



CITY OF GILROY

ARTS AND CULTURE
COMMISSION



REGULAR MEETING AGENDA

TUESDAY, SEPTEMBER 9, 2025 | 6:30 PM

CITY CHAMBERS, CITY HALL
7351 ROSANNA STREET, GILROY, CA 95020

Chair: Melanie Reynisson

Vice Chair: Ruben Dario Villa

Commissioners: Camille McCormack, Adilene Moreno, Steven Porter, Steven Taylor, & Wendy Zamora

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 the 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. **SECRETARY'S REPORT**
4. **APPROVAL OF AGENDA**
5. **APPROVAL OF MINUTES**
 - 5.1. **Approval of the Minutes from the August 12, 2025 Regular Meeting of the Arts and Culture Commission**
6. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**
7. **OLD BUSINESS**
 - 7.1. **Presentation from the Gilroy Community Development Department Regarding Public Art Conditions on Development Projects**
 - 7.2. **Recommendation Requesting Authority to Sell Merchandise for Fundraising Purposes**
 - 7.3. **Recommendation Requesting Surplus Funding for Arts and Culture Events and Programs**
 - 7.4. **For the Love of Gilroy Public Art Program and Event**
 - 7.5. **Fundraising Options**
8. **GILROY ART-RELATED COMMUNITY EVENT UPDATES**
9. **COMMISSION COMMENTS**
10. **STAFF COMMENTS**
11. **FUTURE AGENDA ITEM REQUESTS**
12. **ADJOURNMENT**

FUTURE MEETING DATES

October 14, 2025 – Gilroy City Council Chambers – 6:30 PM

**City of Gilroy
Arts and Culture Commission
Minutes
Tuesday, August 12, 2025 | 6:30 PM**

1. CALL TO ORDER

The meeting was called to order at 6:43 PM.

2. ROLL CALL

Attendance	Attendee Name
Present	Commissioner Ruben Dario Villa Commissioner Camille McCormack Commissioner Steven Porter Commissioner Wendy Zamora
Absent	Commissioner Melanie Reynisson Commissioner Adilene Moreno Commissioner Steven Taylor

3. SECRETARY'S REPORT

Bryce Atkins reported that the agenda for this meeting was posted on Friday, August 8, 2025, at 1:51 PM.

4. APPROVAL OF AGENDA

Motion

Approve

RESULT: **Passed**

MOVER: Commissioner Wendy Zamora

SECONDER: Commissioner Steven Porter

AYES: Commissioner Ruben Dario Villa, Commissioner Camille McCormack,
Commissioner Steven Porter, Commissioner Wendy Zamora

NAYS: None

5. APPROVAL OF MINUTES

1. Approval of the Minutes from the June 10, 2025 Regular Meeting of the Arts and Culture Commission

Motion

Approve

RESULT: **Passed**

MOVER: Commissioner Ruben Dario Villa

SECONDER: Commissioner Steven Porter

AYES: Commissioner Ruben Dario Villa, Commissioner Camille McCormack, Commissioner Steven Porter, Commissioner Wendy Zamora

NAYS: None

6. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

None.

7. OLD BUSINESS

1. Update on Art-Related Funds

The Commission discussed the financial position of the funds, and that the balances available will cause adjustments to the work plan as a result. The update was received, and the Commission asked for a report on the bench plaque program, including completed plaques and available bench plaque locations for future requests.

2. Fiscal Year 2026 and 2027 Work Plan

Discussion was held regarding the impact of the funds available to fund the Commission's work plan items and the need to make adjustments. Additionally, the Commission identified the need for separate reports on two work plan items to provide a more detailed history and development of the events. These include For the Love of Gilroy and Fundraising. The Commission tasked Commissioner Zamora to bring back a recommendation regarding the ability to sell merchandise as a fundraising method.

8. NEW BUSINESS

1. Overview of the Process to Request the Council to Dedicate Surplus Funds to Arts and Culture Purposes

Staff presented information regarding the method of communicating requests to the City Council for funding, and the history of discussions regarding other requests to use General Fund surplus for funding capital projects or programs. The Commission tasked Commissioner Zamora to produce a Commission communication regarding a request for the designation of surplus funds for arts and culture purposes.

9. GILROY ART-RELATED COMMUNITY EVENT UPDATES

The Commissioners discussed updates regarding arts-related events in the community, including a soft-opening being held at the Willey House.

10. COMMISSION COMMENTS

None.

11. STAFF COMMENTS

Staff introduced Stefan Mercer as the Staff Liaison for the Commission. Updates were also provided regarding the Interim City Administrator and the art commissioner boot camp training dates, which have changed.

12. FUTURE AGENDA ITEM REQUESTS

None.

13. ADJOURNMENT

With no further business before the Commission, the meeting was adjourned at 7:51 PM.



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title: Presentation from the Gilroy Community Development Department Regarding Public Art Conditions on Development Projects

Meeting Date: September 9, 2025

From: Bryce Atkins, Assistant to the City Administrator

Department: Administration

Submitted by:

Prepared by: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission receive the presentation.

BACKGROUND

In May and June of 2025, the Arts and Culture Commission requested information and a presentation from the City's Community Development Department to educate the Commission on when public art is made to be a condition of approval, and advise them of anything Planning needs or wants the Commission to review in the updating of the Public Arts Policy. Commission liaisons reached out to the Community Development Department, and this item is for receiving that presentation and education.

ANALYSIS

None - this is an informational item.

ALTERNATIVES

None - this is an informational item.

FISCAL IMPACT/FUNDING SOURCE

None - this is an informational item.

Attachments:

None



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title: Recommendation Requesting Authority to Sell Merchandise for Fundraising Purposes

Meeting Date: September 9, 2025

From: Bryce Atkins, Assistant to the City Administrator

Department: Administration

Submitted by:

Prepared by: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission consideration regarding the request to allow the Arts and Culture Commission to sell merchandise for fundraising purposes.

BACKGROUND

At the August 12, 2025, meeting of the Arts and Culture Commission, a future agenda item was requested for the Commission to consider a request to the City Council to authorize the Arts and Culture Commission to sell merchandise for fundraising purposes. Commissioner Zamora was tasked by the Commission to bring this item forward. Attached to this staff report is the proposed request as authored by Commissioner Zamora.

ANALYSIS

N/A

ALTERNATIVES

The Commission may choose to approve, amend, or reject the proposed request.

FISCAL IMPACT/FUNDING SOURCE

There is no fiscal impact related to making the request.

Attachments:

1. ACC Recommendation - Sell Merchandise



Arts and Culture Commission Council Correspondence

Commission Chair
Melanie Reynisson

Commissioners
Ruben D. Villa, Vice Chair
Camille McCormack
Adilene Moreno
Steven Porter
Steven Taylor
Wendy Zamora

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June 28, 2023

To: Gilroy City Council and City Administrator

From: Gilroy Arts and Culture Commission (Commission)

Re: Recommendation to authorize Commission to sell merchandise

The Arts and Culture Commission is seeking Council approval to sell merchandise as a means of fundraising to support continuous, thriving arts programming in Gilroy.

As a Commission authorized by Council to fundraise, Arts and Culture has at times been faced with budget constraints that hamper its ability to host and promote events where such donations could be collected. These constraints not only prevent Commission from hosting fundraisers, but also prohibit it from continuing popular projects, such as For the Love of Gilroy. In addition, lack of funding bars Commission from launching new programs, including Multicultural Community Days, which would feature performances, family-friendly classes, exhibits, and talks by a diverse range of local cultural dance groups.

To combat funding gaps and ensure arts programming remains not only steady, but flourishing, Commission proposes Council consider authorizing its ability to sell merchandise featuring local artists' designs and logos that promote arts and culture in Gilroy. Examples include t-shirts, coffee mugs, stickers, and hats with "Gilroy Arts" logos sold online and at events, and reprints of For the Love of Gilroy contest winners' artwork, for which Commission already owns the rights.

By authorizing Commission with the ability to sell merchandise, Council would lay the groundwork for game-changing opportunity to keep funds flowing to arts and culture in Gilroy without impacting taxpayer dollars. Proceeds from merchandising would allow Commission to organize fundraising events that attract large donors, provide continuous funding to maintain popular arts programs, and grow public arts offerings in number and scale. Gilroy arts merchandise would not only keep arts and culture thriving. It would promote pride in our city and its community of artists and enthusiasts.

This recommendation for Council to authorize the sale of arts-related merchandise was approved by the Commission with the following vote:

Ayes:
Noes:
Absent:

Abstain:

Melanie Reynisson
Commission Chair

Bryce Atkins
Commission Executive Sponsor



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title: Recommendation Requesting Surplus Funding for Arts and Culture Events and Programs
Meeting Date: September 9, 2025
From: Bryce Atkins, Assistant to the City Administrator
Department: Administration
Submitted by:
Prepared by: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission consideration regarding the request for allocating surplus funds for arts and culture efforts.

BACKGROUND

At the August 12, 2025 meeting of the Arts and Culture Commission, a future agenda item was requested for the Commission to consider a request to the City Council to allocate a portion of the General Fund savings towards arts and culture efforts. Commissioner Zamora was tasked by the Commission to bring this item forward. Attached to this staff report is the proposed request as authored by Commissioner Zamora.

ANALYSIS

N/A

ALTERNATIVES

The Commission may choose to approve, amend, or reject the proposed request.

FISCAL IMPACT/FUNDING SOURCE

There is no fiscal impact related to making the request.

Attachments:

1. ACC Recommendation - Surplus Funding Percentage



Arts and Culture Commission Council Correspondence

Commission Chair
Melanie Reynisson

Commissioners
Ruben D. Villa, Vice Chair
Camille McCormack
Adilene Moreno
Steven Porter
Steven Taylor
Wendy Zamora

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September 3, 2025

To: Gilroy City Council and City Administrator

From: Gilroy Arts and Culture Commission (Commission)

Re: Recommendation to Dedicate Surplus Funding Percentage for Arts and Culture Efforts

The Arts and Culture Commission is seeking Council approval to appropriate 5% of the end-of-year surplus from General Fund Savings to support robust arts and culture activities and public artworks in Gilroy.

Commission would use such funds to continue sponsoring the popular For the Love of Gilroy annual event, as well as spearhead additional public arts programming. This would include Multicultural Community Days featuring performances, family-friendly classes, exhibits, and talks by local dance groups in Conchero, Indian, Hawaiian, and other cultural traditions. Surplus funds would also be used to commission public artworks throughout Gilroy.

In addition, Commission would use a portion of surplus funds to organize fundraising events, as previously authorized by Council, to attract major donors who could help facilitate continued growth in the Gilroy arts community. Surplus funding would cover catering, table and linens rentals, invitations, and other expenses for fundraising galas held at city-owned venues.

With Council's approval, a small percentage of the General Fund Savings surplus would go a long way in promoting arts and culture in Gilroy. Public arts foster community pride in spaces enhanced with vibrant beauty and shared experience. They support local artists while engaging new ones with diverse opportunities for viewing and participating. And ultimately, they drive economic growth by attracting visitors and sustaining residents alike.

This recommendation to allocate 5% of the General Fund Savings surplus to the Arts and Culture Commission was approved by the Commission with the following vote:

Ayes:
Noes:
Absent:
Abstain:

Melanie Reynisson
Commission Chair

Bryce Atkins
Commission Executive Sponsor



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title: For the Love of Gilroy Public Art Program and Event
Meeting Date: September 9, 2025
From: Bryce Atkins, Assistant to the City Administrator
Department: Administration
Submitted by:
Prepared by: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission brainstorm and develop a project schedule template.

BACKGROUND

At the August 12, 2025, meeting, the Arts and Culture Commission (Commission) provided direction that two of the work plan activities for the Commission were to be presented in their own staff reports to capture more of the project history and have a more detailed and specific discussion regarding the delivery of the work plan items.

ANALYSIS

Staff had previously identified that there is sufficient funding in the Public Art Fund for the purchase of rights, production, and posting of an additional round of the public art banner program. The financing for the unveiling event is constrained, and a thorough exploration of other funding options has not been completed. Additionally, there have been previous discussions, before the financial balances were identified, regarding the steps needed for the event to be implemented.

This agenda item is intended to facilitate brainstorming and discussion regarding the event timelines, the number of banners to be procured, and to identify the general timeframe for when key milestones in the program are anticipated to occur.

At the meeting, staff will document the procedures for delivering the second round of For the Love of Gilroy. The intent of this agenda item discussion will be to:

1. Brainstorm the details regarding the deliverables for the public art banners, as well as the ideal unveiling event details; and

2. Create a project schedule and tracking document to be included in future updates, informing the third and subsequent rounds of this public art program and unveiling event.

ALTERNATIVES

None — this item is a time for brainstorming and creating options for evaluation; no firm proposals to provide alternatives have been established.

FISCAL IMPACT/FUNDING SOURCE

There are no fiscal impacts associated with the discussion item. Any final plans will have their fiscal impact analyzed when brought for action.

Attachments:

None



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title: Fundraising Options
Meeting Date: September 9, 2025
From: Bryce Atkins, Assistant to the City Administrator
Department: Administration
Submitted by:
Prepared by: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission discussion and brainstorming regarding fundraising options.

BACKGROUND

At the August 12, 2025, meeting, the Arts and Culture Commission (Commission) provided direction that two of the work plan activities for the Commission were to be presented in their own staff reports to capture more of the project history and have a more detailed and specific discussion regarding the delivery of the work plan items. Fundraising was one of these work plan activities.

ANALYSIS

This agenda item is intended to be a time when the Commission can brainstorm ideas for fundraising possibilities. The ultimate list of ideas will then be considered and discussed at the next meeting, with a limited-time, cursory analysis by staff in between meetings.

ALTERNATIVES

None.

FISCAL IMPACT/FUNDING SOURCE

None.

Attachments:

None