

UNOFFICIAL MINUTES
CULTURAL ARTS COMMISSION
SPECIAL MEETING – dA Center for the Arts
MONDAY, APRIL 8, 2019

ITEM A:

CALL TO ORDER:

The Cultural Arts Commission was called to order at 5:46 p.m. by Chair Joshua Swodeck.

ITEM B: PLEDGE OF ALLEGIANCE:

Chair Joshua Swodeck led the flag salute.

ITEM C: ROLL CALL:

Roll was taken by Development Services Director Anita Gutierrez.

COMMISSIONERS PRESENT:

Chair Joshua Swodeck; Vice-Chair Andrew Quinones;
Commissioners Jovani Esparza, Jessica Leon, Diana Batts, Denise Marquez

COMMISSIONERS NOT PRESENT:

Commissioner Venita Reynolds

STAFF PRESENT:

Development Services Director Anita Gutierrez, Assistant Planner Alina Barron, Senior Planner Ata Khan

ITEM D:

PUBLIC COMMENT:

Paul Roach, American Museum of Ceramic Art (AMOCA) shared the museum is happy to be a part of the City of Pomona and offered his assistance as projects come up.

ITEM E:

APPROVAL OF MINUTES:

No minutes at this meeting.

ITEM F:

PUBLIC HEARING:

No items.

ITEM G:

OLD BUSINESS:

No items.

ITEM H:
NEW BUSINESS:

1. Resolution to Adopt the Declaration of the Rights of All Students to Equity in the Arts Learning.

Development Services Director Gutierrez reported a letter of support was prepared on behalf of the Cultural Arts Commission.

Chair Swodeck shared several of the Cultural Arts Commissioners attended the Art C3 event at the Fairplex hosted by the dA Center. He reported the L.A. Arts Commission presented the Create California Resolution for Equity within the Arts, specifically arts within the K-12 students. He stated numerous students are not getting art education because of income and other socioeconomic rays. He reported it was suggested that the Cultural Arts Commission sign the resolution to note the importance of all students having access to the arts, no matter who they are, where they come from, or how much money they have. He noted the resolution is a statement on behalf of the Cultural Arts Commission to move this vision forward with hopes that school districts and other schools within the region see that Pomona took lead. He shared Pomona would be the first City to make a stand for this resolution, creating momentum within Pomona, Laverne, Claremont, Ontario, Chino, Chino Hills, Walnut and other surrounding areas. He noted when one looks at a map of who has done this in California there is a giant gap in this part of the Inland Empire.

Commissioner Marquez asked about the end goal and if this would encourage the local school board to add more funding to arts programs.

Chair Swodeck replied the Cultural Arts Commissions action is more ceremonial; however, if a school district decides to do the same it has more strength. He commented the Cultural Arts Commission doesn't oversee any district budgets or California funding, so the action is being taken to shed light on this important issue. He noted a lot of the Cultural Arts Commissioners work with youth and art equity is something that is important to everyone, so it made sense to be a part of this process. He stated its very similar to the Arts for All and Art for L.A. and is coming through Board of Education dashboard that looks at school's performance in arts and they are saying something is not working properly and looking for advocates to stand up and speak.

Commissioner Quinones asked if signing the resolution will help with grants.

Chair Swodeck replied possibly.

Motion by Commissioner Quinones, seconded by Chair Swodeck, carried by a unanimous vote (6-0-0-1), to approve the resolution to adopt to the Declaration of the Rights of All Students to Equity in the Arts Learning.

Aye: Commissioner Swodeck, Quinones, Esparza, Leon, Batts, Marquez

Absent: Commissioner Reynolds

Commissioner Batts asked if the resolution should pass by the City Council.

Chair Swodeck responded it would be wonderful to present this action to City Council, however, it's not required because the resolution is not changing law or doing anything money related. He spoke about the possibility of City Council signing it.

Development Services Director Gutierrez suggested a motion be made if the Cultural Arts Commission would like her to notify City Council and ask for their support.

Motion by Commissioner Batts, seconded by Chair Swodeck, carried by a unanimous vote (6-0-0-1), to approve the notification of City Council of the action by the Cultural Arts Commission to approve the resolution to adopt to the Declaration of the Rights of All Students to Equity in the Arts Learning.

2. Art priorities list – Discussion

Development Services Director Gutierrez reported this discussion will includes projects that have been previously been identified and a prioritization of those projects, so that once the Request for Qualifications (RFQ) establishes a short list of artists the City of Pomona is able to use the Art in Public Places Fund. She stated she compiled a list based on documents provided by Commissioner Quinones in no significant order. She noted there are a lot of murals and geographic location needs to be discussed. She reported she is hoping to have a clear list of priority projects by May or early June, so staff know where to go to first and can start spending dollars before the end of the year.

New Murals as discussed at previous meetings:

1. Garey Avenue at First Street Underpass

- Commissioner Quinones reported a vote was taken at a meeting less than two years ago to allocate \$600,000 for this project. He asked if the vote was still relevant or if the Commission would need to revote. He shared there was a small subcommittee that identified walls, light art and crosswalk art at Monterey and Second Street.
- Commissioner Marquez asked \$600,000 was what is needed or just what the Commission wanted to allocate.
- Commissioner Quinones replied he remembers it was for all three phases but can't confirm details.
- Development Services Director Gutierrez commented that would be a huge chunk of what we have available in the Art fund.
- Commissioner Quinones commented this is the reason he has suggested a pie chart.
- Development Services Director Gutierrez replied to Commissioner Quinones that this discussion is how staff will be able to create that chart. She stated once projects are prioritized staff can figure out what it is realistically going to take in resources.

Commissioner Esparza asked if they are taking a vote today for this item.

Development Services Director Gutierrez replied she hadn't intended there to be a vote today, just a discussion.

Commissioner Marquez commented they cannot vote on something unless they have a cost.

Development Services Director Gutierrez suggested the Commissioners take this information home and come back with detailed feedback. She noted staff doesn't want to be spend time getting cost estimates on all the entire list of projects, so a prioritization of actual projects is important.

2. 10 Freeway/White Avenue Underpass

- Commissioner Quinones asked Chair Swodeck if they voted to approve this item.
- Chair Swodeck replied here are numerous projects that the Commission showed interest on and voted for staff to move forward with an RFQ or RFP and staff did not do that. He stated for this project artists were putting something together.

Chair Swodeck noted there are projects that made it to this level and others that are just ideas. He suggested dividing the projects into two lists.

Development Services Director Gutierrez replied staff will need to rely heavily on his expertise to do that.

Chair Swodeck reported less than year ago the Commission went through a process of prioritizing lists and the outcome included six projects to move forward on.

Development Services Director Gutierrez replied she doesn't have the short list.

Chair Swodeck replied he will help staff figure that out. He noted the short list included projects the Commission really loved and want to move forward.

- Commissioner Marquez asked if the Fairplex was going to fund this project (10 Freeway/White Avenue Underpass) completely or partially.
- Chair Swodeck replied the Fairplex was going to do a match. He stated the project was ready to go. He spoke about research on using parachute material on the wall because the wall has ridges, like what they do in Philadelphia and other cities. He stated the Fairplex was going to allow painting in a warehouse to encourage artist community engagement and then they City would just be paying for the installation. He noted this would bring the cost down and then Fairplex was going to do a match on that lower cost. He stated the Commission made a lot of progress on this project.
- Development Services Director Gutierrez replied if this is something that the Commission still wants to move forward with, there is no reason why a specific RFP/RFQ couldn't be running simultaneously running with this RFQ to generate a short list of artists.
- Commissioner Quinones commented if would be ideal if they could welcome all our million visitors with that new mural in late August.

3. Creating of ten large public murals at ten sites throughout Pomona.

- Commissioner Quinones stated he suggested is that we involve the City Council members and the Mayor to offer up possible locations. To connect with our graffiti removal team to identify the hottest spots in Pomona that continually are tagged, so that we can replace that with a mural. We can choose ourselves, but it would be nice to involve City Council to get them excited about the prospects.
- Development Services Director Gutierrez confirmed Graffiti abatement sites; she stated that brings up another topic, what's going to be the mechanism to share that with the City Council members to get their buy in and community buy in, this is what the vision is to see these art dollars used.

4. Mural in Downtown Pomona Arts Colony

5. Sister City mural project

1. Commissioner Quinones shared that about two years ago somebody from the City of Medellín, Columbia government reached out asking if the City of Pomona wanted to participate in a sister city program. He stated the cities would exchange small teams of artists as a cross-cultural project; two cities changing through art. He noted Medellín is a transforming City from Pablo Escobar times in the 1980's and they have done a lot to increase public art throughout their city and are becoming a tourist destination.

6. Public Mural for Downtown Pomona

7. Purchase and Placement of historical mosaic mural arts

8. Tony Cerda Park Mural

- o Development Services Director Gutierrez noted the dA Center for the Arts has been involved with this project and there are some updates.
- o Margaret Aichele, from the dA Center for the Arts, reported the original project presented was approved by the Cultural Arts Commission to be funded, however, after that approval there was an issue with the subject matter. She stated the item has not been brought back for discussion on how to move forward.

9. Mural installation at Pomona Public Library.

- o Development Services Director Gutierrez reported memos exist from September 2018 with a cost estimate of \$20,000 for installation and completion of that project.

Mural Restoration discussed at previous meetings:

1. Officer Shaun Diamond Plaza
2. El Merendero Restaurant (north wall)
3. Mosaic Panels, created by students at the SAE
4. Removal of Kennedy Park murals
5. Repair of Cesar Chavez Park murals
6. Repainting murals at Kenney Park

Development Services Director Gutierrez commented this list related to what qualifies for a discussion of what is an art project and what is park maintenance.

Other Projects discussed at previous meetings:

1. Art Team provided at Arteco Partners

- o Commissioner Quinones reported that Arteco Partners will sponsor a mural on their building and came to the Commission with a proposal and cost. He stated he believes they were going to pay for it 100%.
- o Development Services Director Gutierrez replied that would just be a mural permit.
- o Chair Swodeck replied yes, it's a mural permit, but it's on Fourth Street so there was a question from on whether you could put a mural on the Primary Façade.

2. Purchase of placement of multiple large fiber glass molded statues of Goddess of Pomona.

Commissioner Quinones reported this idea was brought forth by Councilmember Rubio Gonzalez. He stated the idea included putting fiberglass statues of the Pomona Goddess painted by various artists at the entryways into Pomona, just like the angels in Los Angeles or cows in Wisconsin.

3. Artistly design paintings of major crosswalks.

4. The Kizh Nation interpretative Pavilion at Ganesha.

- Development Services Director Gutierrez reports she will be meeting with someone from the Kizh Nation next week to get an update on this project.
- Chair Swodeck added that Frank Lloyd Wright's son Eric Lloyd Wright is going to come out of retirement to do this project. He noted it will be a recreation of a Kizh hut.
- Development Services Director Gutierrez asked if there was a price associated with that.
- Chair Swodeck replied there was a full presentation that included a rough estimate but not a hard price.

5. Water Department, Civic Center Water Fountain and Reservoir; five along the frontage.

- Development Services Director Gutierrez reported the Water District put out a separate RFP out for the Civic Center water fountain. She stated her understanding is that a lot of water dollars will be used to pay, but some Art in Public Places money earmarked. She reported the RFP was broad, stating only that the fountain be left, therefore people could respond with ideas from drought tolerant landscaping to a grand art piece, so depending on what is proposed there could be a component that would be Art in Public Places eligible. She stated she will have something to report in the next thirty days.

6. RFP/RFQ subcommittee.

- Development Services Director Gutierrez confirmed there was a subcommittee for the White Avenue underpass, Millard Sheets Mosaic Arts and the Strategic Plan for the Arts Colony.

Chair Swodeck opened the public hearing.

Dwayne Smith, member of the Library Board of Trustees; stated that one year ago next month, the Library Board of Trustees took their first official action towards creating a mural in the Children's Room. He noted they have cost estimates and specifications have been developed for the mural with the aid of some Commissioners and the Library staff. He stated these lack two additional suggestions to continue one part of the color motif down the adjacent walls and that the color palette be chosen as soothing. He stated he hopes this project can be moved to the top of the list because they are ready to go, and this is a special project for a special clientele of the City.

Development Services Director Gutierrez requested comments from the Commissioners.

Commissioner Leon asked if there would be a way to incorporate other forms of art.

Development Services Director Gutierrez replied there certainly are and she thinks that should be part of the discussion about what the Cultural Arts Commission's vision is for using these art dollars, short term and the long term. She noted there is a lot of development coming to Pomona, so theoretically there will be additional funds.

Commissioner Quinones asked staff to clarify what type of public art the Art in Public Places funds (or in lieu fees) will cover. He noted it can't be used for performing art.

Development Services Director Gutierrez replied it's not limited to murals; its permanent public art.

Assistant Planner Barron read the RFQ defines public art "as any permanent display of artwork that is specifically designed to located on the site where it will be publicly accessible; it is not limited to, but will include murals, mosaics, sculptures, artist designed landscape features, streetscape features and earth works."

Commissioner Quinones asked what a streetscape feature is.

Assistant Planner Barron replied that the Cultural Arts Commission will have to set that definition because there are a few conflicting definitions within the Arts manual.

Senior Planner Khan commented a decorative bike rack would be an example.

Chair Swodeck asked if literary or cultural arts elements could be included in public art.

Development Services Director Gutierrez replied yes, they can have public art that has cultural or literary art elements.

Senior Planner Khan replied its also for restoration and maintenance of already owned public art by the City.

Commissioner Quinones suggested 30% of the pie chart go toward the restorations.

Development Services Director Gutierrez commented they will bring this item back for next meeting.

3. Update on Art in Public Places RFQ – Discussion.

Development Services Director Gutierrez reported the Request for Qualifications (RFQ) for prequalified artists is open until May 16, 2019. She shared the website address is www.pomonapublicart.org. She shared the first workshop is tomorrow evening, April 9, 2019 from 6:00-8:00 p.m. at the dA Center for the Arts. She noted staff will be answering questions on the applications or specific artwork from artists or other interested parties.

Commissioner Esparza asked what staff are going to tell artists who are currently on the registry.

Development Services Director Gutierrez replied the City doesn't have an existing registry.

Senior Planner Khan shared there was an artist gathering where they had 66 people sign up, however, a lot of those artists were not familiar with the public arts projects (artisans, jewelry makers, performers) and wouldn't qualify for the the RFQ.

Development Services Director Gutierrez reported staff sent the RFP to that list.

Senior Planner Khan noted staff have been collecting other artist lists from in and around the valley and will email them. He stated once the artists sign up for the fast track the Advisory Committee will do the vetting and make a recommendation.

Development Services Director Gutierrez clarified staff has the list of artists from Committee Member Toovey, and those individuals were included the public email blast for artists. She noted staff are also asking for Commissioners help to publicize. She reported staff will have a booth at the Art Walk, as well as, attended the Art C3 event at the Fairplex. She noted at the Advisory Committee discussed extend that deadline they feel they don't have enough submissions. She stated she will report back on at the April 22, 2019 meeting. She introduced Assistant Planner Barron and Senior Planner Ata Khan as the main contacts on this project, leading the day to day efforts, answering questions and running the website.

Assistant Planner Barron reported staff are actively reaching out to regional organizations including; the OC Arts Council, Spark OC, Riverside Arts Council, San Bernardino Arts Connection, L.A. Art Commission and are also reaching out to schools and universities with Arts Programs, including the CSU system, the UC system, local community colleges, as well as, private universities and the School for Arts and Enterprise. She stated further connections or additional organizations recommendations would be appreciated. She reported there is a separate application for minors (under age 18). She shared minors are required to have an adult sponsor who is an artist or arts professional, however, there are no limitations as to how many children one person can sponsor. She stated there is also an additional requirement of a sponsor statement which includes arts background and the reason for sponsorship.

Development Services Director Gutierrez reported the Advisory Committee appointed a Review Subcommittee consisting of Committee Member McAllister, Committee Member Tessier and Committee Member Oliver. She stated these individuals will be evaluating the artist applications and making a recommendation to the Cultural Arts Commission to decide on a final artist list.

Commissioner Quinones asked if the application also for Art Teams just for individual artists.

Senior Planner Khan replied for teams as well.

Commissioner Esparza asked about a company.

Senior Planner Khan replied the eligibility would be individual artists, teams of artists and then non-profit organization with 501c-3 status. He stated the City is not accepting applications from architectural firms or private engineering companies that are trying to do an art component. He noted each artist on an artist team would need to provide their own resume credentials.

Development Services Director Gutierrez reiterated they will be reporting back on this item at the April 22, 2019 meeting which is before the scheduled RFQ deadline of May 16, 2019.

4. Identify two Commissioner to participate in the Library Board of Trustees Poet Laureate Subcommittee – Discussion.

Chair Swodeck opening public comment.

Bree Shieh, spoke about the Poet Laureate program. She stated the Library Commission approved to be the home of that Poet Laureate program contingent upon two people from the Cultural Arts Commission joining that team. She noted they already have funding from the Library Foundation. She and Dwayne Smith distributed a document with thoughts on the program, which has been modeled after many other Poet Laureate programs around the United States and California.

Commissioner Leon asked when the group would meet.

Bree Shieh replied she expects the sub group for the Poet Laureate program would start meeting twice a month to get things rolling.

Dwayne Smith added there will be some accelerated startup meetings, but after that he sees the group meeting once a quarter. He noted the group can decide when they want to meet.

Bree Shieh stated in terms of exactly which date for people to know if they can join it, because there are only five people, they will find a time that will work for everyone.

Commissioner Batts and Commissioner Leon expressed interest.

Bree Shieh reported there will be an open application process for the Poet Laureate position so anyone who is interested can apply and the sub-group will choose from that application process.

Development Services Director Gutierrez corrected the agenda should read "Library Commission" Poet Laureate Program, not "Library Board of Trustees".

Dwayne Smith clarified the traditional name is the City of Pomona Board of Library Trustees and is no different than other Commissions.

Development Services Director Gutierrez asked if anyone else was interested in being on the subcommittee.

Chair Swodeck expressed interest.

Development Services Director Gutierrez confirmed three commissioners have expressed interest and asked for motions to address voting.

Dwayne Smith and Bree Shieh replied they may be an opportunity for three Commissioners from each commission.

Development Services Director Gutierrez agree if it is less than four from the Cultural Arts Commission, its in compliance with the Brown Act.

Dwayne Smith stated he will take this information back to the Library Board next week and ask them to approve.

Motion by Commissioner Quinones, seconded by Commissioner Esparza, carried by a unanimous vote (6-0-0-1), to appoint Commissioner Batts, Commissioner Leon and Chairperson Swodeck to the Library Board of Trustees Poet Laureate Subcommittee.

ITEM I:
STAFF COMMUNICATION:

Development Services Director Gutierrez reported Water Color Contest application deadline is April 22, 2019, and so the Commission will be judging at their next meeting using the CAEA Scholarship Rubric the Commission adopted. She reported she is ready to schedule a Library Tour anytime between now and May 15, 2019 on a Monday-Thursday after 1:00 p.m.; she asked for possible dates and times to provide to the Library. She noted there are certain areas of the library that will not be accessible due to one of the departments using some of that space temporarily. She collected a selection of possible dates and times and stated she will report back.

Commissioner Esparza asked if this was part of the field trip to the archive.

Dwayne Smith spoke about auctioning tours at the Mayor's Gala.

ITEM J:
COMMISSIONER COMMUNICATION:

Commissioner Marquez invited her fellow Commissioners, and everybody present to Councilman Torres Congressional Art Competition at the dA Center. next Tuesday, April 16, 2019 at 4:30 p.m. She reported it is an art competition for the kids in the 35th district, which includes the City of Pomona and the winner gets a free trip to Washington, a meeting with the Congresswomen and the artwork is displayed in the tunnel all the members takes every day to get to the Capital for an entire year.

Commissioner Quinones reported Compassionate Pomona is trying to motivate people to participate in Random Acts of Kindness month. He shared they are going to different sites and having a discussion on compassion while groups are painting small squares. He reported the squares will be sewn together to create a large piece quilt which will hopefully be displayed in City Hall. He encouraged everyone to take squares home to their family or to host a workshop. He noted he did this 10 years ago and had almost 300 participants and the quilt hung in City Hall for about six years. He shared he is working with the homeless shelter, every other week, as well as, some student leadership groups in Pomona. He stated the dA Center for the Arts has also offered to sponsor some workshops.

Commissioner Leon reported she is currently helping create a plant/solar system display for the Library with summer reading program. She encouraged her colleagues to visit when it is displayed over the summer.

Chair Swodeck reported the second annual Pomona Children's Festival is on May 25, 2019 and they are looking for volunteers and arts related education vendors to do interactive activities with the students.

Commissioner Quinones offered to bring his compassion project.

Chair Swodeck replied that would be a great project. He continued the Children's Festival is a completely free event from 10:00 a.m. to 2:00 p.m. and encouraged his colleges to visit www.pomonachildrensfestival2019.eventbrite.com for vendor, volunteer or participant tickets.

Chair Swodeck congratulated Development Services Director Gutierrez on her appointment as the the Director of Development Services by City Council.

ADJOURNMENT:

Chair Swodeck adjourned the meeting at 6:46 p.m. to the regularly scheduled meeting of April 22, 2019 in the dA Center for the Arts.

Anita D. Gutierrez, AICP
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.