

OFFICIAL MINUTES
CULTURAL ARTS COMMISSION CITIZEN ADVISORY COMMITTEE
MONDAY, FEBRUARY 25, 2019

CALL TO ORDER: The Cultural Arts Commission Citizen Advisory Committee was called to order at 4:53 p.m. by Chairperson Chris Toovey.

FLAG SALUTE: Chair Toovey led the flag salute.

ROLL CALL: Roll was taken by Acting Development Services Director Anita Gutierrez

COMMITTEE MEMBERS PRESENT: Chairperson Chris Toovey; Committee Member Joshua Swodeck, Andrew Quinones, Joy McAllister, Jovani Esparza (elected tonight, joined at 5:52 p.m.)

COMMITTEE MEMBERS NOT PRESENT: Committee Member Carolyn Hemming

STAFF PRESENT: Acting Development Director Anita Gutierrez, Assistant Planner Alina Barron

ITEM D:
PRESENTATIONS:

1. Certificates of Appreciation

Councilmember Nora Garcia presented Certificate of Recognitions to Joshua Swodeck and Chris Toovey for their contributions and dedication to the arts community of Pomona.

Councilmember Victor Preciado presented Certificate of Recognition and expressed grateful appreciation to Andrew Quinones and Joy McAllister for their participation and dedicated commitment to the Cultural Arts Commissions Citizen Advisory Committee.

ITEM E:
PUBLIC COMMENT:

Margaret Aichele reported the she is working with the Fairplex, the Los Angeles County Art Commission and the San Bernardino County Arts Council Art Connection on an event called Art 3C: Connect, Create and Collaborate. She invited everyone to attend on Friday, March 22, 2019 at 10:00 a.m. to 12:00 p.m. at the Fairplex. She shared Kristin Sakoda, Executive Director of the Los Angeles County Arts Commission and Jennifer Kane; the Executive Director of the San Bernardino Arts Connection will be guest speakers. She spoke about identifying east of the I-605, west of San Bernardino, south of the I-210 and north of the I-60 is as a cultural wasteland without a center.

She reported she sent an email to Linda Lowry, Pomona City Manager and to Acting Development Services Director Gutierrez suggesting including language to relax the Cultural Policy that runs this Committee to

include allocation of the funding towards community minded programs versus just high art and restoration. She stated she has resources and would love to help on this. She reported she has a new mural image for the Tony Cerda project, a copy of the agreement and funding. She asked if the project need to go to the Advisory Committee first. She shared the original images on the mural were revisited and now they have an artist that has waited a 1 ½ to 2 years. She asked of the Commission wanted to hand out the watercolor awards, on the first Saturday or the second Saturday in April. She shared there is an opportunity for a grant from the Los Angeles County Arts Commission for a summer series concert with a due date is March 14, 2019. She asked who she would go to for approval to write a grant. She noted if they got the funding, they could host the concert someplace in the City to stimulate a destination over the summer.

Acting Development Services Director Gutierrez replied that Mrs. Margaret Aichele could to speak with her regarding the detailed of the grant. She noted the City Council must approve if the City is entering into any commitments in the grant.

Mrs. Margaret Aichele stated the deadline is March 14, 2019 and asked if she should go to City Council tonight, since it's a quick turnaround.

Acting Development Services Director Gutierrez replied she can't advise without knowing anything about the grant.

Chair Chris Toovey replied the new plans for the Tony Cerda art project and that Gary Lantz is putting together should go through the Advisory committee first.

Acting Development Services Director Gutierrez agreed, she suggested Margaret work with her to add this item to an appropriate agenda. She stated the normal process would be for the item to come to the Cultural Arts Citizens Advisory Committee and then to the Cultural Arts Commission. She stated once the item on the agenda, staff will do report for Committee review.

Chair Chris Toovey asked about the turnaround time for grant reviews with the City Council.

Acting Development Services Director Gutierrez replied it depends on what the grant its and what the City's commitment is (i.e. hosting, funds, staff time, facilities, historic area, etc.). She stated the answers to types of questions dictate turnaround time.

Chair Chris Toovey stated he might bring this item up at City Council tonight to get more clarity.

Acting Development Services Director Gutierrez suggested briefly meeting after the committee meeting so Margaret can brief her on what the grant is, and she may be able to provide more direction sooner rather than later.

ITEM F:
APPROVAL OF MINUTES:

1. Approval of Draft Minutes Cultural Arts Commission Citizens Advisory Committee January 28, 2019.

Motion by Chair Chris Toovey, seconded by Committee Member Joshua Swodeck, carried by a unanimous vote of the members present (4-0-0-1), to approve the Cultural Arts Commission Citizens Advisory Committee Minutes for the January 28, 2019.

ITEM F:
NEW BUSINESS:

G-1 MURAL PERMIT (MURAL-11316-2019) TO ALLOW THE INSTALLATION OF AN ARTIST EXECUTED COMMUNITY PAINTED MURAL AT 505 S. GAREY AVENUE.

Item continued from January 28, 2019.

Acting Development Services Director Gutierrez requested to move this item to the end of the agenda.

Motion by Chair Toovey, seconded by Committee Member Andrew Quinones, carried by a unanimous vote (4-0-0-1), to move this item to the end of the meeting.

Acting Development Services Director Gutierrez reported the Citizens Advisory Committee reconvened with Committee Member Esparza joining at 5:52 p.m.

Alina Barron, Assistant Planner, provided a presentation on the item.

Chair Chris Toovey recused himself from this item.

Committee Member Joy McAllister stated she loves the idea; the petals are really cool and the project is intimate with so many different variables of people sharing their expressions.

Lila O'Leary, the applicant; shared she is a Girl Scout working with the dA Center for the Arts on this project. She stated they were originally going to put this mural on the side of a private building, but that fell through, therefore they are hoping to put it on the City Hall building. She reported they held days of painting parties, where citizens of Pomona would come and paint petals and then they were made it into a mural layout.

Committee Member Joy McAllister asked Lila if she will transfer those images, without changing them, directly to the petals on the wall.

Mrs. Lila O'Leary replied yes, they are painting them on the wall.

Committee Member Quinones asked if the petals are going to be adhered to the wall.

Discussion ensued about using paste and Mrs. Margaret Aichele replied they will be replicating the petals. She noted it was communicated to the community that their work would be reproduced to the best ability when the project is approved.

Committee Member Joy McAllister spoke about making sure the mural is laid down on the wall so somebody couldn't peel it up. She commented she really likes a drawing, painting them on will give an extra quality.

Committee Member Andrew Quinones confirmed they were going to replicate the petals.

Committee Member Joy McAllister commented the artist could reproduce it themselves. She expressed concerns with applying the existing petals to the wall.

Margaret Aichele replied they are going to paint.

Committee Member Andrew Quinones suggested adding some variance within the blue.

Committee Member Joy McAllister agreed there needs to be a gradation in the background. She requested the applicant think about that, but nothing too busy or clouds. She asked if the wall was currently plaster.

Lila replied she believes so.

Committee Member Joy McAllister asked Lila if this is the first mural she has ever done and what grade she is in.

Lila replied yes, this is her first mural and she is a junior in high school.

Committee Member Joshua Swodeck suggested adding a few lines, expressing the story and that this was part of her Girl Scout Gold award.

Margaret replied that they are required to add plaque upon completion (per the permit) and were planning to outline that. She spoke about having over 100 people painting petals, who were excited to be invited into the process of something that is going into their City. She noted Lila had a concert to raise funding to offset some of the expenses, the dA Center will be donating the paint and Chris Toovey is donating his time.

Chair Joshua Swodeck commented he really loves that the mural will be directly facing the benches. He spoke about staff eating their lunches on the benches, since City Park is more cleaned up and it being a placemaking opportunity that is open to the public.

Committee Member Joy McAllister commented as a muralist herself she is always wanting to include other people, but it's hard. She stated this is also a wonderful idea because of its intimate size and the ability to do the intricate drawings and include young artists.

Motion by Committee Member Andrew Quinones, seconded by Committee Member Joy McAllister, carried by a unanimous vote (5-0-0-1), to approve Mural Permit (MURAL-11316-2019) to allow the installation of an artist executed community painted mural at 505 S. Garey Avenue.

Chris Toovey rejoined the meeting 6:05 p.m.

ITEM H:
STAFF COMMUNICATION:

Acting Development Services Director Gutierrez introduced City Clerk, Rosalia Butler. She reported she is here to observe and make everything is being done by the book. She shared City Clerk Butler is planning a Brown Act Training the Cultural Arts Commission, Planning Staff and the Cultural Arts Citizens Advisory Committee sometime soon.

Acting Development Services Director Gutierrez reported there are two presentations;

1) Summary of the 2018 Chalk Art Festival by Carlos Molina, Planner.

- The Committee was comprised of PUSD representatives (Vicky Tessier, Elene Kallimani), Cultural Arts Commissioner (Joshua Swodeck, Andrew Quinones, Denise Marquez) along with Pomona Planning Division staff (Ata Khan, Nancy Garcia, Alan Fortune, Carlos Molina).
- The Committee met four times to discuss budgeting, scheduling, staff logistics, event registration and volunteer coordination.
- They used a google form for an electronic sign up which allowed for real time data regarding the number of registrations.
- The event summary:
 - 453 applicants; Teen based 48%, Families 28.5%, Elementary/Middle School 79 applicants, Individual Professional 26 applicants.
 - Timeline:
 - Setup 6:30 a.m.
 - Check-in/Breakfast at 7:30 a.m.
 - Festival started at 8:00 a.m.
 - Recognition ceremony for non-competing members at 11:30 a.m.
 - Judging, entertainment and recognition ceremony at 2:15 p.m.
 - Cleanup at 3:00 p.m.
- Everything ran extremely smooth and they were on schedule the entire time.
- Recommended improvements in 2019
 - Minor changes in categories on application; some families had issues.
 - Create a site plan for the event space
 - Document all the organizations involved (Kiwanis or DPOA) and work to get more organizations involved.
 - Create a procedure to allow a variety of organizations to participate.
 - Created a procedure for organizations and local businesses to participate, like Pastels on the Plaza in Arcadia California. At this event business or organizations can purchase a square for the price of \$150 -\$250.00 and those funds will be used for prizes or supplies. Any business/organization that signs up will be paired with an artist.

2) Draft of the RFQ (Request for Qualifications) to create a prequalified artist list, so the City can begin to expend the public art allocations funds.

Ata Khan, Senior Planner, provided a presentation on this item.

- Background: The Art in Public Places (AIPP) program was established in 2011. From that came two key documents. 1) The Art in Public Places Manual; establishing policy and guidelines for how art in public places is run in the City of Pomona 2) added a code section

150924 to the Pomona zoning ordinance which codifies the requirement for public art for private development.

- There are two options for private developers if project is over \$750,000 or more than 10 units of multi-family; 1) install the art onsite or 2) make an “in lieu” payment equal to 1% of the value (i.e. \$2 million equals \$20,000) t
- The AIPP manual establishes an RFQ process to use the “in lieu fee” funds to create a short list or artist to be used to pursue public art installations around the City.
 - Eligibility – the language in this RFQ is tracking that AIPP manual in the code section
 - Location –reaching out the larger Pomona community, Los Angeles, Orange, Riverside and San Bernardino Counties.
 - The Los Angeles County Arts Commission provided RFQ samples and some of their best practices. They do national calls and statewide calls.
 - Staff felt that the county level call would cast a wide net to get a diverse application pool.
 - Type of Art – comes from the code section; its public and it must be artwork. Public being permeant displays of art that are accessible for public view on properties. Artwork is visual works of art, this is distinguished from performance, media or another cultural art.
 - Selection – there are different weighted categories:
 - Public Art experience (35%)
 - Approach (35%) - a written narrative of how the applicant will engage the Pomona community and stakeholders to produce their public art.
 - Fine Art experience
 - Project Management (least weighted) - The intent was not to disincentivize smaller artists without a vast array of project management experience, however, the project needs to be on schedule and on budget because these are public dollars.
 - The application – its straightforward, simple and includes:
 - A two-page narrative letter of interest is required itemizing how the applicant will meet each weighted category.
 - CV or Resume, max of three pages for each artist that would be involved.
 - Requested examples (digital images) with critiques.
 - 100-word narrative to provide context for representative art samples
 - Could be web form because of past success with Google forms as a free and efficient data tool.
 - Staff will establish an email account (i.e. publicart@ci.pomona.gov) and accept physical submissions at the counter as well.
 - Planning to host two workshops to go over the application guide and answer questions. One at City Hall here and the other location is to be determined. 4
 - The citizens advisory committee is tasked with artist selection. Staff will generate a forced rating sheet, with the weighted categories and ideally a three-member Ad-Hoc Committee would complete the score sheets (in a private process) and make a recommendation.

Senior Planner Khan finished by asking for feedback on the language in the RFQ from the Citizens Advisory Committee and the Cultural Art Commission. He stated a draft is ready now and staff is prepared to move forward. He spoke about doing heavy promotion of the RFQ and then discussing priority projects to use the “in lieu” fees.

Committee Member Quinones suggested recording the workshop to put it on YouTube or have it available to the public.

Staff and Committee members commented that is a good idea.

Committee Member Quinones thanked staff for their efforts. He expressed concerns the RFQ seems limited to college graduates that have experience. He suggested adding some flexibility. He asked if a high school graduate from the School of Arts in Enterprise that has the artistic skill but is a first-time public artist would be able to fill this application.

Acting Development Services Director Gutierrez replied she agrees and one of the priorities is to make the application user friendly and as accessible to all. She shared staff discussed if somebody under 18 was interested then would require a sponsor. She noted these are public dollars, so they would want to make sure those funds are accounted for.

Committee Member Quinones commented that since Pomona has the School of Arts and Enterprises, he would hope that the City is are doing what they can to produce community artists.

Chair Chris Toovey stated they have talking about using public arts funds in a more community minded way, so for smaller art projects the manual allows for those to happen through RFP's. He stated the RFQ process is a fast track process that assures the City and the Commission have artists that are qualified to do larger projects on a more complicated scale and that is something the City needs to happen for project like the underpass. He requested to see the draft of the RFP.

Acting Development Services Director Gutierrez replied they meant to attached it to today's agenda, they ran into some hiccups, they will be resending, and it is attached to the Cultural Arts Commission agenda.

Committee Member Joshua Swodeck spoke about distinguishing from performing media and cultural arts. He wanted to make sure they are not closing the gap on the possibilities of media being part of the visual arts. He asked if someone wanted to do rotating film on a wall in the future would they not be allowed to because its performing media. He suggested the language highlight what can be done without talking about what can't be done to allow artists a little more room to be creative.

Acting Development Services Director Gutierrez replied staff can expand on examples.

Committee Member Andrew Quinones commented through the Fairplex he has learned there is going to be a lot more digital art in the future that one can see with a tablet or our phone (digital invisible art).

Senior Planner Khan responded the language of artwork is being pulled from the AIPP manual, so that is a larger policy question. He noted they can contemplate this as part of the evaluation tool and if something is not explicitly prohibited it allows some latitude on the scoring, without saying it's not artwork.

Acting Development Services Director Gutierrez stated typically for RFP or RFQ's applicants can submit questions and those will be answered at these workshops. She requested to put the formation of an Ad-Hoc Committee on a future agenda. She noted that Ad-Hoc Committee will be responsible for scoring the RFQ applications.

Motion by Committee Member Andrew Quinones, seconded by Committee Member Joshua Swodeck, carried by a unanimous vote (4-0-0 1), to agendaize the creation of an Ad-Hoc Committee as it relates to scoring future RFQ's and RFPs.

Motion by Chair Chris Toovey, seconded by Committee Member Joy McAllister, carried by a unanimous vote (4-0-0 1) to recess The Cultural Arts Commissioner Advisory Committee and to convene to the Cultural Arts Commission Meeting beginning at 5:30 p.m., the Cultural Arts Commission Advisory Committee will reconvene to its regularly scheduled meeting after the recess of the Cultural Arts Commission to discuss and approve the remaining items on the agenda.

Acting Development Services Director Gutierrez reported the Cultural Arts Commission Citizens Advisory Committee recessed at 5:35 p.m. and will remain in recess until they come back from the Cultural Arts Commission.

ITEM I:
COMMITTEE COMMUNICATION:

Committee Member Andrew Quinones shared Chris Toovey and himself, as an Ad-Hoc Committee, canvassed downtown Pomona for possible murals locations for the Downtown Specific Mural Plan. He stated he can provide measurements and photos of those mural locations.

ADJOURNMENT:

Chair Chris Toovey adjourned the meeting at 6:07 p.m. to the regularly scheduled meeting of April 22, 2019 in the City Hall Administration Board Room.



Anita D. Gutierrez, AICP
Acting Development Services Director

Jessica Thorndike, Transcriber

The minutes of this meeting are filed in the Planning Division of City Hall, located 505 South Garey Avenue, Pomona, CA, 91766.