



CITY OF GILROY ARTS AND CULTURE COMMISSION REGULAR MEETING AGENDA



TUESDAY, AUGUST 13, 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

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. **Approval of the July 2, 2024 Arts and Culture Commission Special Meeting Minutes**
6. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**
7. **OLD BUSINESS**
 - 7.1. **Public Art Campaign: For the Love of Gilroy Banner Awards and Unveiling Event Planning**
 1. Staff Report: Bryce Atkins, Assistant to the City Administrator
 2. Public Comment
 3. Possible Action:

Commission review of banner revision, production, and discussion regarding the September 20th unveiling event.
8. **NEW BUSINESS**
9. **GILROY ARTS AND CULTURE RELATED COMMUNITY EVENT UPDATES**
10. **COMMISSION COMMENTS**
11. **STAFF COMMENTS**
12. **ADJOURNMENT**

FUTURE MEETING DATES

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
December 10, 2024 – Gilroy City Council Chambers – 6:30 PM

City of Gilroy
Arts and Culture Special Meeting Minutes
Tuesday, July 2, 2024 | 6:30 PM

1. CALL TO ORDER

The meeting was called to order at 6:37 PM.

2. ROLL CALL

Present:

Camille McCormack, Commissioner
Adilene Moreno, Commissioner
Ruben Dario Villa, Vice Chair
Alexandra Perdew, Commissioner
Melanie Reynisson, Chair

Absent:

Amy Hufford, Commissioner

3. SECRETARY'S REPORT

The agenda was posted at 5:57 PM on Thursday, June 27, 2024.

4. APPROVAL OF AGENDA

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

5. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

None.

6. APPROVAL OF MINUTES

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

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

7. OLD BUSINESS

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

The commissioners reviewed the submittals received, and selected a recommended award order. The commissioners also identified the designs they are recommending as ineligible. The recommendation will be forwarded to the City Council for the August 5, 2024 regular meeting.

A motion to adopt the recommendation to the Gilroy City Council for award order and ineligible design submissions relating to the For the Love of Gilroy Public Art

Campaign was made by Chair Reynisson, seconded by Commissioner Perdew; unanimously approved.

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

The commissioners held discussion about progress on the event planning, stating that not much has progressed with the focus on the banner designs, and that now with the recommendations completed the planning can proceed.

7.3. Workplan Update

No update for this meeting besides the For the Love of Gilroy campaign item discussed earlier.

8. NEW BUSINESS

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

Staff relayed the previous discussion of canceling the meeting of July 9th, since the normal business that would have been discussed at that meeting was agendaized and conducted during this meeting.

A motion was made by Chair Reynisson, seconded by Commissioner McCormack to cancel the July 9, 2024 regular meeting of the Arts and Culture Commission; unanimously approved.

9. GILROY ARTS AND CULTURE RELATED COMMUNITY EVENT UPDATES

The Commission reported on upcoming events, including an Art Show at Gallery 1202 on July 19th and the Heart of Gilroy event scheduled for July 20th.

10. COMMISSION COMMENTS

None.

11. STAFF COMMENTS

Staff mentioned that staff is working to have someone from Information Technology present at a future meeting to get City e-mails on the commissioners' devices.

12. ADJOURNMENT

The meeting was adjourned at 8:15 PM.



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title: Public Art Campaign: For the Love of Gilroy Banner Awards and Unveiling Event Planning

Meeting Date: August 13, 2024

From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission review of banner revision, production, and discussion regarding the September 20th 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 (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.

At its July 2, 2024 special meeting, the ACC reviewed the designs and issued a recommendation to the City Council of an order of awards, and recommendations for ineligible designs.

At the August 5, 2024 regular City Council meeting, the City Council approved the design award order of the ACC, but added a provision that if artist Alfredo Yurjar revised his design to remove the wine glass by the next meeting of the Arts and Culture Commission Meeting, then the ACC can approve the design as a 14th banner to be added to the 13 currently funded. Staff had reached out to Mr. Yurjar via e-mail at the conclusion of the

Council meeting to advise him of this allowance. As of the writing of this staff report, staff has not received a response.

ANALYSIS

Staff have been providing updates to the sub-committee for this effort (Chair Reynisson, Vice Chair Villa, Commissioner McCormack). At the writing of this report, staff has been able to successfully contract with multiple of the artists with designs submitted, and will be providing a more detailed and current number at the meeting. The sub-committee is working on production of the banners as well, and staff is coordinating the logistics of installing the banners before the unveiling is to happen on September 20, 2024.

Should Mr. Yuriar submit a revised plan, the ACC will be asked to consider if it is eligible. If eligible, it will be produced as the 14th flag for the event. If not, then any donation received for the next additional flag(s) will continue down the recommended award order list as planned.

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 couple of community events.

Additionally, this item has been discussed at each of the ACC regular meetings since its February 13, 2024 regular meeting, and was an item discussed at both the March 18, 2024 regular meeting of the City Council, and the August 5, 2024 regular City Council meeting where the recommended award order of designs was approved and direction issued to the ACC. This item was included on the publicly posted agenda for this meeting.

Future public outreach will be made announcing the selected designs, and information about the unveiling event planned for September 20, 2024.