

UNOFFICIAL MINUTES  
CULTURAL ARTS COMMISSION  
MONDAY, FEBRUARY 25, 2019

ITEM A:

CALL TO ORDER:

The Cultural Arts Commission was called to order at 5:44 p.m. by  
Chair Joshua Swodeck

ITEM B:

SELECTION OF MEMBERS OF THE CULTURAL ARTS COMMISSION CITIZENS ADVISORY  
COMMITTEE

Chair Swodeck requested to split the vote for this item; one vote for the Commissioner Member vacancy and then another vote for the four citizen vacancies.

Acting Development Services Director Gutierrez stated the Citizens Advisory Committee is comprised of seven (7) members; three (3) Commissioners and four (4) members of the public. She stated there is currently there one vacancy for a Commissioner and four spots eligible to be renewed for the members of the public.

**Motion by Commissioner Reynolds, seconded by Commissioner Esparza, carried by a unanimous vote of the members present (7-0-0-0), to split the voting process for Cultural Arts Commission Citizens Advisory Committee**

Chair Swodeck asked which of his fellow Commissioners were interested in being apart of the Citizens Advisory Committee.

Acting Development Services Director Gutierrez stated currently Chair Swodeck and Vice-Chair Quinones are serving.

Commissioner Esparza stated he was interested.

Vice-Chair Quinones asked staff to read the rules and responsibilities.

Acting Development Services Director Gutierrez replied the Citizens Advisory Committee is responsible for mural permits and reviewing artists/artwork that is to be paid for from the public art fund. She stated the Committee provides recommendations to the Cultural Arts Commission and will be very involved with the upcoming RFQ as sub-committee to score applications.

Commissioner Reynolds confirmed the open positions.

Acting Development Services Director Gutierrez stated there are four positions that should be represented by members of the public and one vacant position to be filled by a member of this Commission.

Chair Swodeck stated they have one volunteer. He asked if anybody else wanted to volunteer. He stated the meetings are at 4:30 p.m. before the Cultural Arts Commission meetings.

**Motion by Chair Swodeck, seconded by Commissioner Marquez, carried by a unanimous vote of the members present (7-0-0-0), to make Commissioner Esparza a member of the Cultural Arts Commission Citizens Advisory Committee.**

Chair Swodeck asked Acting Development Services Director Gutierrez for the verbiage to continue.

Acting Development Services Director Gutierrez advised Chair Swodeck to entertain a motion to recess this meeting until after the Cultural Arts Committee has been able to hear their item.

**Motion by Vice-Chair Quinones, seconded by Commissioner Batts, carried by a unanimous vote of the members present (7-0-0-0), to recess the Cultural Arts Commission, until the Citizens Advisory Committee adjourns.**

Acting Development Services Director Gutierrez asked the Commissioners to step out of the room while the Citizens Advisory Committee hears their public hearing item.

**The Cultural Arts Commission recessed at 5:51 p.m.**

**The Cultural Arts Commission reconvened at 6:08 p.m. to Item E: Public Comment.**

**The Cultural Arts Commission returned to this item after Item E: Public Comment**

Chair Swodeck reported they have four vacant public citizen positions and four applications.

Acting Development Services Director Gutierrez clarified three applications were previously received and one came in this evening.

Chair Swodeck added Chris Toovey and Joy McAllister have both shown interest in continuing to serve on the Citizens Advisory Committee.

**Chair Swodeck opened public comment.**

Doug Dorado, shared he is one of the Citizen Advisory Committee applicants and is here to answer questions.

Vice-Chair Quinones asked Mr. Dorado about his art experience.

Doug Dorado replied he was on the Cultural Arts Commission ten years ago and served on the Vehicle Parking District Board for a few years. He stated he hasn't done anything with the City for the last two years and felt this was an opportunity to come back. He noted he was on the Cultural Arts Commission when they approved the Art in Public Places Plan.

Vice-Chair Quinones stated he knows the other two applicants have a lot of experience within the art world. He asked Mr. Dorado if he has a similar background.

Mr. Dorado replied he is not an artist; he is somebody in the City that enjoys artwork and is interested in making the Pomona a better place visually.

Vice-Chair Quinones stated the Citizens Advisory Committee's main role is to serve as technical advisors, so Committee members must have some type of technical background or understanding.

Acting Development Services Director Gutierrez clarified the only requirement for the members of the public position on the Citizen Advisory Committee are four categories one must fit into; 1) Resident of

Pomona, 2) Pomona business owner, 3) City of Pomona employee, or 4) Board/Active member of a non-profit in Pomona; any one of these categories makes a person eligible to be a member of the Committee in a public spot. She stated there is no requirement for a specific art background.

Chair Swodeck read aloud from interest form "The Advisory Committee consists of seven voting members; four of the voting members are members of the community, three of those of whom have to have a background as an artist or arts professional, the remaining three members are standing Cultural Arts Commissioners". He stated out of the four community members, three must have an arts background, however, one community member does not have to.

Chair Swodeck opened discussion on the applicants; 1) David Oliver (a.k.a. Judah), 2) Nancy Tessier, 3) Doug Dorado, 4) Marco Argote and stated Chris Toovey and Joy McAllister would like to continue serving, totaling six potential for the four public spots.

**Motion by Commissioner Batts, seconded by Vice-Chair Quinones to add Chris Toovey to the Cultural Arts Commission Citizens Arts Committee.**

Commissioner Marquez recommended including both Chris Toovey and Joy McAllister in the motion because they are heavily vested in the Cultural Arts Commission and haven't been able to move things forward in their time served. She commented the RFQ will finally get art out in Pomona and it would be a shame for them not to be able to provide input.

Commissioner Batts updated her motion to include Joy McAllister.

**Motion by Commissioner Batts, seconded by Commissioner Marquez, carried by a unanimous vote of the members present (7-0-0-0), to add Chris Toovey and Joy McAllister to the Cultural Arts Commission Citizens Arts Committee.**

Chair Swodeck opened discussion for the two remaining spaces on the Citizens Advisory Committee. He commented he knows each applicant personally or he has seen them in the community and there are no bad choices.

**Motion by Commissioner Reynolds, seconded by Commissioner Leon, carried by a unanimous vote of the members present (7-0-0-0), to add Nancy Tessier to the Cultural Arts Commission Citizens Arts Committee.**

Vice-Chair Quinones stated he likes Mr. Doug Dorado's history and imagines he would be vested and show up because he is here today.

**Motion by Commissioner Reynolds, seconded by Commissioner Esparza, carried by a unanimous vote of the members present (7-0-0-0), to add David Oliver to the Cultural Arts Citizens Arts Committee.**

Prior to voting Commissioner Leon asked her colleagues for more information on David Oliver.

Chair Swodeck replied he has known David Oliver for almost ten years and he's a gifted artist, advocate, and poet. He noted David is being discussed for the poet laureate program. He shared David has a love for the arts, was at one point homeless but now owns his own Gallery, as well as, teaches poetry and art at Pitzer, Scripps, Cal Poly; the Prison and Pomona, Montclair and Ontario school districts. He noted David is an exceptional young man who is committed to the community.

Commissioner Reynolds agreed with Chair Swodeck. She stated she has known Judah (a.k.a. David) for a long time and he has street cred as well as a huge love for Pomona and that is why she nominated him.

Acting Development Services Director Gutierrez stated she will reach out to the new members.

ITEM C: PLEDGE OF ALLEGIANCE: Chair Joshua Swodeck led the flag salute.

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

COMMISSIONERS PRESENT: Chair Joshua Swodeck; Vice-Chair Quinones; Commissioners Jovani Esparza, Jessica Leon, Venita Reynolds, Diana Batts, Denise Marquez

COMMISSIONERS NOT PRESENT: None

STAFF PRESENT: Acting Development Director Anita Gutierrez, Assistant Planner Sandra Elias, Assistant Planner Alina Barron, Senior Planner Ata Khan, Planning Technician Carlos Molina

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ITEM E:  
PUBLIC COMMENT:

**Chair Swodeck requested to move this item ahead of the completion of Item B.**

**John Clifford**, Library Board Trustee and Library Foundation; as a Trustee asked if the Library Board would see follow up on the Library mural he spoke about at the previous meeting. He stated he hopes it doesn't get behind the RFQ process because then it will take months and they would like the project to be moving along faster than that.

Vice-Chair Quinones asked if they had the theme and muralists lined up.

John Clifford replied, no, they came to the Cultural Arts Commission to find and identify the artist. He shared they discussed a basic theme; nothing commercial, something community inclusive.

Acting Development Services Director Gutierrez clarified that this project would be using the public art funds. She stated if so, the City needs to have an RFQ to generate a list of artists per the arts manual.

John Clifford replied three months ago he was told an RFQ was going out in a month.

Acting Development Services Director Gutierrez replied she understands, but an RFQ never went out. She noted that is why it has been her priority to push getting an RFQ out.

Vice-Chair Quinones asked if this project was already approved.

Acting Development Services Director Gutierrez replied she doesn't know. She began researching cannot confirm it was approved.

Senior Planner Khan stated it wasn't approved at that meeting, it was just a presentation. He noted staff were under the same conundrum about a lack of an RFQ.

John Clifford stated the pre-committee made the recommendation, but they didn't have a quorum at the Commission level and then there wasn't another meeting for a couple of months. He noted they were told it was going to be approved.

Acting Development Services Director Gutierrez suggested agenizing this project as a discussion item for a future meeting so that staff can bring a report.

Chair Swodeck agreed and requested Acting Development Services Director Gutierrez add this to a future agenda for discussion.

John Clifford, as a member of the Library Foundation, asked if the the Cultural Arts Commission would like to work with the Library Foundation on a Poet Laureate program. He suggested the Cultural Arts Commission form a 2-3-person Ad-Hoc Committee do discuss asking the foundation for a grant for a Poet Laureate.

Chair Swodeck replied the Cultural Arts Commission expressed interest last month. He requested this item be added to the next agenda so the Commission can hear staff's recommendation on the best way to move forward.

John Clifford stated he heard in the pre-meeting that the public money is limited to visual arts. He noted this allows The Library foundation to fund another kind of art. He stated he is hopeful they can do that with other organizations within the City and use this as a template.

Acting Development Services Director Gutierrez confirmed they were talking about the Poet Laureate.

Commissioner Esparza asked where they want the mural to be located.

John Clifford replied it would be on the west wall of the Children's Room Library, which is open to the public.

Commissioner Esparza asked if an approval was required if someone donates the time and the artist.

Acting Development Services Director Gutierrez replied the processes per the Arts Manual state there is a provision for donations, that the art would need to get a valuation and the content would have to be approved by the Committee and the Cultural Arts Commission, as well as, City Council would have to approve use of the City wall.

John Clifford shared they have two large Millard Sheets painting on the walls currently that were donated to the library in 2002.

Vice-Chair Quinones stated a few Commissioners in the past have requested a guided tour of the library.

John Clifford replied he can give a tour of the public areas. He noted the archives are not typically accessible, however, there are items that would be of interest to Commissioners, such as a painting donated to the City by the Thai Ambassador.

Vice-Chair Quinones requested John Clifford help the Commission gain access to the items that are currently hidden.

John Clifford replied currently access is limited to the librarians. He shared he took the Board of Trustees into the archives because they have the job of maintaining them. He stated he might be able to arrange a tour; however, it is not encouraged.

Vice-Chair Quinones asked if the artwork is owned by the City or by the library.

John Clifford replied the Library is a department of the City, just like water and power. He noted the public or Commissioners are not allowed to go in certain water buildings.

Vice-Chair Quinones commented staff should help the Cultural Arts Commissioners gain access to known treasures so there is a better understanding of what exists in the City.

John Clifford replied he would be happy to do that if the Library allows it. He shared he was able to take a group of about ten people into the basement a week or so ago, three of which were council people.

Acting Development Services Director Gutierrez replied she can work with the Deputy City Manager to see if that's available and report back at the next meeting.

Chris Toovey stated last time the Poet Laureate was discussed he suggested it be handled like the water color contest, except he has now learned its intended for adults.

John Clifford stated they are looking for a professional Poet Laureate like other cities have, not a contest. He reported the Library Foundation has done research of what cities have one and the processes that they have used. He stated they really wanted an official City of Pomona Poet Laureate and found out Pomona had one years ago, Ted Pugh. He shared the Library wants to fund it with \$500 a year for two years.

Acting Development Services Director Gutierrez stated they have agreed to agendaize this for another meeting and can discuss further at that time.

**Margaret Aichele**, dA Center for the Arts; spoke about revisiting an approved mural at Tony Cerda Park. She shared she has a new rendering from the artist to reconsider and will work with the Advisory Committee to get this back on track. She reported she serves on the Cultural Arts and Equity Initiative and at their quarterly meeting Lucas Rivera (Fairplex) and herself realized that east of the I-605, west of San Bernardino, south of I-210 and north of the I-60 there isn't a center. She invited everyone to Art C3: Connect, Create and Collaborate on Friday, March 22 from 10:00 a.m. to 12:00 p.m. at the Fairplex. She shared Kristen Sakoda, the Executive Director of the LA County Arts Commission and Jennifer Kane, Executive Director of the San Bernardino Arts Connection will be there. She stated they need to start a foundation and she thinks Pomona should be at the heart of it as a leader and resource.

Commissioner Reynolds asked Chris Toovey if the artwork that John Clifford is referring to on the registry.

Chris Toovey replied the Zorens are not, the only thing from the library is the Goddess of Pomona statue.

Vice-Chair Quinones asked Chris Toovey if the Zorens were not on the registry because he didn't have access.

Chris Toovey replied there is access to special collections on Tuesdays.

Vice-Chair Quinones commented it would be important for someone like Chris Toovey or another Commissioner to have access to see the wider collection that may not be on the registry.

Chris Toovey suggested putting together a conservator of the collection.

Commissioner Reynolds requested to add this item to next meeting agenda. She stated she would like to know what it would take to add the Zorens and other pieces in Pomona's Library basement to the registry so there is an accurate accounting of all the art pieces in the City.

Acting Development Services Director Gutierrez replied she will find an appropriate future agenda to bring this item back. She stated the priority is getting the RFQ out.

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ITEM F:  
APPROVAL OF MINUTES:

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

Acting Development Services Director Gutierrez reported Bree Shieh's name was misspelled in the minutes and staff will correct.

**Motion by Chair Swodeck, seconded by Commission Esparza, carried by a unanimous vote of the members present (7-0-0-0), to approve the Cultural Arts Commission Minutes for the January 28, 2019.**

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ITEM G:  
PUBLIC HEARINGS:

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

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

Lila O'Leary, the applicant; shared this is her Girl Scout Gold Award project. She came to the dA Center with the idea and together they created a program which involved residents and citizens of Pomona creating

flower petals. She stated they designed the mural with those flower petals and hope to put in on the wall on a side of City Hall.

Commissioner Leon commented she thinks it's great and asked about the visibility from the proposed location.

Mrs. Lila O'Leary replied there are benches across from the proposed wall and the area is open to the public.

Chair Swodeck shared that since Civic Park has been cleaned up City staff, as well as, the public and people from the courts eat lunch on those benches. He commented it's become a nice quiet area with greenery and feels this mural project is a placemaking opportunity. He spoke about the power in the artwork created by families from the community having an emotional impact on City staff, the people who serve us on a regular basis.

Commissioner Marquez asked if the people that came up with the art pieces are going to participate in the mural or will an artist be duplicating.

Mrs. O'Leary and Chris Toovey replied the original designers will be invited to participate in the process.

Commissioner Marquez asked if there are any rules for liability because she knows that has come into question when doing community murals.

Acting Development Services Director Gutierrez replied once this is approved the item will go to City Council for approval for use of the building and liability waivers would be addressed at that time.

Chair Swodeck replied there is less of a liability issue with this project than a mural that's on a street, because its not in the way of traffic, nor will scaffolding be used. He noted this project would be easier to move forward on with minors.

Commissioner Marquez commented this is something they have been talking about for a while and it would be a good way to check it off the Commission's bucket list.

Commissioner Reynolds commented she likes it.

**Motion by Commissioner Esparza, seconded by Commission Quinones, carried by a unanimous vote of the members present (7-0-0-0), to approve Mural Permit (MURAL-11316-2019) to allow the installation of an artist executed community painted mural at 505 S. Garey Avenue.**

Acting Development Services Director Gutierrez informed Mrs. Lila O'Leary, the applicant, staff will work with her on the next steps.

Margaret commented the dA Center has all the requirements for the insurance so when non-professional artists come in and want to do something, they help be the vehicle.

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ITEM H:  
OLD BUSINESS:



**1. 2019 High School Water Color Art Contest (Theme & Park).**

Vicky Tessier reported she pulled the information from last year's water color contest and adjusted the dates.

Vice-Chair Quinones asked if this was on the agenda to be approved tonight.

Acting Development Services Director Gutierrez replied it's a discussion item and staff is looking for an action to approve the theme.

Commissioner Marquez asked where the award money comes from.

Vicky Tessier replied from the Cultural Arts Commission and the school sites provide the supplies (paper and mats).

Vice-Chair Quinones confirmed not much has changed other than updating the language.

Vicky Tessier replied the only thing has changed are the dates.

Acting Development Services Director Gutierrez confirmed the theme is still *My Pomona*.

Vicky Tessier replied that's what on the agenda. She reported last year they broke the theme into *My Cultural Landscape*, *My Personal Landscape* trying to give more creative license and encourage something besides iconic architectural structures (the Fox and the Casa Adobe).

Vicky Tessier replied submissions were all over the map and it was a good move.

Commissioner Esparza stated he likes it and commented everybody's Pomona is different.

Commissioner Marquez stated she likes it too, because she finds that if there are too many restraints in a theme it can discourage people because they can't think of something to submit. She commented it worked out great last year with a lot of variety.

Vicky Tessier shared the teachers were requesting a rubric this year. She commented when money is attached to a contest folks often question how judging happens and each contest she researched had a rubric to guide the students and the evaluators. She provided an example to the Commissioners from CAEA (California Arts Educators Association). She shared in the past the judging was done in a Commission meeting with sticky notes and based on personal preference. She stated the teachers would prefer if visual artists were the judges. She noted she is not advocating for anything just passing along the feedback she received.

Vicky Tessier continued that the Commission also needs to decide if the Artist Statement is going to be a requirement. She shared in the past the Commission decided pieces could still be judged and win if they didn't include an artist statement. She shared that decision was made because some felt like the responsibility of that component fell on the teachers. She offered to visit each teacher and remind them if the Commission feels this should be required.

Chair Swodeck commented he loves the idea that anybody can participate, no matter if they are able to think about art in that capacity, however, he believes the Artist Statement adds validity. He noted

if the artwork is going into portfolio for college, beginning the process now elevates the quality of the work and may add value for the winner later.

Vicky Tessier commented that higher standard of adding a rubric is more of a time an investment on the Commission. She stated to judge with a rubric would take more than just the hour meeting. She stated if the Commission wants to change the process or ask visual artists to join the judging that's all addressable. She commented the judges naturally end up wanting to see originality, balanced composition, etc. and putting a rubric with those items will not hurt participation.

Chair Swodeck commented he would be interested in bringing in one or two professional artists from the community to judge and using a rubric to bring a higher caliber to the contest. He noted the Chalk Art Festival includes local artists and that's the only time they connect to the community on that capacity.

Acting Development Services Director Gutierrez asked if there was time to make changes because Vicky Tessier needs to get this out to the schools to advertise.

Vicky Tessier replied the teachers have been asking for information for the last month and she has told them they will be getting something tomorrow.

Commissioner Reynolds agreed with Chair Swodeck about forming an Ad-Hoc Committee to judge and supports keeping the Artist Statement. She commented she hates the Pomona "dumbing down" kind of syndrome and thinks they should keep it at the highest level. She suggested to form a separate Ad-Hoc Committee with those that have a tendency towards language or writing to look at the student's statements.

Commissioner Leon asked if the contest was only for current art students or for anyone from the high school.

Vicky Tessier replied its open to anybody, however, the information is put it out through the art teachers and each school site decimates it differently. She noted some art teachers make a schoolwide announcement, while others do not. She stated 90% of the applicants are currently in an art class.

Chair Swodeck replied since its open to the public high school age group the Commission could have a call for artists via Facebook or different sources to allow the entire community access.

Vice-Chair Quinones asked the age range includes GED students.

Vicky Tessier replied the age range is high school. She noted the Chalk Fest became a word of mouth event and now kids who aren't in art classes sign up.

Commissioner Leon stated she works with youth and has asked students who are not currently in classes if they have heard of the contest and they hadn't.

Commissioner Batts confirmed this is for high school students (private, public, charter) in Pomona and that high school is grades 9<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup>.

Vicky Tessier replied that is correct.

Chair Swodeck reiterated the Vicky Tessier is looking for direction. He asked the Commissioners if they felt they should continue as it was done before and keep it very loose or raise the bar by using a rubric and possibly bringing in professional artists as judges. He stated once that is decided Vicky Tessier can begin the process of letting all the art teachers and public know.

Commissioner Batts stated it would make the kids prouder of their work if it was judged by professionals.

Commissioner Marquez stated she supports the rubric and professional artist judges but is concerned about timing. She stated she doesn't know if they have enough time because teachers have been asking Vicky Tessier for information for a month and may become discouraged.

Chair Swodeck replied they have enough time because they can create a discussion item for next agenda create a sub-committee and let three Commissioners hash all the logistics. He stated they are not just tweaking the judging process; the work and dimensions will remain the same and they have a couple months.

Commissioner Marquez asked if Vicky Tessier if those details are asked for up front.

Vicky Tessier replied the next meeting is March 25, 2019 and then the April meeting is typically judging. She stated if she gives out information out tomorrow it should be complete.

Vice-Chair Quinones commented the rubric Vicky Tessier provided as a sample is fine. He asked if any of the Commissioners agree or disagree with using that rubric.

Chair Swodeck agreed it's a good rubric. He stated if they decided to move forward with the rubric, they could take a moment tonight to put a sub committee together and set a time for them to meet before the next meeting.

**Motion by Vice-Chair Quinones, seconded by Commission Reynolds, carried by a unanimous vote of the members present (7-0-0-0), to approve the 2019 water color event, as it has been presented, with a stipulation of putting together an Ad-Hoc Committee to address using a rubric as a judging element.**

Discussion ensued to clarify the motion and timeline for the Ad-Hoc Meeting.

Acting Development Services Director Gutierrez stated the Ad-Hoc wouldn't be report out until March 25, 2019.

Commissioner Esparza stated the rubric they have is pretty good already and confirmed it was used previously in different competitions.

Vicky Tessier replied it's the CAEA (California Art Educations Association).

Commissioner Marquez asked if they could make a motion to approve the guidelines with the stipulation of adding the CAEA Rubric.

Vice-Chair Quinones amended his motion.

**Motion by Vice-Chair Quinones, seconded by Commission Marquez, carried by a unanimous vote of the members present (7-0-0), to approve the 2019 Water color guidelines and theme as presented with the addition of the CAEA Scholarship Artwork Judging Rubric.**

## **2. 2018 Chalk Art Festival Summary Report.**

Carlos Molina, Assistant Planner, presented on this item.

- Held on November 10, 2018
- 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).
- Event preparation consisted of 4 meetings held on September 27, October 4, October 18 and November 8.
- Discussion topics included 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 form included category, school/organization information, teacher's name, t-shirt size, and waiver.
- Event data: 453 applications; displayed a pie-chart with the age breakdown.

Vice-Chair Quinones stated he remembers some of the people last year saying they signed up for the judging contest and didn't get judged. He asked how the Committee will do better with that this year.

Vickey Tessier replied volunteers go to every single square and ask participants if they want to be judged or part of a raffle. Those wishing to be judges get a cone and sometimes they forget to put out someone moves it. She stated they have checks in balances in place.

Acting Development Services Director Gutierrez stated a site plan would be helpful because they could number the sites.

Chris Toovey commented there were a couple people that didn't understand what judging meant.

Carlos Molina replied the volunteers went around to explain what it was, and people would decide yes because they wanted to win a prize.

Carlos Molina continued with his report:

- 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 around 1:30 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.

Commissioner Esparza asked about including food trucks. He suggested charging the trucks a fee and adding to student prizes.

Vicky Tessier replied the whole event is free. She stated the Kiwanis serve a complimentary breakfast (burrito and water) and later charge \$1.00 for a Hot Dog. She reported they just cover their costs and give the contest any proceeds.

Acting Development Services Director Gutierrez stated she doesn't think they got any money from Kiwanis this year, but they did in previous years.

Chair Swodeck replied they would need a food truck willing to donate and not charge the students.

Vicky Tessier commented how nice it was to have the Commissioners involved. She stated it was the twelfth year and like no other.

Commissioner Leon asked if the the family groups were able to be judged last year.

Vicky Tessier replied judging has always only been for high school aged and professional. She spoke about their being varying skill levels in the families; a multi-age group where one person is a professional and a mom with three, three-year-old kids. She stated the raffle for the families is a \$50 Barnes and Noble Gift Certificate. She noted the Commissioner could suggest changes.

Chair Swodeck spoke about being very open, not having any high schoolers in the first years of the contest but then that changed because they felt like they could compete. He stated if there was an elementary and middle school student who felt like they were at that level and they wanted to compete as an individual there are not any rules that say they can't.

Commissioner Leon asked if youth groups comprised of kids not in the same high school could participate as a group under the category of multi-family age.

Vicky Tessier replied yes if everybody in the group is high school age and want to compete, it doesn't matter where they are from, they are in the high school category. She shared they have people from all over (not just Pomona) to compete.

Chair Swodeck commented in the past everybody has been very open to working with exceptions. He stated they have rules to give structure but can be flexible.

ITEM I:  
NEW BUSINESS:

**1. Art & Public Places Pre-Qualified Artist List – Discussion.**

Acting Development Services Director Gutierrez reported on the Art in Public Places RFQ (Request for Qualifications). She spoke about using the Art allocation fund dollars. The pre-requisite to that is that we have a prequalified list of artists to use from. She is happy to present a draft to you. Presenting that is Ata Khan.

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

Vice-Chair Quinones stated the artists will need to have insurance and asked if the Commission is able to provide suggestions of where to get insurance.

Acting Development Services Director Gutierrez replied as a City they could not do that; discussion ensued about referring the artists to community art groups.

Commissioner Esparza asked if they are also looking at RFP's or is this process just for RFQ's.

Acting Development Services Director Gutierrez replied this process is just an RFQ. She stated an RFP would be if there was a specific project, site, or piece. She stated this process is to form a list of artists so that when the City has a site or project they can move forward quickly.

Commissioner Esparza suggested emailing the RFQ to all the artists that attend an event the Commission held at the Fox.

Acting Development Services Director Gutierrez stated instead of having to do individual RFP's for each project, the Commission can do several projects off the RFQ because they will have a list of 25-75 prequalified artists established. She stated when there is a project staff would send the scope of work to those preapproved artists. She noted having an RFQ doesn't preclude the City from doing RFP's in the future.

Commissioner Marquez commented if they can move forward with the RFQ process soon then the Commission can move forward with the Garey Underpass project.

Senior Planner Khan replied yes, staff would reach out the short list of artists with a project description and dollar amount and take in submittals for the Commission to review them.

Vice-Chair Quinones confirmed there is a draft of the RFQ.

Acting Development Services Director Gutierrez replied yes in the agenda packet. She stated she can also email it as a Word document or PDF so Commissioners can send comments directly. She reminded the Commissioners to reply singularly, not "reply all" because of Brown Act issues.

Acting Development Services Director Gutierrez reported her timeline is release the RFQ by mid-March/April. She shared the Citizens Advisory Committee will be voting on Ad-Hoc Committee members to be reviewers at their next meeting. She noted after this meeting staff will touch base with legal, and the draft has already been reviewed by purchasing. She stated if the Commissioners have a

comment, please return those as soon as possible. She stated once the RFQ is release the Commission will need to discuss prioritizing projects to use those dollars (geographically, by type, etc.). She reported she met with the Parks and Recreation Commission and they have some interesting thoughts on potentially being able to use these dollars for arts projects in the parks (i.e. basketball courts). She shared her response what that was not outside of the realm of possibility, however, this is an ongoing process and the Cultural Arts Commission's responsibility to identify what projects qualify. She noted there is not a lot of regulation in the arts guidelines about the types of projects, so theoretically an art project in the parks may be eligible, such as the backboard of the basketball court, but not the whole refurbishing of the court, or a park with a sculpture piece that's also a jungle gym.

Vice-Chair Quinones asked if this could be approved by the next meeting.

Acting Development Services Director Gutierrez replied staff were not planning on coming back for approval of the RFQ. She reiterated for comments to be made as soon as possible. She noted staff will come back for information on workshops. She stated one workshop will be held at City Hall and asked for suggestions for the second workshop location.

Senior Planner Khan requested everyone to market/advertise the RFQ on a social media, etc.

Chair Swodeck commented they have a substantial list of 66 artist names from the gathering they did.

Acting Development Services Director Gutierrez stated this item will be on the agenda next month as an update or asking for further direction.

Commissioner Reynolds asked where the Commission was on the agendized items from last year (i.e. the fountains).

Acting Development Services Director Gutierrez replied once the City is able use the funds the Commission will revisit that list and prioritize.

Commissioner Marquez thanked staff or their efforts. She commented she has been feeling very frustrated and has been vocal about it advocating for the arts.

## **2. Downtown Pomona Specific Plan Map – Discussion.**

Acting Development Services Director Gutierrez reported staff are in the process of updating the Downtown Pomona Specific Plan and there is a small component that applies to the Cultural Arts Commission that staff are requesting input on.

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

- The Downtown Specific Plan Update was initiated with a consultant back in 2015, and with staff turnover progress ceased. Staff over the course of the next 6 months plan to take this to all the Commissions and City Council.
- What is Specific Plan? A way to implement the policy and vision found in the Pomona General Plan.
- The existing downtown Specific Plan was adopted in 1994 (25 years ago) and it has been amended eight times between 1994 and 2013.

- The Cultural Arts component found current is called the image framework which briefly talks about wayfinding and urban design, referencing public art for consideration.
- One of the outcomes is that is now, 25 years later, staff are releasing RFQ's and the City will have money to spend on art.
- Recent updates; the Art in Public Places program since 2011 and in 2014 the General Plan is was updated.
- Staff are looking at update our entire zoning code, but more specifically the Downtown.
- In 2016, the City of Pomona received a metro grant for \$225,000 to support transit-oriented development. With a metro link station downtown walkability, pedestrian paths, cycling, multi-family development are encouraged. There is a mandate to update our plan to hit those goals.
- There has also been an ongoing community conversation on "placemaking" or activating vacant lots or Civic Center Plaza and other areas along Garey and Mission.
- The consultant, RM design, produced a draft with goals which staff are reviewing. The goals that relate to cultural arts include:
  - Incorporating entertainment and cultural uses
  - Land uses that create weekend and nighttime activity
  - A multi-cultural and mixed-use downtown that is resource efficient (walkable)
  - Increasing promotion events, food festivals, craft fairs, other temporary uses
  - Promoting the Arts Colony's mission and preserving that initiation of how the Downtown Specific Plan originated 25 years ago from the inception of an Arts Colony and promoting that vision throughout deployment.
- The draft is laid out as follows:
  - Introduction
  - Private Realm – private property; land use, urban form, etc.
  - Public Realms
    - Mobility – public works, a right of way, street scape.
    - Placemaking – here to discuss this tonight.
    - Infrastructure and Utilities – do we have the capacity to grow the way we want to grow?
  - Implementation – economic development standpoint; how do you implement all of these goals going forward as a City working together?
- Placemaking chapter includes:
  - Wayfinding – identifying arrival entry points, landmarks, plazas, signage, circulation that would help somebody from one part of downtown navigate through to the other side.
  - Streetscape – a tree palette (City Arborist is updating)
  - Furniture and lighting
  - Temporary uses.
- He spoke about Wayfinding and Streetscape as it relates to public art and looking at and to incorporate art in public places explicitly in this document to really have a presence in downtown.
- He shared there was a map generated in the 1994 plan that lays out different kinds of perimeter streetscapes and arrival entry points that they originally envisioned for the downtown.
- Staff are proposing some boundary adjustment to this, because there is a Corridor Plan; He walked through the tentative boundaries of the downtown plan. He noted it is shrinking a bit and generally identifying eight blocks west and east and three blocks north of the tracks and three blocks south of the tracks as the downtown. He noted it wouldn't include Civic Center Plaza or properties along Mission Blvd or Holt.



- He requested guidance from the Commissioner based on their experiences and estimates. He asked that they mark up this document and identifying where they want to see public art, where are existing opportunities to place murals, sculptures and where are appropriate destinations or placemaking opportunities, arrival/entry points, places for signage.
- He stated because of grant funding feedback is time sensitive.

Vice-Chair Quinones reported Chris Toovey and he had noted measurements and locations for murals, so he can easily submit at least 10 locations.

Chair Swodeck noticed AMOCA, the New Village and the Mission Promenade are not part of the downtown. He asked why they were cut out.

Acting Development Services Director Gutierrez replied those locations are in the Pomona Corridors.

Senior Planner Khan replied they want to have a downtown and but also respect the vision of the Corridors being its own development pattern and use pattern. He spoke about Mission Promenade facing Mission Blvd or a project facing Holt and there being a set of policies on how Holt and Mission need to develop (streetscape standards, right of way improvements and design guidelines). He stated they look at downtown as existing between those two corridors and having its own identity. He spoke about being able to walk across the downtown and placemaking opportunities.

Chair Swodeck expressed concerns about the P-Bid covering AMOCA and Village and there being a completely different specific plan. He spoke about walkability all the way to downtown from Holt, where they currently don't, but will 4-5 years down the road. He asked if that is something only considered as part of the corridor or does it make sense to pull AMOCA (an arts museum) because it has public art and doesn't look like a corridor type facility/building. He asked about the theory, because the P-Bid was beginning to see the vision of what that should look like and now staff are looking at the Specific Plan.

Senior Planner Khan replied Chair Swodeck has excellent points and exactly why staff are here tonight. He spoke about having a deeper conversation with P-Bid and having some congruence between what they are doing and what Pomona is are doing as a downtown. He stated there is a possibility that each of the different corridors have different segments and this segment is called Downtown Gateway and its distinct from South Garey which the Neighborhood Parkway segment is. He spoke about it being another opportunity to think about what the downtown gateways are calling for and make sure they are aligned with the downtown plan from the standpoint of signage, tree palettes, streetscapes, etc.

Acting Development Services Director Gutierrez commented there is more staff would like to do with the Downtown Plan and those interactions with the corridors, however, this is not necessarily the vehicle. She stated the City is limited because of the grant funding and the scope is very limited. She noted staff are making tweaks and pushing the boundaries here to incorporate placemaking and she has pushed the consultants to make changes, however, they are pushing back because of lack of money and time constraints for the grant. She agreed there is a lot more to do and encouraged more comments with the promise of more coming in the future.

Chair Swodeck asked if the owners of the properties (AMOCA, The Village) know that they are being cut out of a Downtown Specific Plan.

Senior Planner Khan replied he and Acting Development Services Director Gutierrez will follow up on that.

Chair Swodeck spoke about artist housing in the Arts Colony was writing in artist housing. He shared he there are no artists left in the Art District in Los Angeles, they were all give 60 day notices, but their art is on the walls. He commented in Southern California it's very limited where there is art on the walls and a community of artists, so that is something very special and unique to Pomona. He noted the Arts Colony will be celebrating 25 years in August and Pomona will be hosting its 250<sup>th</sup> Art Walk. He suggested tax breaks for the artists and spoke about protecting what's special in the community. He commented the Charles Group Project on Second street did not include any art elements and suggested adding something into the Downtown Specific Plan, that developers don't have the option to pay out the "in lieu" fee because they are in the Arts Colony.

Acting Development Services Director Gutierrez suggested making it a requirement or some burden on them to show why they can't.

Chris Toovey commented there was an original caveat to the Arts Colony that if you were to take up residence you had to be an arts related business and 50% of your space had to be up front.

Senior Planning Khan replied that the 50% front requirement is being carried forward. He clarified if you have ground floor retail the office must be on the rear 50% and they must have a relationship to each other. He replied to Chair Swodeck stated if the map is filled with landmarks, then when a developer comes in staff can highlight the design guideline and areas where art is a priority. He sated at a minimum it's a negotiating tool for the City Planners to say this is what the Cultural Arts Commission encourages art.

Acting Development Services Director Gutierrez replied she will send the map to the Commissioners.

Chair Swodeck commented originally the downtown specific plan was going to have an education element. He asked if that still included.

Senior Planner Khan replied the southwest and north side of the tracks is being proposed as multi-family residential, between Park and Palomares on the north side as highest density housing and then there is a central business district and the entirety of the south will be Western University as a mixed use institutional.

Chair Swodeck replied that's great.

Commissioner Reynolds asked about the high density.

Senior Planner Khan replied he will share the draft with density counts when its available. He stated anywhere from 80-100 units an acre with different story heights.

Commissioner Reynolds asked if they would be apartments or townhouses.

Senior Planner Khan replied it could be a combination, if a developer chooses to do condominiums, they would have to apply for a tract map and if they wanted to do apartments, they could do that as well. He spoke about exploring inclusionary housing with the consultant to add provisions or incentives for providing affordable units in any apartment projects. He noted the State has a density bonus.

Chair Swodeck asked about the possibility of doing a density bonuses or something similar for artists.

Senior Planner Khan replied he would research that.

Chair Swodeck commented it was very successful in Los Angeles until developers increased rent from \$3,800 to \$6,800 a month for a studio in a matter of two months. He commented while the City wants to build economy, they also want to make sure to protect the living Arts Colony.

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ITEM J:  
STAFF COMMUNICATION:

Nothing to report

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ITEM K:  
COMMISSIONER COMMUNICATION:

Vice-Chair Quinones requested a discussion regards to creating a pie chart of how to allocate the “in lieu” funds.

Acting Development Services Director Gutierrez replied the RFQ is needed first.

Vice-Chair Quinones stated there is \$1.6 million dollars and the Commissioner needs to decide how much to use to restore art, for new art and community-based art.

Chair Swodeck reported the Mayor brought to him a Utility Box project and he will wait for the RFQ. He shared Create California, the art education arm for all education in California, recently decided to work with the Parent Teacher Association’s and other groups to do a resolution stating support for art education and equity within the arts. He requested to add this as agenda item at the next meeting so the Commission can vote on it. He stated he will bring all the paperwork.

Commissioner Reynolds requested that the Cultural Arts Commissioners visit Hope for Home, Pomona’s homeless shelter, to see what can be done to add art.

Vice-Chair Quinones replied he will be at Hope for Home tomorrow if anybody wants to join him.

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ADJOURNMENT:

Chair Swodeck adjourned the meeting at 8:14 p.m. to the regularly scheduled meeting of March 25, 2019 in the City Hall Administration Board Room.

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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.