



CITY OF GILROY ARTS AND CULTURE COMMISSION REGULAR MEETING AGENDA



TUESDAY, SEPTEMBER 10, 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 August 13, 2024 Arts and Culture Commission Regular Meeting Minutes**
6. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**
7. **NEW BUSINESS**
 - 7.1. **Review of the StorQuest Express Mural Design**
 1. Staff Report: Bryce Atkins, Assistant to the City Administrator
 2. Public Comment
 3. Possible Action:

Commissioners review and provide comments to the Planning Division regarding acceptability of the proposed design.
8. **OLD BUSINESS**
 - 8.1. **Public Art Campaign: For the Love of Gilroy Banner Production and Unveiling Event Planning**
 1. Staff Report: Bryce Atkins, Assistant to the City Administrator
 2. Public Comment
 3. Possible Action:

Commission review of banner production and discussion regarding the September 20th unveiling event.
9. **GILROY ART-RELATED COMMUNITY EVENT UPDATES**
10. **COMMISSION COMMENTS**
11. **STAFF COMMENTS**
12. **ADJOURNMENT**

FUTURE MEETING DATES

2024 Meetings

Tuesday, October 8, 2024 – Gilroy City Council Chambers – 6:30 PM

Tuesday, November 12, 2024 – Gilroy City Council Chambers – 6:30 PM

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

DRAFT

City of Gilroy Arts and Culture Regular Meeting Minutes Tuesday, August 13, 2024 | 6:30 PM

1. CALL TO ORDER

The meeting was called to order at 6:53 PM.

2. ROLL CALL

Present

Melanie Reynisson, Chair
Ruben Dario Villa, Vice Chair (arrived 6:54)
Amy Hufford, Commissioner
Camille McCormack, Commissioner
Adilene Moreno, Commissioner

Absent

Alexandra Perdew, Commissioner

3. SECRETARY'S REPORT

The agenda for this meeting was posted on August 8, 2024 at 10:30 AM.

4. APPROVAL OF AGENDA

RESULT: Pass

MOVER: Adilene Moreno, Commissioner

SECONDER Melanie Reynisson, Chair

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

ABSENT: Commissioner Perdew

5. APPROVAL OF MINUTES

5.1. Approval of the July 2, 2024 Arts and Culture Commission Special Meeting Minutes

RESULT: Pass

MOVER: Melanie Reynisson, Chair

SECONDER Adilene Moreno, Commissioner

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

ABSENT: Commissioner Perdew

6. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

Marian Yoder came before the commission to provide comment regarding the United Against Hate Week, the adoption of the City's resolution, and a group of local residents that formed and are working on activities in support of the effort. Additionally, she commented about a desire by the group to table at the For the Love of Gilroy unveiling event.

Noshaba Afzal came before the commission supporting the United Against Hate Week activities and goals, the importance of the effort, and the desire to table at the event. She mentioned an effort to reach out to the Commission about the opportunity to table, and also about other opportunities to collaborate, including children, or other partnerships. They are

not a non-profit organization, but a group of concerned residents that want to support the Commission's work.

Susan Meyers came before the commission to let us know that Standing United Against Hate is a national organization, and that cities across the country have adopted proclamations, and the effort to talk to one another to learn how to talk to one another and be with one another, building community. She also mentioned that Interfaith Community of South County and Gilroy American Association of University Women have joined in the effort.

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.

The commissioners discussed tabling at the unveiling event, and provided direction that the United Against Hate group may table at the event. The commissioners reviewed the revised design of Alfredo Yuriar, consistent with the action of the Gilroy City Council. The design met the standards and was approved by direction to be placed as the 14th flag. The commission continued discussions about planning out the banner production and planning for the unveiling event. The subcommittee will now meet more frequently to complete the planning of the event.

8. NEW BUSINESS

None.

9. GILROY ARTS AND CULTURE RELATED COMMUNITY EVENT UPDATES

The commissioners reported out about the Pachuco Art Show at The Grove, featuring art of Chair Reynisson; the last Downtown Live event is the following Thursday; the next Gilroy Art Roundtable meeting is August 28th; and that a lot of art events are happening in the fall, such as G-Town Funk.

10. COMMISSION COMMENTS

Vice Chair Villa provided a comment about the StorQuest design coming up in the meeting. Staff mentioned that the item will be mentioned in the Staff Comments section.

11. STAFF COMMENTS

Staff provided an update to the Commission about a design approval for the new StorQuest development on Gillman and Arroyo Circle that will come to the Commission at the September 10th meeting, and that Vice Chair Villa will be recusing from the item due to involvement in the design. Staff also mentioned the goal of having IT staff at the next meeting of the Commission to help get the City emails on the commissioner's devices for use.

12. ADJOURNMENT

With no additional business, the meeting was adjourned at 7:49 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

DRAFT



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title: Review of the StorQuest Express Mural Design
Meeting Date: September 10, 2024
From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commissioners review and provide comments to the Planning Division regarding acceptability of the proposed design.

BACKGROUND

The City of Gilroy received a planning application for the development of a StorQuest self-storage facility. As part of the conditions of the approval process, the applicant was required to install public art on the building visible to the public.

ANALYSIS

Per the Public Art Policy, if public art is a condition of a development, then the public art must be reviewed by the Arts and Culture Commission. The Arts and Culture Commission would then render a recommendation to the Planning Division regarding the acceptability, or any recommended changes to, the public artwork proposed.

StorQuest has submitted the designs for consideration, which have been attached to this staff report. The staff liaison for the Arts and Culture Commission will document the comments, as well as the possibility of the Planning Division sending an employee to the Arts and Culture Commission meeting. The artist commissioned for this artwork is Ruben Dario Villa.

PUBLIC OUTREACH

This item has been included on the publicly posted agenda for this meeting.

Attachments:

1. StorQuest Public Art Documentation



THE WILLIAM WARREN GROUP

MANAGEMENT. ACQUISITIONS. DEVELOPMENT.

StorQuest Express Gilroy

1000 Gilman Rd., Gilroy, CA

Single story self storage facility with climate controlled and drive up units

58,000 gross square feet

Mural Artist: Ruben Fuchila

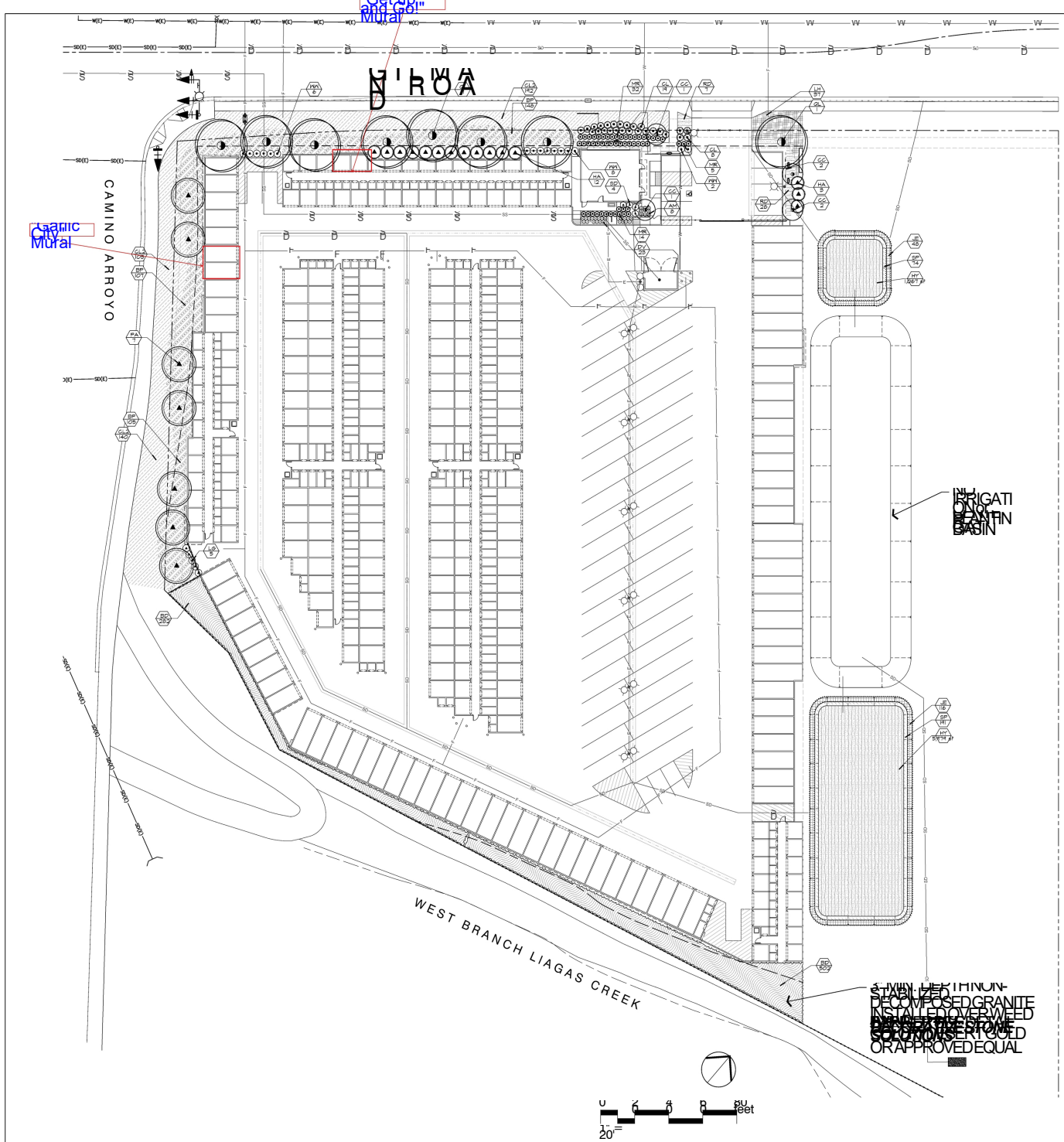
Two 10x20 foot murals, one located along Gilman Road, and the second one is located along Camino Arroyo Drive.

Mural Outline and Description:

As an artist, Ruben's journey to crafting the mural titled "Garlic City - Get Up & Go!" began with a deep dive into the essence of Gilroy, California, a community known for its rich agricultural heritage, vibrant outdoor culture, and spirited local hobbies. As a local, he further immersed himself in the lifestyle, engaging with community residents to understand their passions and daily pursuits. This led to a design that celebrates movement and adventure while honoring Gilroy's identity.

The mural features a dynamic mix of bright, energetic colors mirroring the lively spirit of the community. Central to the design is an exuberant depiction of outdoor activities punctuated by abstract representations of local sports teams in action, such as baseball players mid-swing and runners in full stride, integrating a sense of motion and excitement. Interwoven throughout are subtle motifs of local flora and fauna, like wildflowers and native birds to the region, adding a layer of intricate detail and celebrating the area's natural environment. Incorporating small garlic bulbs as "easter eggs" into the mural, delicate clusters of these iconic symbols are subtly hidden amidst the vibrant foliage and dynamic scenes, inviting viewers to discover these playful nods to Gilroy's celebrated garlic heritage while adding a layer of local charm to the artwork. The phrase "Get Up & Go!" is emblazoned across the top in bold, stylized lettering that seems to leap off the wall, inviting viewers to embrace the vibrant, active lifestyle that defines Gilroy. "Garlic City" bursts forth in bold lettering on the mural like a zesty exclamation, proudly showcasing Gilroy's beloved garlic heritage with a dash of flair that's as vibrant and unforgettable as the town itself!

This mural is not just a visual feast but an invitation for all to engage with it and to be inspired by the adventurous spirit of the local community they reside in.



SCHEDULE

ITEM	COMMON NAME	QTY	UNIT
1	Juniperus procumbens /	80	Box
2	Yucca glauca /	80	Box
3	Yucca glauca /	80	Box
4	Yucca glauca /	80	Box
5	Yucca glauca /	80	Box
6	Yucca glauca /	80	Box
7	Yucca glauca /	80	Box
8	Yucca glauca /	80	Box
9	Yucca glauca /	80	Box
10	Yucca glauca /	80	Box
11	Yucca glauca /	80	Box
12	Yucca glauca /	80	Box
13	Yucca glauca /	80	Box
14	Yucca glauca /	80	Box
15	Yucca glauca /	80	Box
16	Yucca glauca /	80	Box
17	Yucca glauca /	80	Box
18	Yucca glauca /	80	Box
19	Yucca glauca /	80	Box
20	Yucca glauca /	80	Box
21	Yucca glauca /	80	Box
22	Yucca glauca /	80	Box
23	Yucca glauca /	80	Box
24	Yucca glauca /	80	Box
25	Yucca glauca /	80	Box
26	Yucca glauca /	80	Box
27	Yucca glauca /	80	Box
28	Yucca glauca /	80	Box
29	Yucca glauca /	80	Box
30	Yucca glauca /	80	Box
31	Yucca glauca /	80	Box
32	Yucca glauca /	80	Box
33	Yucca glauca /	80	Box
34	Yucca glauca /	80	Box
35	Yucca glauca /	80	Box
36	Yucca glauca /	80	Box
37	Yucca glauca /	80	Box
38	Yucca glauca /	80	Box
39	Yucca glauca /	80	Box
40	Yucca glauca /	80	Box
41	Yucca glauca /	80	Box
42	Yucca glauca /	80	Box
43	Yucca glauca /	80	Box
44	Yucca glauca /	80	Box
45	Yucca glauca /	80	Box
46	Yucca glauca /	80	Box
47	Yucca glauca /	80	Box
48	Yucca glauca /	80	Box
49	Yucca glauca /	80	Box
50	Yucca glauca /	80	Box
51	Yucca glauca /	80	Box
52	Yucca glauca /	80	Box
53	Yucca glauca /	80	Box
54	Yucca glauca /	80	Box
55	Yucca glauca /	80	Box
56	Yucca glauca /	80	Box
57	Yucca glauca /	80	Box
58	Yucca glauca /	80	Box
59	Yucca glauca /	80	Box
60	Yucca glauca /	80	Box
61	Yucca glauca /	80	Box
62	Yucca glauca /	80	Box
63	Yucca glauca /	80	Box
64	Yucca glauca /	80	Box
65	Yucca glauca /	80	Box
66	Yucca glauca /	80	Box
67	Yucca glauca /	80	Box
68	Yucca glauca /	80	Box
69	Yucca glauca /	80	Box
70	Yucca glauca /	80	Box
71	Yucca glauca /	80	Box
72	Yucca glauca /	80	Box
73	Yucca glauca /	80	Box
74	Yucca glauca /	80	Box
75	Yucca glauca /	80	Box
76	Yucca glauca /	80	Box
77	Yucca glauca /	80	Box
78	Yucca glauca /	80	Box
79	Yucca glauca /	80	Box
80	Yucca glauca /	80	Box
81	Yucca glauca /	80	Box
82	Yucca glauca /	80	Box
83	Yucca glauca /	80	Box
84	Yucca glauca /	80	Box
85	Yucca glauca /	80	Box
86	Yucca glauca /	80	Box
87	Yucca glauca /	80	Box
88	Yucca glauca /	80	Box
89	Yucca glauca /	80	Box
90	Yucca glauca /	80	Box
91	Yucca glauca /	80	Box
92	Yucca glauca /	80	Box
93	Yucca glauca /	80	Box
94	Yucca glauca /	80	Box
95	Yucca glauca /	80	Box
96	Yucca glauca /	80	Box
97	Yucca glauca /	80	Box
98	Yucca glauca /	80	Box
99	Yucca glauca /	80	Box
100	Yucca glauca /	80	Box

ALL TREES WITHIN 2 FEET OF INSTALLED ROOT CONTROL BARRIER (16 FEET LENGTH TOTAL MIN. EACH TREE) SHALL BE REMOVED. ALL REMOVED TREES SHALL BE CHIPPED AND THE CHIPS SHALL BE USED IN THE LANDSCAPING. ALL TREES SHALL BE PLANTED WITHIN 10 FEET OF THE BARRIER. ALL TREES SHALL BE PLANTED WITHIN 10 FEET OF THE BARRIER. ALL TREES SHALL BE PLANTED WITHIN 10 FEET OF THE BARRIER.

NOTES
 1. ALL TREES WITHIN 2 FEET OF INSTALLED ROOT CONTROL BARRIER (16 FEET LENGTH TOTAL MIN. EACH TREE) SHALL BE REMOVED. ALL REMOVED TREES SHALL BE CHIPPED AND THE CHIPS SHALL BE USED IN THE LANDSCAPING. ALL TREES SHALL BE PLANTED WITHIN 10 FEET OF THE BARRIER. ALL TREES SHALL BE PLANTED WITHIN 10 FEET OF THE BARRIER. ALL TREES SHALL BE PLANTED WITHIN 10 FEET OF THE BARRIER.

NOTES
 1. ALL TREES WITHIN 2 FEET OF INSTALLED ROOT CONTROL BARRIER (16 FEET LENGTH TOTAL MIN. EACH TREE) SHALL BE REMOVED. ALL REMOVED TREES SHALL BE CHIPPED AND THE CHIPS SHALL BE USED IN THE LANDSCAPING. ALL TREES SHALL BE PLANTED WITHIN 10 FEET OF THE BARRIER. ALL TREES SHALL BE PLANTED WITHIN 10 FEET OF THE BARRIER. ALL TREES SHALL BE PLANTED WITHIN 10 FEET OF THE BARRIER.

megarchitecture.com

CLIPPING
DRYING
IRONING
PRESSING
SAFETY

Project for:

StorQuest
SELF STORAGE

1000 GILMAN ROAD
GILROY, CA 95020

SELF-STORAGE GILROY

THE WILLIAM WARREN GROUP
 2000 WILSHIRE
 SUITE 200
 SAN JOSE, CA 95128
 408-215-1100

Describe: 2a
 Draw: 2160
 Rev: 01
 Date: 01/20/24

Set 03
 Sheet 2



Carriño
Arroyo
Drive







City of Gilroy Arts and Culture Commission

STAFF REPORT

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

Meeting Date: September 10, 2024

From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission review of banner 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 following 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. Such modification was made, and the design awarded.

ANALYSIS

Staff has completed contracting with all artists awarded the purchase of their designs. This item is to discuss and finalize plans for the event, and to discuss any last minute issues regarding banner production. Staff is coordinating the logistics of installing the banners before the unveiling is to happen on September 20, 2024.

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.