



CITY OF GILROY ARTS AND CULTURE COMMISSION REGULAR MEETING AGENDA



TUESDAY, SEPTEMBER 12, 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, & 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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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 AGENDA**
4. **SECRETARY'S REPORT**
5. **FUTURE AGENDA ITEMS**
6. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**
7. **APPROVAL OF MINUTES**
 - 7.1. **Minutes of the August 8, 2023 Regular Meeting**

8. **OLD BUSINESS**

8.1. **Commission Work Plan 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 work plan items.

9. **NEW BUSINESS**

9.1. **Discussion of Sponsorship Request - Third Friday Art Walk**

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

Commission Discussion

9.2. **Annual Presentation to the City Council**

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

Discussion and planning for the Arts and Culture Commission's annual presentation to the City Council.

9.3. **Arts and Culture Commission Community Pop-Up Processes, Materials and Budget**

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

Commission discussion.

9.4. **Arts and Culture Commission Financial Matters - Budget Requests, Fund Balance Report, Financial Obligations and Fundraising**

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

Commission discussion.

10. COMMISSION COMMENTS

11. STAFF COMMENTS

11.1. Exclusive use of city-issued e-mails

11.2. Future Agenda Items

12. ADJOURNMENT

FUTURE MEETING DATES

City of Gilroy
Arts and Culture Regular Meeting Minutes
Tuesday, August 8, 2023 | 6:30 PM

1. CALL TO ORDER

Chair Reynisson called the meeting to order at 6:34 p.m.

2. ROLL CALL

Attendance	Attendee Name
Present	Melanie Reynisson, Chair Ruben Dario Villa, Vice Chair Sandra Ramirez Camille McCormack Adilene Moreno
Absent	Alexandra Perdew

3. APPROVAL OF MINUTES

3.1. Minutes of the June 13, 2023 regular meeting of the Arts and Culture Commission.

RESULT: Pass

MOVER: Ruben Dario Villa, Commissioner

SECONDER Camille McCormack, Commissioner

AYES: Commissioner McCormack, Commissioner Moreno, Commissioner Ramirez, Commissioner Villa, Chair Reynisson

ABSENT: Vice Chair Perdew

4. APPROVAL OF AGENDA

RESULT: Pass

MOVER: Melanie Reynisson, Chair

SECONDER Ruben Dario Villa, Commissioner

AYES: Commissioner McCormack, Commissioner Moreno, Commissioner Ramirez, Commissioner Villa, Chair Reynisson

ABSENT: Vice Chair Perdew

5. SECRETARY'S REPORT

The agenda meeting packet was published on July 31, 2023.

6. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

None.

7. NEW BUSINESS

7.1. Bench Plaque Inscription for Lael, Camille, and Carla McCormack

RESULT: Pass

MOVER: Melanie Reynisson, Chair

SECONDER Ruben Dario Villa, Commissioner

AYES: Commissioner Moreno, Commissioner Ramirez, Commissioner Villa, Chair Reynisson

RECUSED: Commissioner McCormack

ABSENT: Vice Chair Perdew

8. OLD BUSINESS

8.1. Fiscal Year 2024 and 2025 Work Plan Update and Report

The Commission discussed the following updates to the work plan:

- **Community Outreach** – Participated in the August 3 Downtown Live event. Reynisson and Villa tabled on behalf of the Commission. They also plan to participate in future events, which dovetails with the request about having access to city resources for tables, chairs, and a table cover. Commission would like to purchase t-shirts, nametags, and print informational pamphlets.
- **School Art Program** – No update.
- **Cultural Event** – Villa received funding through SV Creates to host La Ofrenda on October 28 in Downtown Gilroy. The Commission is expected to be involved in the planning of the event as well as tabling on the day of.
- **Fundraising** – Committee will come up and share ideas at a future meeting about what specifically they would like to fundraise for.

9. COMMISSION COMMENTS

The following comments were mentioned by commissioners:

- Reynisson received a grant through SV Creates for a mural in Capos Alley. Also mentioned the SV Creates grants for the La Ofrenda festival and Manos' Chalk Festival. Mentioned how the grant is providing valuable collaborative opportunities within the Gilroy community.
- Villa mentioned the upcoming Art Walk coming up on in August; the unveiling of the Manos mural; and the Flaming Hot show is concluding on August 12.

10. STAFF COMMENTS

Henig mentioned that Staff Liaison Bryce Atkins will return for the September meeting.

11. ADJOURNMENT

Meeting was adjourned at 7:27 p.m.

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/ Adam Henig

Recording Secretary to the Arts and Culture Commission



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title: Commission Work Plan Update
Meeting Date: September 12, 2023
From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commissioners and sub-committees update the Commission on plans and progress of work plan items.

BACKGROUND

The Commission assigned a Lead Commissioner and Sub-Committee Members at the June 13, 2023 regular meeting. The work plan 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 work plan amongst the Commission.

Attachments:

1. ACC FY24 & FY25 Work Plan.

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: Discussion of Sponsorship Request Denial - Third Friday Art Walk

Meeting Date: September 12, 2023

From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission Discussion

BACKGROUND

The Arts and Culture Commission approved a recommendation to the City Administrator to financially sponsor the Third Friday Art Walk (TFAW), specifically reimbursing the TFAW for their costs to bring the New Ballet – San Jose to Gilroy for the event for up to five of the final months of this year's event series. The recommendation was declined.

ANALYSIS

Staff determined that the sponsorship would not be approved because of the following reasons. The purpose of this staff report is to allow discussion of these reasons and to address any concerns or questions about sponsorship recommendations that may be issued by the ACC in the future.

Given that commissions and committees do not have it in their mandates and powers to recommend funding for anything outside of the City government's operations, sponsorship recommendations from commissions are relatively new territory. For this reason, the recommendation was evaluated, and from that evaluation it was determined that there are several requirements that must be met to authorize such funding, assuming that the nature of the event is agreeable at the staff level for support and funding is available.

The needs for staff to approve a sponsorship request are detailed below.

1. Be held in a public space.

2. Invigorate interest in the downtown or pertain to issues or activities that affect one or multiple commissions and interest areas of the City.
3. Be of a limited duration, such as a single day or weekend event.
4. Connect residents with resources, information, or awareness activities regarding municipal or community concerns.
5. Have the ACC (or other commissions if not an arts-related event) work the event, including having a table or booth space to interact with the public.
6. Provide recognition of the sponsorship for the City as well as any participating commission or committee of the City.
7. May require a formal agreement with the organizing group, including terms such as liability, release of claims, and other administrative roles and responsibilities.

The proposed sponsorship did not meet #1, #3, and #5. Without #5, #4 likely would not have been met either. #2 and #6 might have been met, but without certainty. The TFAW also did not have a formal organizing group that could accept liability for the event and waive claims against the City for the funding. Additionally, the sponsorship was paying for a service or performance, not the event overall, which is too similar to paying for a contractor or product. Because of these concerns, sponsorship determination at the staff level was not to provide funding.

A few reminders and things worth noting:

- Remember, the Charter does not grant authority to the ACC to sponsor events, or even to recommend events for sponsorship. Any sponsorship comes from the City. ACC can bring awareness of an event that it recommends, but there is no guarantee, nor should a potential event assume receiving an award.
- Additionally, aside from the fact that a recommendation is made, no commissioner is to make any statements as to the likelihood or nature of a recommendation once issued.
- Sponsorships are not something guaranteed and is to be handled with diligence and with reservation.
- Look to events that don't support a specific business but are held publicly in public spaces.
- Look for events which have limited term, such as one day or one weekend. The ACC will be expected to work the event, so make sure it is something that you want to work, repeatedly occurring events mean repeated times of ACC being at the table during the event, and are not likely to be sponsored.

- Look for events that draw the most attention/attendance, or something new and innovative that will be a positive community event that can benefit from an initial boost from the sponsorship.
- Look for events that connect residents with resources, information, or awareness activities regarding municipal or community concerns. Also look for those events that invigorate interest in the downtown or pertain to issues or activities that affect one or multiple commissions and interest areas of the City.
- Carefully evaluate the event and remember that sponsorships will not be given out repeatedly. Like the Chalk Festival, there may only be one sponsorship per year, or even none in a year, depending upon the needs of the City and evaluation of the opportunity against other demands and opportunities.

The ACC can still request funding from the City Council if it desires, if funding is rejected at the staff level. The ACC will need to render a letter requesting the funding from the City Council, including any pertinent details, which would then be provided to the staff liaison to the Commission to forward to the City Council via e-mail.

PUBLIC OUTREACH

The item was included on the publicly posted agenda.



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title:	Annual Presentation to the City Council
Meeting Date:	September 12, 2023
From:	Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Discussion and planning for the Arts and Culture Commission's annual presentation to the City Council.

BACKGROUND

Each year, each commission and committee is to present to the City Council the nature, activities, accomplishments, and future plans of the commission. This year, the Arts and Culture Commission (ACC) is scheduled to present on October 16, 2023.

ANALYSIS

It is customary that the Chair of each commission and committee lead the presentation to the City Council, however, some boards also have other commissioners present at the meeting. Additionally, the presentation is conducted with a PowerPoint slide show. The nature of the update presentation follows the below pattern.

1. Title Slide with Board Name
2. Listing of Board Members
3. Board Information
4. Noteworthy Items
5. Prior Year Accomplishments
6. Next Year's Work Plan
7. Closing Comments

Attached to this staff report is a generic template of the formatting of the slides, for use in planning the content of the presentation PowerPoint.

PUBLIC OUTREACH

This item was included in the publicly posted agenda for this meeting.

BOARD NAME

DATE OF PRESENTATION

BOARD MEMBERS

- NAME, BOARD CHAIR
- NAME, BOARD VICE-CHAIR
- NAME, BOARD MEMBER
- NAME, BOARD MEMBER
- NAME, BOARD MEMBER
- NAME, BOARD MEMBER
- NAME, BOARD MEMBER
- NAME, STAFF LIAISON
- NAME, BOARD SECRETARY (IF APPROPRIATE)

Board Information

- Provide a very brief description about the purpose and functions of the board.
- Example:
- The Arts and Culture Commission is created by the City Charter to perform the following functions:
 - Act in an advisory capacity to the Council and the City Administrator in all matters pertaining to art, literature, music, and other cultural activities;
 - Formulate and recommend to the Council and the City Administrator a program relating to art, literature, music, and other cultural activities for the inhabitants of the City of Gilroy to promote the public appreciation, education, and development of cultural activities in the community;
 - Fund-raising activities to support the arts and culture in and for the City of Gilroy

Noteworthy Items

- This slide is optional
 - Keep slide to 10 lines, single column, to maintain readability
- Use this slide for items that are important to the field of focus for the board, but are not an accomplishment as listed in the next slide.
- For example, using ACC as the example board:
- Gilroy Arts Roundtable
 - Gilroy has a networking group of over 60 local artists that have begun meeting regularly; Several of the current ACC Commissioners participate as members.

Prior Year Accomplishments

- List the accomplishments of the past year on this slide.
- Identify only 5 items that are the most noteworthy to keep the slide manageable and keep on time with the 5 slides – 5 minutes guideline.

Next Year Workplan

- Use this slide to list the board's workplan items for the upcoming year
- Use only titles of the workplan items, to preserve space for the rest of the list and to save time in presentation
- Keep discussion brief, enough to inform, but not burying the Council or public in detail or drag out the presentation's duration

Closing Comments

- Use this slide for closing comments, and to thank the City Council
- This slide should be brief, and the discussion about it equally so.



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title: Arts and Culture Commission Community Pop-Up Processes, Materials and Budget

Meeting Date: September 12, 2023

From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission discussion.

BACKGROUND

This item was requested by Vice Chair Villa, who will initiate the discussion.

Vice Chair Villa has brought up a request to discuss community pop-up presence at events and in the community, and what processes and materials, as well as budget, is available for such events. The concept is that the pop-up presence at events will facilitate completion of the work plan item for having a booth present and participate in at least two community events. He has requested information for Commission discussion about this subject matter.

His request, in summary, is below:

- The commission would like to understand the proper processes for checking out and acquiring a city-branded tent and table linen, table, chairs and any other pop up materials we might have.
- If we don't have any ACC branded pop up materials, we'd like to request to produce some and understand how that process would work. Having properly branded pop up materials is the first step in making sure City/ACC gets proper recognition while out in the community. This is the beginning of a paradigm shift where folks can begin to expect ACC to be an active staple out in the community, similar to the already established expectation with Parks and Recs.

- We'd also like to know how to get a budget approved or reimbursement for any other expenses incurred in hosting activities while popping up. "Popping up" at community events means having handouts, interactive activities and cool giveaways (city-branded merch). Example: Recently, Melanie and I popped up at the last Downtown Live of the season on behalf of ACC and co-hosted the kids zone. We provided an ACC-branded, interactive coloring activity the engaged 50+ kids. See recap video here: <https://www.instagram.com/reel/CviNzDOAUbB/?igshid=MWZjMTM2ODFkZg==>

I donated my design time to design the large coloring sheet and that's fine with me. But, Melanie bought markers and paid for the printing of the large sheet. How might she go about being reimbursed? Is there a budget/account to pull from?

- Finally, you mentioned in the city financial support criteria "provide recognition to the city and ACC for the sponsorship". Are there any mechanisms in place or a checklist for what it means to provide said recognition? Do we make it clear what providing recognition actually means to us?
- Below is a list of ACC branded materials we would like to produce (or get ahold of if already in existence)
 - Popup tent
 - Table linen
 - Standing Retractable sign
 - About ACC handouts
 - Staff/Commissioner shirts/polos
 - Commissioner Name tags
 - Commissioner Business cards
 - Stickers, pins, temporary tattoos and other prize/giveaways
 - Art Supplies for activities
 - Tabletop signage
 - Community bulletin board

ANALYSIS

Name Tags and Business Cards

The City has ordered business cards for new commissioners. Your executive sponsor issued an e-mail to the ACC commissioners on June 8, 2023 to the City issued e-mail addresses, polling to see who needs a nametag or business cards. To-date, no one has responded that they are needed. It is recommended that the commissioners advise City staff during this discussion item if they need business cards or nametags.

Process to Check Out Materials from the City

If there are items that the ACC wishes to utilize, the ACC may request items from the City through your executive sponsor. If the items are owned by the City and available for the date and time of their proposed use, then they may be checked out to the commissioner responsible for coordinating the Commission's activity. It is important that there be sufficient notice of the item(s) needed to ensure that there is enough time for the items to

be identified if in the City's possession, and to be reserved. Short notices may result in an inability to access materials from the City.

Recognition of Sponsorships

There are no set criteria for recognition of ACC and the City for a sponsorship. This is not a practice normally done, nor in the City Charter for the Commission to be doing. The specific recognition for a sponsorship, if approved, would likely need to be determined based on the event being sponsored and how the event is to be marketed.

ACC Branded Pop-Up Materials and Budget Requests

The Commission will have discussion about this at the meeting. City staff needs to better understand the nature of the requested items to consider a proper course to recommend. The Commission is reminded that there is no budget for the ACC to use. Any funds that the ACC requests from the City would have to come out of the budget approved from one of the City's departments. The only exception to this is for business cards, nametags, and training, which there is a pool of funds available for such items for all commissions to use. The funds must still be requested in writing and justified on how any trainings will benefit the work of the Commission. The funds are shared, so pre-approval is required to ensure that there are sufficient funds remaining for the proposed use.

PUBLIC OUTREACH

The item was included on the publicly posted agenda for this meeting.



City of Gilroy Arts and Culture Commission

STAFF REPORT

Agenda Item Title: Arts and Culture Commission Financial Matters - Budget Requests, Fund Balance Report, Financial Obligations and Fundraising

Meeting Date: September 12, 2023

From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission discussion.

BACKGROUND

There have been questions raised by commissioners regarding the financial aspects of the Arts and Culture Commission (ACC). This has ranged from the balances and eligible uses of funds historically reported to the ACC, how to request a budget for making purchases or undertaking programs, what the financial obligations are of the ACC, and details about the fundraising component of the ACC's roles under the City Charter.

ANALYSIS

Trust Accounts

The Arts and Culture Commission have historically received reports of two trust accounts that the City currently has. The two accounts are the Arts and Culture Account (ACA) and the Public Art Committee Account (PACA).

Below are the amounts of funding in each account:

Account	Balance as of 6/30/23	Current Balance
Arts and Culture Account	\$3,877.15	\$4,191.44

Account	Balance as of 6/30/23	Current Balance
Public Art Committee Account	\$47,496.68 ¹	Same

Financial Obligations

There are no financial obligations imposed on the ACC. Remember, the ACC is an advisory body. It cannot give funds, obligate funds or resources, or make any commitments. It can only make recommendations to the City Administrator and City Council on policy matters and undertake specific fundraising.

Budget Requests

The ACC is an advisory body, and does not have a function in appropriating funds. If there are activities that the ACC recommends, it can make such recommendations to the City, but the nature of any such recommendation is at a policy level, and not for City operations, including appropriating funding or determining expenditures.

Fundraising

Staff will schedule an item for the October or November meeting of the ACC to go over fundraising procedures. City staff is gathering more details and working on final procedures and policy(ies) with the Finance Department on this matter.

PUBLIC OUTREACH

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

¹ Of this amount, \$30,000 is a contribution in-lieu for public art, \$2,833.10 is for a bench installation and plaque at Gilroy Sports Park, and \$4,508.19 is reserved for mural repairs, bench plaque repairs, and Gilroy Garlic Festival Founders Plaque repairs. Approximately \$10,155.39 currently appears uncommitted to a specific project or function.