

UNOFFICIAL MINUTES
CULTURAL ARTS COMMISSION
MONDAY, JANUARY 28, 2019

ITEM A:

CALL TO ORDER:

The Cultural Arts Commission Citizen Advisory Committee was called to order at 5:45 p.m. by Commissioner Andrew Quinones.

ITEM B:

ELECTION OF OFFICERS:

Commissioner Quinones shared a Commissioner must be a member for at least a year to be considered for Chairperson. He stated that would exclude the three of the Commissioners presents, however, not from being a Vice-Chair. He reported Josh Swodeck and himself are interested in the position of Chair. He asked if anybody else was interesting in being Vice-Chair.

Motion by Commissioner Quinones, seconded by Commissioner Marquez, carried by a majority vote of the members present (4-2-0-1), to elect Josh Swodeck as Chairperson of the Cultural Arts Commission.

Aye (4): Commissioners Swodeck, Esparza, Batts, and Marquez

Nay (2): Commissioners Quinones and Leon

Motion by Commissioner Quinones, seconded by Swodeck, carried by a unanimous vote of the members present (6-0-0-1), to elect Andrew Quinones as Vice-Chair of the Cultural Arts Commission.

ITEM C:

SELECTION OF MEMBERS OF THE CULTURAL ARTS COMMISSION CITIZENS ADVISORY COMMITTEE

Acting Development Services Director Gutierrez read the bylaws; two years post.

Commissioner Quinones stated legally this is a two-year post and the Commission needs to revote.

Acting Development Services Director Gutierrez confirmed all six positions on the Advisory Committee would be open for reelection.

Commissioner Quinones suggested tabling this item to the next agenda because the position has not been publicly advertised.

Commissioner Swodeck agreed with Commissioner Quinones. He stated it would provide time for Commissioners to ask people if they are interested in being on the Cultural Arts Advisory Committee. He noted unless a person was present tonight, they would not be able to accept, so that would be a little awkward.

Chris Toovey reported a person must apply for this position and be vetted by seven people. He stated there are strict qualifications for an advisory committee member and advised the Commission to review the rules and regulations prior to asking somebody if they want to be on the Committee.

Commissioner Swodeck requested staff to email the Commissioners the application so they have a copy and understand background requirements before they approach people.

Chris Toovey requested a public review of the criteria for the advisory committee so the community present tonight understands.

Commissioner Swodeck read the criteria aloud “The Advisory Committee is responsible for reviewing and making decisions on conceptual design plans submitted by a developer or a project subject to the public art requirements. The Advisory committee shall ensure that all public art projects, meet the public criteria, guidelines for selection of an artist or artist team, artwork before submittal of the final design plan to the Cultural Arts Commission. Members of the Advisory Committee shall be appointed by the Cultural Arts Commission as follows: Appointment in terms of office, the Advisory Committee shall exist of seven voting members; three (3) members of the Cultural Arts Commission and four (4) Committee Members of whom have a background as an artist or arts professional. He stated the city will be accepting applications for four (4) positions from the public of the City of Pomona. He noted applications do not have to live in a specific area.

Commissioner Quinones replied that applicant do not have to live in the City of Pomona, it is a wider scope. He provided the example that an art teacher from the Pomona Unified School District who lives in Claremont could be on the Committee.

Motion by Commissioner Swodeck, seconded by Swodeck, carried by a unanimous vote of the members present (6-0-0-1), to table this item do the next meeting, scheduled February 25, 2019.

He requested staff will send an email to the Commissioners with the application and information for the Citizens Advisory Committee.

Commissioner Swodeck informed the New Commissioners that Chris Toovey is a great resource. He reported Chris assisted in writing policy and often assists when the Commission is deadlocked on spending money.

ITEM D: PLEDGE OF ALLEGIANCE:

Did not take place at this meeting.

ITEM E: ROLL CALL:

Roll was taken by Acting Development Services Director Anita Gutierrez

COMMISSIONERS PRESENT:

Commissioners Joshua Swodeck, Denise Marquez, Diana Batts, Andrew Quinones, Giovanni Esparza, Jessica Leon,

COMMISSIONERS NOT PRESENT:

Commissioner Venita Reynolds

STAFF PRESENT:

Acting Development Director Anita Gutierrez, Assistant Planner Sandra Elias, Assistant Planner Alina Barron.

ITEM F:
PUBLIC COMMENT:

Vicky Tessier, Pomona Unified School District Liaison and Visual and Performing Arts (VAPA) Teacher Specialist; spoke about the annual Chalk Fest event that happens in November and the annual Water Color Contest, that's sponsored by the Cultural Arts Commission. She shared this contest is usually voted on this month, but understands its not on the agenda. She asked the Commission if there could be an understanding to move forward with the Water Color Contest so she can inform teachers. She reported the Commissioner usually judge in April and artwork is exhibited in May at the dA Arts Center in Downtown. She stated the theme for the last few years has been student's choice; personal landscape or city landscape. She requested the item be added to the February agenda if the Commission is still interested in sponsoring.

Chair Swodeck asked his fellow Commissioners if they had a feelings one way or the other on the Watercolor Contest. He stated he is a fan.

Chris Toovey asked if the watercolors generated become the property of the City.

Ms. Tessier replied that was changed last year, when the Commission voted for the kids to get their Artwork back.

Chair Swodeck confirmed last year all the kids received their artwork back so they can put it in their portfolio. He noted the winners also received their check and awards.

Chris Toovey commented the City was acquiring an incredible inventory of Artwork since the early 1990's.

Ms. Tessier offered to provide the Commission with a presentation about the event she so they can have the information in front of them.

Duane Smith, Pomona Public Library Board of Directors President; stated he was not officially authorized to speak on behalf of the Board, but in here representing himself. He expressed concerns that the library mural project would be forgotten with staff and commissioner changes. He reported the Cultural Arts Commission sent the project to the Citizens Advisory Board who reviewed it in November along with several other projects. He shared the mural was listed as one of the top three priorities. He stated previous staff told him the RFQ would be out by now. He requested this item be added back on the agenda and become a priority because it is a wonderful opportunity for the City.

Acting Development Services Director Gutierrez responded that she understands the mural is a pressing project that is high on her priority list. She spoke about movement of the arts dollars and her goal is within to bring something back to the Commission for discussion in the next very few months.

Bree Hsieh Library Foundation, shared that the Library Foundation had the idea for a poet laureate program; where a person who is chosen to represent poetry and provide entrance into that art form for the community. She spoke about poetry as an art form and asked if this would be something the Commission would be interested in supporting. She stated she could be a point person and use Library Foundation monies of approximately \$1,000 per year, because it's an honorarium for the selected person.

Commission Quinones asked what the Commission can do to help.

Ms. Shay replied they would need a Commission body, comprised of a few people willing to hold and run the program with the Library Foundation as the granting organization. She noted the group should be connected to a Commission so that its affirmed by City Council and the Mayor in that totality of Pomona leadership.

Chair Swodeck commented he has spoken to Ms. Shay previously and thinks it's a very interesting idea for the Commission to be a part of as ambassadors for the arts within in Pomona.

Chris Toovey suggested running it like the watercolor contest, in conjunction with Pomona Unified School District and the City.

Ms. Shay replied they could partner with Pomona Unified SD, however, they are also looking for adults who have graduated poetry is their profession as an artist.

Chris Toovey suggested checking in with John Brantingham and Mic & Dim Lights at the dA Center for the Arts.

Ms. Tessier shared the District has a poetry contest and this connection would be cool.

Commissioner Batts responded she would very much like to be involved as she has published four poetry books.

Ms. Shay requested the Commission to put together a group that can act and respond to her.

Chair Swodeck requested that this item be added for discussion at a future meeting.

ITEM G:
PUBLIC HEARINGS:

G-1 PUBLIC ART MURAL PERMIT (PUBART 10383-2018) TO ALLOW THE INSTALLATION OF AN ARTIST'S RENDITION OF CUAUHATEMOC AND THE PREGNANT VIRGIN AT 115 W. SECOND STREET.

Sandra Elias, Assistant Planner, provided a presentation on the item.

Acting Development Services Director Gutierrez reported the item was approved by the Cultural Arts Advisory Committee with the condition to include a sacrificial graffiti coat.

Commissioner Esparza commented Montana paints have a protective coat in them, they are a very high-quality paint and are used in his art gallery often. He noted the paint is known to last ten plus years with weathering.

Chris Toovey asked if or when the mural is painted over with some other product (i.e. spray paint), how is it removed.

Commissioner Esparza responded by power washing or the Downtown Pomona Owners Association has a special spray they use, and it comes off easily.

Chair Swodeck confirmed there were no speaker cards. He asked for Commissioner questions or comments. He reported Rick Garcia the restaurant owner had to leave after the last meeting, however, Kathy Tessier the property owner is present to answer questions.

Commissioner Marquez asked if the artist is willing to come back and repair if there is any damage or graffiti to the mural during its lifespan.

Chair Swodeck replied yes, the artist has agreed to do touchups for up to five years.

Ms. Tessier responded the contract for the school stated the property owner was responsible for the maintenance and upkeep.

Commissioner Marquez asked about Día De Los Puercos lease. She commented they seem invested in downtown and relocated from Covina.

Ms. Tessier replied it's a five-year lease; a three-year firm with two years renewable. She stated as property owner would end up ultimately being responsible if it must come off.

Chair Swodeck commented the mural has cultural relevance to the community and so he feels whether the restaurant is there or not the community can find relevance.

Commissioner Esparza asked when the last time was another mural was brought up on Downtown Pomona for a permit.

Chair Swodeck deferred to Chris Toovey.

Chris Toovey responded it has been about nine years for a fine art mural.

Commissioner Esparza asked what makes art, fine art.

Chris Toovey responded that it's not an advertisement.

Chair Swodeck commented 20-30 years ago fine art had a different definition; now that we have had multiple graffiti shows at MOCA and pop art shows, the idea of what art has been redefined.

Chris Toovey added it also had to do with longevity and staying power; like the murals that have gone up already are part of the personality of the City and that what makes them fine art.

Commissioner Batts commented when the mural by Miripolsky went up outside of the middle school on main street they had office workers saying they couldn't stand to work across the street from it; and then all the City of Pomona marketing documents featured the school, therefore you have a varied values of fine art from shocking color forms to the Chicago mural which was considered Avant Garde.

Chair Swodeck spoke about there being numerous public art pieces going up throughout the City and the downtown specifically for a period of time, however, not as many going into other areas, so the focus over the last five-six years has really been how to reach south Pomona and other areas to make sure art is in all the communities and not just the downtown hub.

Commissioner Esparza asked if there was a list of Pomona's murals.

Chair Swodeck replied there is a registry, created last year, that staff can email to him.

Acting Development Services Director Gutierrez stated she will send the list to all the Commissioners

Commissioner Esparza asked if there was a list of the murals in downtown.

Commissioner Esparza replied the list includes these, as well as, the artist and dates.

Chris Toovey shared they are working on a tour; Commissioner Esparza voiced supported for a guided tour during the art walk.

Chair Swodeck asked Commissioner Esparza If he wanted to add this as a discussion item to the agenda for the next meeting.

Acting Development Services Director Gutierrez clarified the agenda item.

Commissioner Batts commented there are also busses that hire out to do tours that should be included in this idea.

Chair Swodeck replied to Anita to call it a “public art tour” as a discussion item on next months’ agenda; He asked if there were any remaining questions or comments about the Día De Los Puercos mural.

Motion by Commissioner Swodeck, seconded by Marquez, carried by a unanimous vote of the members present (6-0-0-1), to approve Public Art Mural Permit (PUBART 10383-2018) to allow the installation of an artist’s rendition of Cuauhtémoc and the Pregnant Virgin at 115 W. Second Street.

ITEM H:
NEW BUSINESS:

None

ITEM I:
STAFF COMMUNICATION:

Acting Development Services Director Gutierrez stated she knows there is a lot of work to be done on the Cultural Arts here in Pomona and she is excited to work with everyone to make that happen.

ITEM J:
COMMISSIONER COMMUNICATION:

Commissioner Esparza suggested hosting a Pomona Goddess Day. He stated the City did have one a while ago, but it faded away. He recommended that the businesses associated with the Art Walk could do a rendition of the Pomona Goddess.

Commissioner Quinones suggested connecting with the Downtown Pomona Owners Association to get the word out. He spoke about utilizing the AIPP funds to create a fiber glass rendition of the Pomona Goddess

that could be replicated and then painted by a variety of artists (like the Angels in L.A.) and have these installed throughout the causeways of Pomona.

Commissioner Esparza shared Joe Ded, a resident artist of Pomona, is working on a rendition for the Pomona Goddess right now. He stated he would bring something to our next meeting to share what is happening.

Acting Development Services Director Gutierrez clarified Commissioner Esparza would like to Pomona Goddess Day put on the agenda as a discussion item.

Commissioner Esparza replied yes, he is interested in hearing from his fellow Commissioners.

Chair Swodeck requested each Commissioner provide an introduction with the background of what they each do in the community.

Commissioner Esparza shared he is the owner of the Gallery located in downtown Pomona. He stated he is involved in cultural arts events, non-profits, murals, and anything that has to do with Urban, Contemporary, Pop, or Graffiti Art.

Commissioner Leon shared she currently works with the School of Arts and has some insight on what the students are working on, as well as, she also hosts an art workshop at the Pomona Public Library, called Teen Art.

Commissioner Quinones noted Commissioner Leon was also a former youth commissioner for the City of Pomona.

Commissioner Batts shared she is a writer and poet with four published books. She spoke about having one of her books currently being read by a well know actor and producer. She shared has also been a gourd artist, since 2002, participating in the Claremont Village Venture every year. She spoke about being told he work wouldn't fit in at the Saturday Walk and so her goal is to recognize Pomona artists, no matter what kind (drawing, writing, painting, etc.).

Chair Swodeck commented they are the Cultural Arts Commission and connecting the cultural aspects of the community is very important. He shared he is Navajo and has had several discussions with the indigenous peoples in the area. He reported there are a lot of tribes and a lot of history in Pomona. He welcomed Commissioner Batts and shared the Commission is inclusive of all the arts and comes together to speak for the art in the community.

Commissioner Marquez shared she was born and raised in the City of Pomona and she loves her City. She commented she is excited to work with everyone to have art around our city and in our events that represent the melting pot that is Pomona. She encouraged her fellow Commissioner to bring ideas, because they will try to make them happen and are in inclusive group. She commented this mural on Día De Los Peurcos really speaks to her and her culture, because she is very proud of being a Chicana and a daughter of immigrants from Mexico. She noted she is not artistic but has art in her heart and a major appreciation for people who have an idea in their head and can put it into a mural or a poem.

Chair Swodeck reported he has been on the Commission for two years and an art advocate for many years with Art for All, Art for L.A., serving on NEA panels. He shared he was the PTA Art Ed chair for years and

is now the legislative chair. He stated he has a great family; a wife of 16 years and a couple kids. He commented he loves being here and it's one of his favorite Commissions.

Vice-Chair Quinones reported he runs a non-profit, called the Service Corps in Pomona and has two little kids. He shared he is a community Artist and muralist and involved in a lot of different groups in Pomona (Pomona Promise, Passion of Pomona, and Rotary). He commented he likes to see ideas move forward.

Commissioner Marquez requested to revisit the repairs to the Pomona Goddess mural and have this item added to the next agenda. She reported it was on a to do list, however, she doesn't see it list under old business anymore. She commented the mural is super important for Pomona. She requested to revisiting the other projects, such as the restoration of the downtown Pomona fountains, the Garey Avenue underpass, the restoration of the mosaic panels at the SAE, rehab of Van Marendero and the Tony Serta mural. She commented she keeps agendas and wants to make sure they are using the money they must put art in the community.

Acting Development Services Director Gutierrez asked the date of this agenda.

Commissioner Marquez replied June 2017; Acting Development Services Director Gutierrez confirmed all the items mentioned were on that agenda.

Chair Swodeck informed staff that previous agenda had an old business a list. He noted some items had questions for legal counsel and others had to go through planning (Van Marendero mural). He provided the whole list and shared it was condensed.

Acting Development Services Director Gutierrez asked if the Commission like to see all these items on the next agenda.

Chair Swodeck replied all these items were brought onto previous agendas however because of the craziness of the last year and half, these items were sidelined. He reported October 2018 they prioritized the items, selecting the top five priorities based on items that could be handled quickly.

Acting Development Services Director Gutierrez asked if all these projects involve using arts money.

Chair Swodeck replied many of them do because they have existing larger projects that are on the registry, like Envision the future, the Pomona Goddess and The Plaza.

Acting Development Services Director Gutierrez stated one of her priorities is to find a path forward to use those dollars. She may not have answers right away, but she thanks the Commission for bringing these to her attention.

Commissioner Marquez reported Chris Toovey put a lot effort in making the registry and documenting the art around Pomona. She commented the registry was a prerequisite for the Commission to be able to use that money; so now the registry has existing for months there is no excuse.

Chris Toovey shared he is preparing a report that covers all the stumbling blocks the Commission has run into on these projects.

Commissioner Marquez stated she understands that some items require more and encouraged prioritizing by what is realistic and feasible. She noted the fountains had an issue with Public Works, but there are many other items they can do.

Commissioner Quinones reported there is money right now that is available right now, in a bank account that's collecting interest and legally speaking, there could be repercussions if the Commission doesn't use it within five years. He noted they are on year two. He suggested creating a pie chart to allocate funds to specific areas (new murals, restoring murals, sculptures, etc.). He expressed concerns that without a chart the Commission might vote to approve \$100,000 to fix one mural when the City could install twenty smaller murals for the same amount of money.

Acting Development Services Director Gutierrez agreed and stated part of moving forward is to discuss how to use those funds and about prioritization. She commented the manual doesn't say anything about prioritization of projects, therefore she expects that to be a huge discussion.

Commissioner Quinones suggested creating a volunteer position of a community art curator, who could start moving the City art that is in storage or buildings into different community spaces on a rotation. He spoke about putting together a festival of cultures and faith and asked if this Commission was the correct body to move forward Citywide festivals.

John Clifford, Director of Historical Society of Pomona Valley, mentioned the Historical Society of Pomona Valley is hosting Fiesta Days in March at the La Casa Primera. He shared he is also currently working with the Library to resurrect the play a Shield of Palomares, which has a lot of historic significance and took place at that site. He expressed concerns about competing cultural festivals.

Commissioner Quinones agreed that there is already many great things going on in Pomona and the Commission wouldn't want to distract from those. He suggested having a list of everything going on in the City. He spoke about supporting what's happening and creating some new content where there is none.

Commissioner Esparza asked if there was a way to create a list of all the events that are happening in Pomona and get it to the businesses in Pomona.

Commissioner Quinones replied Pomona Promise is trying to create some sort of survey to try and gain a better understanding of all things going on.

Chair Swodeck replied there has been a lot of communication about doing a list but the challenge is there is not a staff person who can retrieve that information. He suggested the people who have the information be trained or that the Commission send any information they find to one location. He reported he added everyone to the Commission Facebook account. He spoke the Commissioners being advocates for the Arts and to feel empowered to share items they find interesting that have to do with the arts.

Acting Development Services Director Gutierrez commented the Commissioners do need to be careful not to get in discussions with quorum issues on social media.

Chair Swodeck encouraged everyone to read the Brown Act to understand what the guidelines are. He commented it is not as scary as some people think and there is a lot you can discuss and engage with in the community.

Commissioner Esparza shared the artist that painted the electrical boxes in the downtown is a resident artist at his gallery. He asked if there would be a way for this artist to change them.

Chair Swodeck requested adding a discussion in the next two months, about work that has been put up that's not on the registry and about bringing in work that has been put up in the community illegally. He spoke about being able to protect things that already exist the correct way.

Commissioner Esparza suggested the electrical boxes could be changed during the Art Walk, so there would be an actual artist painting during the event.

Commissioner Quinones responded another way the electrical boxes could be changed is during Pomona Beatification day. He shared artist can paint in ghte Downtown area if they submit a project. He commented this would avoid getting Planning and Legal involved, as long the Planning Committee says it's a viable project.

Chair Swodeck replied if it's a project that's not attached to building than the Commission can advocate for it.

Commissioner Esparza suggested having at least 2-3 artists doing something live on a large panel at Art Walk.

Chair Swodeck asked if Commissioner Esparza knew of any galleries that would be willing to host his idea.

Commissioner Esparza replied he is willing to do it but doesn't want the Police to come and would want permission beforehand.

Chair Swodeck shared a story the Commissioner Esparza hosted a Rick and Morty themed art show where about 2000 people showed up to his 400 sq. ft. gallery. He continued people were wrapped around the street so the Police showed up and he was called to help, so they had to figure out how to move the line across the street and sent people over in groups of 10.

ADJOURNMENT:

Chair Swodeck adjourned the meeting at 6:56 p.m. to the regularly scheduled meeting of February 25, 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.