



505 S. Garey Ave  
Pomona, CA 91766

# City of Pomona

## Cultural Arts Commission

### Action Minutes

*Chairperson Joshua Swodeck*  
*Vice-Chairperson Denise Marquez*  
*Commissioner Miranda Sheffield*  
*Commissioner Jovani Esparza*  
*District 3 Seat Vacant*  
*Commissioner Venita Reynolds*  
*Commissioner Dianna Batts*

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Monday, September 27, 2021

5:30 PM

Via Video Conference

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#### **CALL TO ORDER**

Chairperson Swodeck called the Cultural Arts Commission meeting to order at 5:34 p.m. via video conference.

#### **PLEDGE OF ALLEGIANCE**

Commissioner Batts led the Pledge of Allegiance.

#### **ROLL CALL**

Present: Chairperson Joshua Swodeck  
Commissioner Miranda Sheffield  
Commissioner Venita Reynolds  
Commissioner Dianna Batts  
Commissioner Jovani Esparza (arrived 5:39 p.m.)

Absent: Vice-Chairperson Denise Marquez

Staff Present: Anita D. Gutierrez, Development Services Director  
Ata Khan, Planning Manager

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**PUBLIC COMMENT**

Gloria Almanza, member of the public, stated that she is here tonight because of lack of representation. She mentioned that the arts in public places program does not include the literary and non-visual arts as a category that is eligible for funding. She said that for this reason the 2019 Call for Artist process focused on visual arts such as murals and sculptures. She stated that the city recently made an amendment to the arts in public places manual to include wider sets of visual arts. She said her last show Rebellion was a success. She expressed that DPOA has created barriers for artist.

**COMMISSIONER COMMUNICATION**

None

**CONSENT CALENDAR**

1. Approval of Draft Cultural Arts Commission Action Minutes meeting of July 26, 2021 & August 23, 2021.

**A motion by Commissioner Reynolds, seconded by Chairperson Swodeck, carried by a unanimous vote of the members present (5-0-0-2) to approve the Action Minutes meeting of July 26, 2021 and August 23, 2021.**

Chairperson Joshua Swodeck - yes; Vice-Chairperson Denise Marquez- absent; Commissioner Sheffield- yes; Commissioner Esparza - yes, Commissioner Reynolds – yes; Commissioner Batts – yes.

\*District no. 3 seat vacant

**IN OPPOSITION:** None

**IN SUPPORT:** None

**DISCUSSION TIME:** 1 minute (5:42 p.m. to 5:43 p.m.)

**PUBLIC HEARING**

None

**DISCUSSION ITEMS****1. Art Program for West Valley Connector Project.**

Planning Manager Khan opened the discussion on this item. He stated that there is a public art component to this project for this new bus rapid transit stops that will be along Holt Avenue.

Leslie Elwood, public art consultant, facilitated a presentation on this item. She stated this project is a rapid transit bus, which will run in four cities and it is 19 miles long. She said the project would end in 2022. She said it has 24 stations and connects with three metro link

connections. She stated she has identify two separate art opportunities: perforated metal panels integrated into station shelters and groupings of utility boxes along the alignment. She mentioned she asked each city to provide a representative to serve in the Artist Selection Committee. She said that the artist selection committee would make recommendations to the West Valley Corridors BRT project team, SBCTA and Omnitrans boards. She said each process would have a series of artist that are short listed in order to advance to a finalist position. She provided an image of the perforated panels and utility boxes with artwork. She asked that a member of the Commission serve on the art selection committee to represent the City of Pomona. She mentioned that the RFQ for the perforated metal panel will be issued in October 2021 and the Utility box RFQ in 2022.

Chairperson Swodeck asked if the utility boxes project would be digitally submitted. Mrs. Elwood said yes. Chairperson Swodeck asked if a metal artist would do the perforated metal panels of just the concept. Mrs. Elwood said the artist will create the design and will not provide the metal.

Commissioner Reynolds asked if the theme of the design is up to the artist. Mrs. Elwood said yes.

Commissioner Sheffield asked if they are selecting the body of folks that will be part of this committee. Mrs. Elwood has asked each city to select one representative.

Commissioner Sheffield asked if the selection of the representative should be discussed with the Citizens Advisory Committee. Chairperson Swodeck said yes.

Gloria Almanza, a member of the public, asked if she were to submit something in Spanish, would they need it in both languages. She asked whom can she reach out to regarding the selection of the artist. Mrs. Elwood responded.

Director Gutierrez said it is our preference to select a member of the Cultural Arts Commission to serve on the Artist Selection Committee because the Commission is selected by City Council.

Commissioner Reynolds asked who is interested in serving on the Artist Selection Committee. Chairperson Swodeck stated that he is interested if no one else is able to serve.

**A motion by Chairperson Swodeck, seconded by Commissioner Batts, carried by a unanimous vote of the members present (5-0-0-2) to select Commissioner Esparza as a representative to the Artist Selection Committee.**

Chairperson Joshua Swodeck - yes; Vice-Chairperson Denise Marquez- absent; Commissioner Sheffield- yes; Commissioner Esparza - yes, Commissioner Reynolds – yes; Commissioner Batts – yes.

\* District no. 3 seat vacant

**IN OPPOSITION:** None

**IN SUPPORT:** Gloria Almanza spoke in support of this project.

**DISCUSSION TIME:** 35 minutes (5:44 p.m. to 6:19 p.m.)

## **2. Chalk Art Festival & Water Color Contest.**

Planning Manager Khan opened the discussion on this item. He brought forward this item to speak to the Commission about the two annual events. He mentioned that the Chalk Art Festival was done virtually last year. He stated that this year it might be possible to do a scale down but a socially distant festival. He mentioned that we do have enough supplies. He asked the Commission if they would like to have a virtual or in person festival in Thomas Plaza. He stated that the Water Color Contest takes place in the spring and we could offer a scale down in person event. He mentioned that staff is committed in doing both events.

Gloria Almanza, a member of the public, asked a few questions related to participation, deadlines and the application process. Planning Manager Khan responded.

Vicki Tessier, a member of the public, stated that she received many emails from students and teachers asking about the Chalk Art Festival. She said that she supports whichever method of the Chalk Art Festival the Commissioner prefers is okay with her. She mentioned that if we do have the festival in person we could limit it by being a Pomona or a community event through schools.

Commissioner Reynolds said she would give preferential treatment to Pomona High School students. Chairperson Swodeck agreed but not opposed to middle school. Chairperson Swodeck suggested sidewalk chalk for the younger kids.

Commissioner Sheffield asked about the average attendees and if there can be two different time frames for this event. Planning Manager stated in 2019, approximately 452 attended this event and half were high school students.

Commissioner Esparza asked to keep the event open to the professionals and limiting the event to first come, first serve. Chairperson Swodeck agreed with including the professionals in this event.

Nancy Tessier stated we could do this event in the spring and we may have more students vaccinated if it is mandatory for the schools.

Planning Manager Khan informed the Commission that they are not limited to do this event as it was done in the past. He stated we could have the event in late February or March.

Planning Manager Khan will agendize the Adhoc Committee for the Chalk Art Festival in the next meeting. He stated what we execute in November for the Chalk Art; we will do it in the spring for the water contest.

**Discussion only, no action taken.**

**OPPOSITION:** None

**IN SUPPORT:** Gloria Almanza spoke in support of this item.

**DISCUSSION TIME:** 34 minutes (6:20p.m. to 6:54 p.m.)

**STAFF COMMUNICATION**

Planning Manager Khan stated that we would continue on zoom until the end of this year. He mentioned we have not lost sight of the call for artist and will release the survey in October. He stated that in November we would like to hold the Artist Forum.

Director Gutierrez stated that the Artist Forum is tentatively scheduled in November.

**ADJOURNMENT**

The Cultural Arts Commission meeting was adjourned by Chairperson Joshua Swodeck at 6:59 p.m. to the next scheduled meeting of October 25, 2021 at 5:30 p.m.

Respectfully submitted,



Ata Khan  
Planning Manager

Prepared by,



Miroslava PourSanae  
Administrative Assistant

