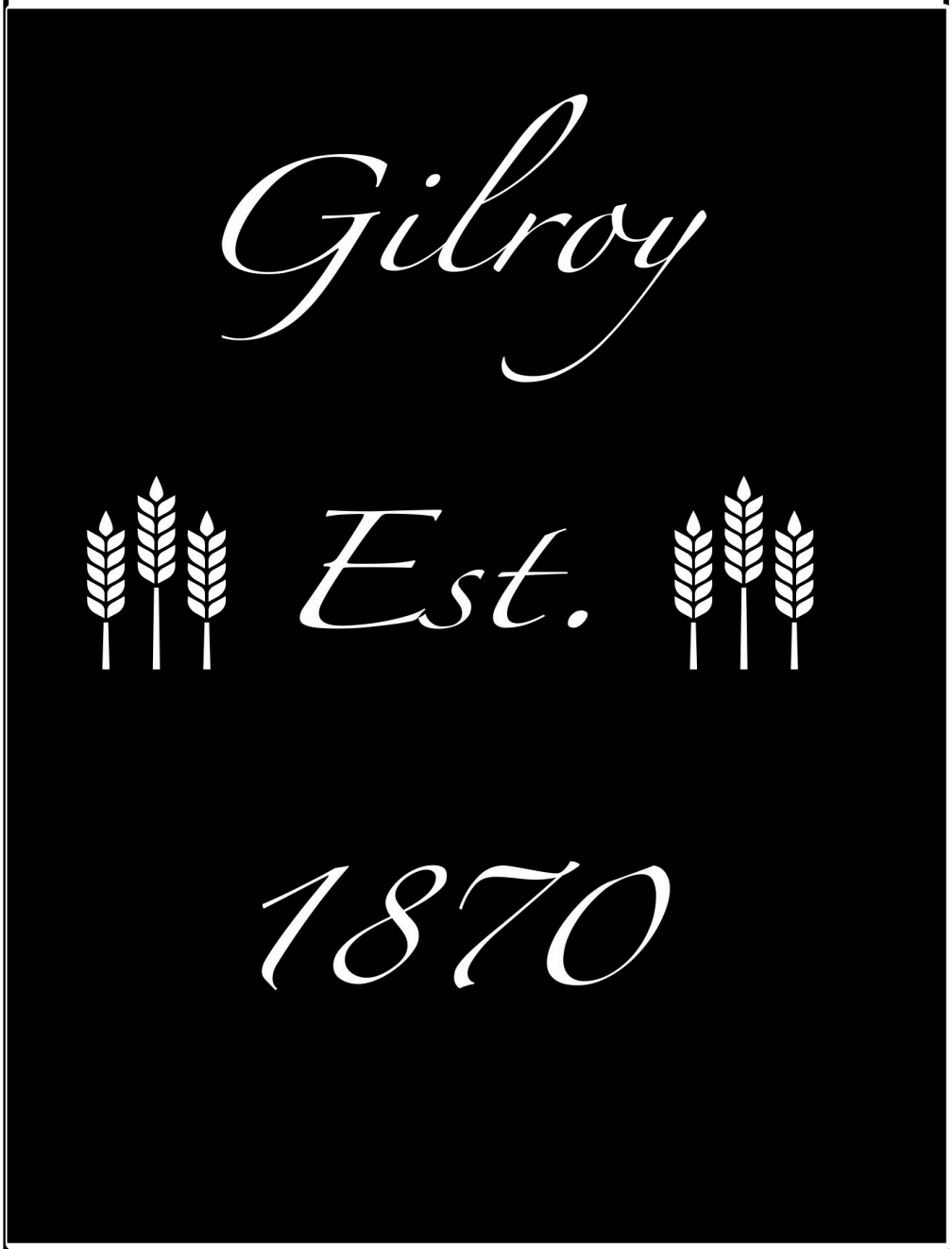

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Artist Name

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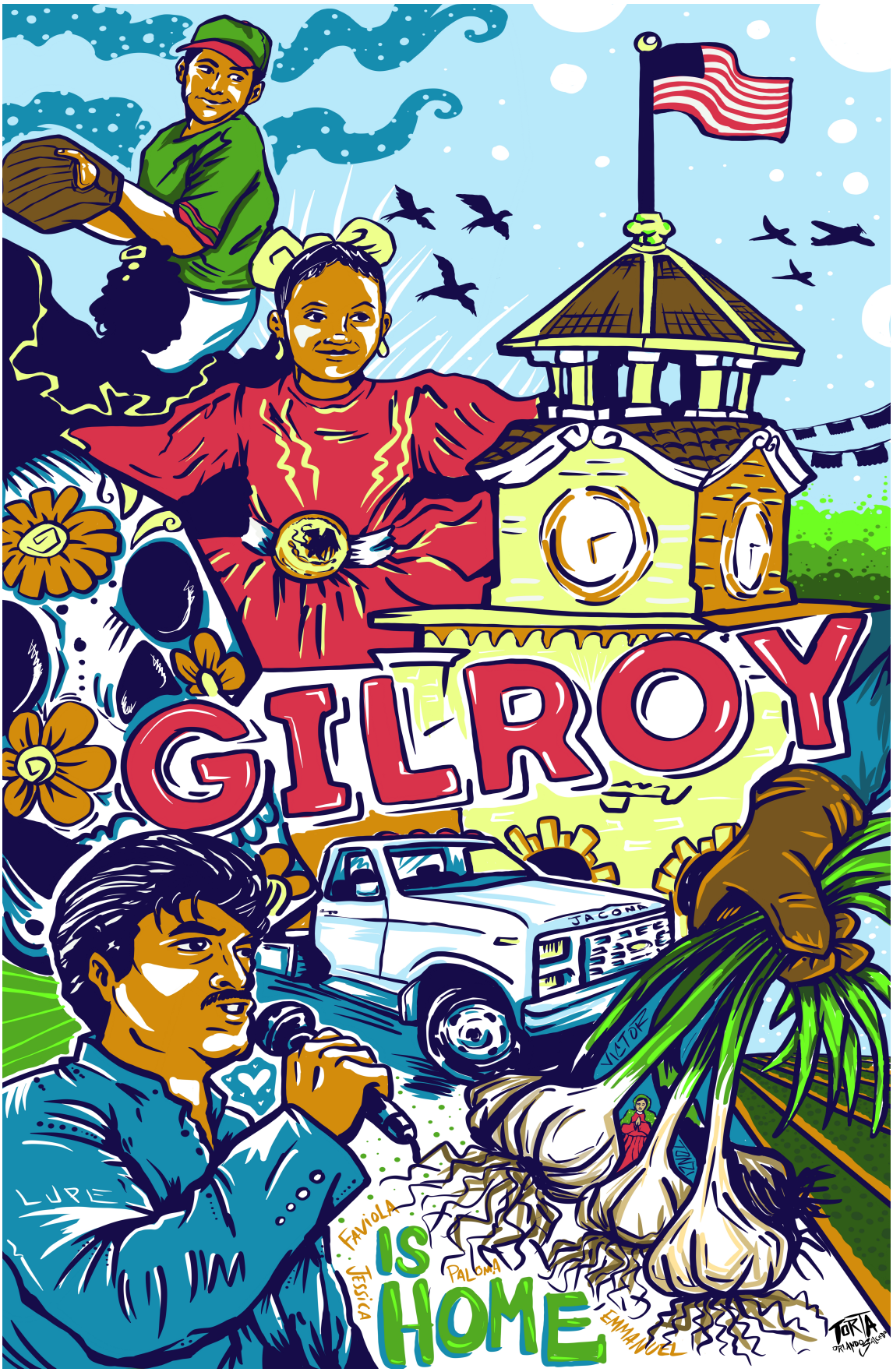
GILROY
JACONA
LUPE
VICTOR
FAVIOLA
JESSICA
PALOMA
EMMANUEL
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HOME
TORTA
ORLANDO SALAS

GILROY



INCORPORATED 1868

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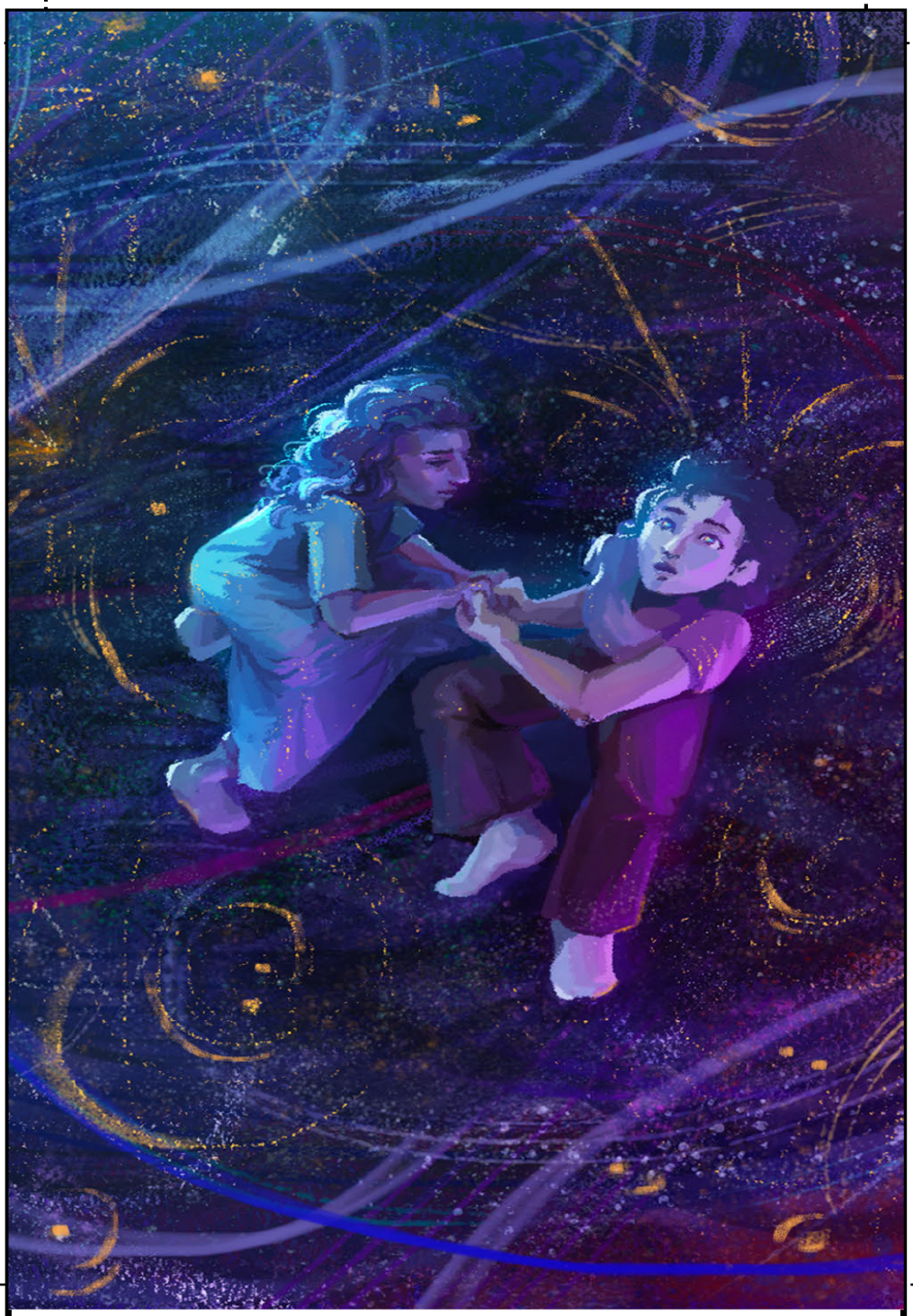

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Any artwork below this line will not be shown

Artist Name: Rowena Christhuraj

Parent/Gaurdian (if applicapable):

Title: Let Me Show You the Stars

Email:

Phone:

[redacted]

Scan QR Code For More Information

Trim Area

Template is to scaled down for easy printing




DONT·FORGET·
WHERE·YOU·
CAME·FROM·
Your Root's
Your Strength
WELCOME TO
CACTOWN
BY: destensartworld


BREATH





Gilroy

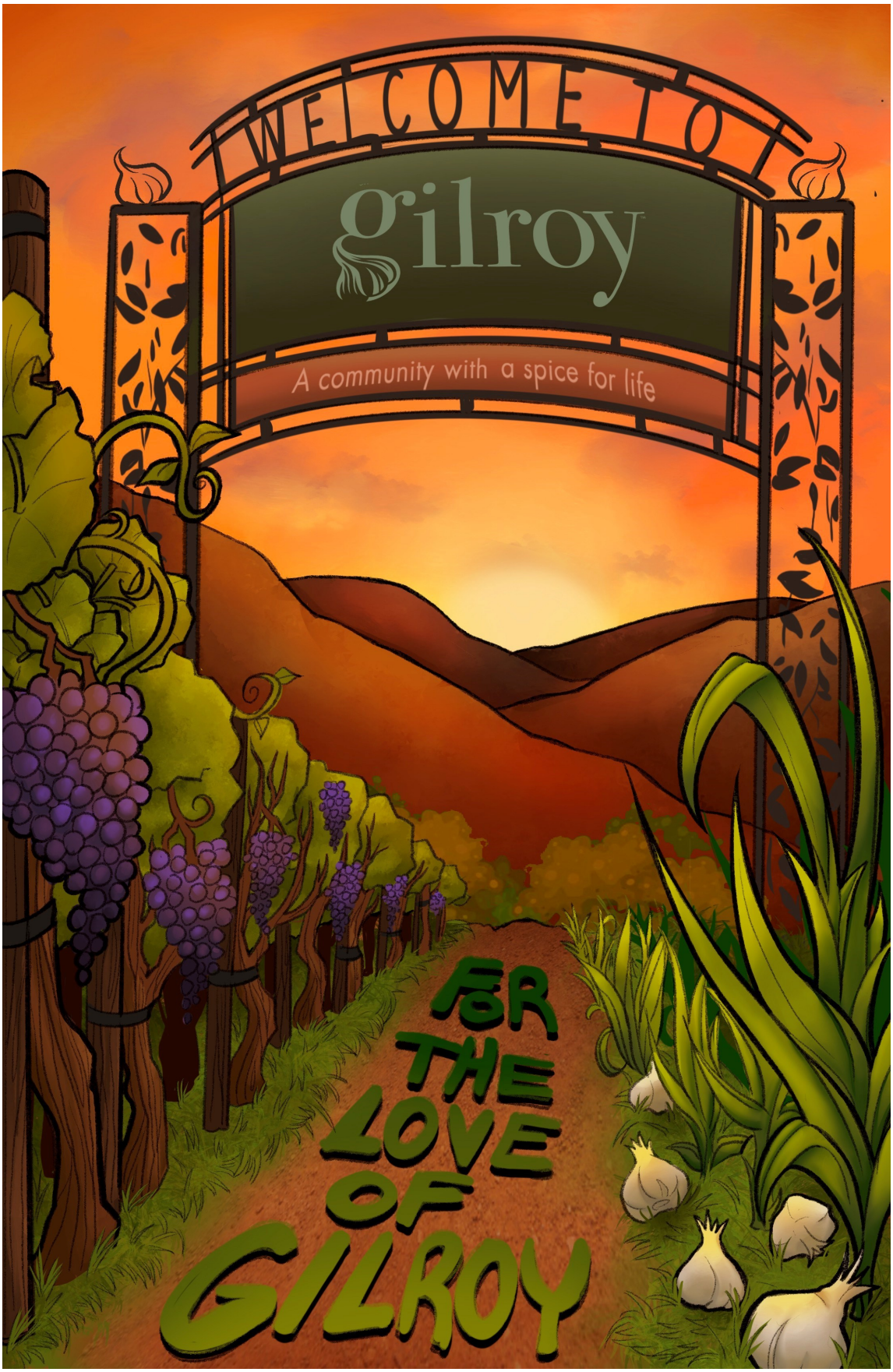
The Garlic Capital



Artist Name

Artwork Title

Arts & Culture Commission
City of Gilroy


WELCOME TO
gilroy
A community with a spice for life
FOR THE LOVE OF GILROY

For the LOVE of Gilroy









Tami Brown, Artist

Title: 4 the Love of Gilroy

Arts & Culture Commission

City of Gilroy

Banner Template 11x17

Artist Name Victoria Garcia

Parent/Gaurdian (if applicapable) Francisca Garcia

Email [redacted]

Phone [redacted]

Scan QR Code For More Information

Arts + Culture Commission, City of Gilroy

For the Love of Gilroy

New Downtown Banners Promoting Arts, Culture, and Community in Gilroy, South County and Beyond



Trim Area

Full Size
Banner Specs
23.75" x 51.50"

Full Size
Artwork Total Area
21.75" x 41.50"

Any artwork below this line will not be shown

Trim Area

Template is to scaled down for easy printing

City of Gilroy
Arts and Culture Commission

STAFF REPORT

Agenda Item Title:	For the Love of Gilroy - Logistics and Event Planning
Meeting Date:	July 2, 2024
From:	Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission discussion and planning for the production side of the campaign and unveiling event.

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.

As the other item on tonight’s agenda is the recommendations of the designs submitted, this item is the final discussions on the printing of the banners once selected, and the unveiling event planned for September 20, 2024.

ANALYSIS

With Council approval, the ACC and staff are to commence the implementation of the program. ACC members and staff will continue to formulate and implement the plan.

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:	July 2, 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 agendized meeting.

At the March 18, 2024 meeting of the City Council, the City Council agreed to the campaign. That workplan item project has been 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

City of Gilroy
Arts and Culture Commission

STAFF REPORT

Agenda Item Title:	Consideration of Cancelling the July 9, 2024 Regular Arts and Culture Commission Meeting
Meeting Date:	July 2, 2024
From:	Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission approval to cancel the July 9, 2024 regular meeting.

BACKGROUND

At the June 11, 2024 meeting, after discussions about the process for approving the banner recommendation to Council at a special meeting on July 2nd, staff raised the possibility of having the normal business items on the July 2nd meeting agenda, and cancelling the July 9th agenda meeting.

ANALYSIS

Cancellation of the meeting is recommended as this July 2nd meeting is close to the regular meeting date, and all business planned for the July 9th meeting is on the agenda for the July 2nd Special Meeting.