

UNOFFICIAL MINUTES
CULTURAL ARTS COMMISSION CITIZEN ADVISORY COMMITTEE
dA Center for the Arts
MONDAY, JUNE 24, 2019

CALL TO ORDER: The Cultural Arts Commission Citizen Advisory Committee was called to order at 4:39 p.m. by Chairperson Chris Toovey.

FLAG SALUTE: Chairperson Chris Toovey led the flag salute.

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

COMMITTEE MEMBERS PRESENT: Chairperson Chris Toovey; Committee Members Joshua Swodeck, Andrew Quinones, Joy McAllister, Jovani Esparza (arrived at 4:45 p.m.) and Nancy Tessier (arrived at 5:36 p.m.)

COMMITTEE MEMBERS

NOT PRESENT: Committee Member David M. Oliver

STAFF PRESENT: Development Director Anita Gutierrez, Assistant Planner Alina Barron, Senior Planner Ata Khan,

ITEM D:

PUBLIC COMMENT:

Virginia, a member of the public, stated she loves all the art that is going on. She shared she met one of the Committee members at City Hall and he invited her to attend. She stated she is retired law enforcement and military and does civil rights attorney work for people in the community, pro bono. She stated she is very active and athletic, walking and riding her bike, and loves being out in the community. She stated she would love to see more community involvement with the Heritage and the Beautification of Pomona. She shared she has been in this area for a while and likes to go to all the meetings and was happy to be invited. She reported that her daughter has a non-profit organization of which she is the Director of, and her first project is to paint the #187 Fire Station. She spoke about having problems with getting the funding initially, but that she has gotten the authority to go ahead and has access to funding through the private sector. She invited the community to help paint and shared she wants to surprise the firefighters by putting a mural on the wall on Alvarado Street, so she'd love to find an artist who has the time available. She reported she is waiting for the Fire Chief and Captain to figure out a color scheme, but that she has already been to City Hall for approval and city staff are just waiting for the color palette. She stated she has people who will donate their time to paint the building but now she is looking for an artist to do this mural. She shared she has a vision for the mural but knows the artist will have ideas too. She spoke about the firefighters being heroes, putting their own lives in danger without thought; therefore she wants to show them appreciation.

Committee Member Quinones asked if there was a specific theme.

Virginia replied the station currently has a canvas sign that reads "Remember our 9/11 Heroes" so she would like to make remembering them, as well as, all the other ones before, during and after as a focus of the theme.

She stated there has been a large aftermath from that event, and she would love to have a theme showing the firefighters helping the public. She shared one of the young firemen told her that the sign is held up by the top of a fire hydrant that was knocked off and so she'd love to incorporate that too. She stated once this job is done, she'd like to branch out to the other fire departments that need rehab because a paint job goes a long way.

Chair Toovey asked Virginia to stay in touch because the Committee has some projects going on that include walls in the City, coupling them with artists from the City.

Virginia shared she saw a mural going towards the recycling center in Pomona on Second Street with a picture of the young boy before he was murdered. She commented it was a nice portrayal of the young man and a tribute to a child loss. She shared she lost her son not to long ago, so she would love to see other families benefit.

Development Services Director Gutierrez reported for the record that Committee Member Esparza joined the meeting at 4:45 p.m.

ITEM E:

APPROVAL OF MINUTES:

1. Approval of Draft Minutes for the Cultural Arts Commission Citizen Advisory Committee Meeting of April 8, 2019 and April 22, 2019.

Committee Member Swodeck reported the minutes state Chairperson Joshua Swodeck.

Development Services Director Gutierrez replied it does say that because she doesn't think they have officially voted. She stated she was supposed to put it on the agenda and didn't. She replied she will make the minutes reflect Chair Toovey, since he chaired the last meeting.

Motion by Committee Member Toovey, seconded by Committee Member McAllister, carried by a unanimous vote of those present (5-0-0-2), to approve the Draft Minutes for the Cultural Arts Commission Citizen Advisory Committee Meeting of April 8, 2019 and April 22, 2019.

ITEM F:

NEW BUSINESS

F-1

PUBLIC ART- CONCEPTUAL DESIGN PLAN (PUBART 12135-2019) TO ALLOW THE INSTALLATION OF CONTEMPORARY CAST SHADOW SCULPTURES AND DECORATED CERAMIC TILE AND TO REQUEST THE APPLICANT TO SUBMIT A FINAL DESIGN PLAN TO THE PLANNING DIVISION FOR CULTURAL ARTS COMMISSION CONSIDERATION AT 1845 MOUNT VERNON AVENUE.

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

Committee Member Quinones thanked Julio Sims, the artist, for coming and stated he was pleased with some of his more colorful work. He commented that the building looks very industrial and Julio has a real keen eye because most people wouldn't consider it to be art. He shared he is color blind, so he doesn't know if there is a contrast between the musical notes and other elements. He asked if there was anything that makes the building stand out where one notices the shadow because the picture doesn't really show that. He stated it just looks like an industrial park building with a second tone to offset it.

Development Services Director Gutierrez asked Julio to join them at the table for the discussion.

Chair Toovey asked about the shadow sculpture.

Julio distributed a set of handouts to the Committee.

Committee Member Quinones commented the side of the road makes music and plays sound when you are driving like a ripple every so often. He stated he found that interesting.

Committee Member McAllister asked where the lettering was going.

Julio replied the letters are going on the roofline. He stated there is a ledge that extends over and described how the letter will be put on the wall. He reported they are three dimensional, cut out of a thin sheet of powder coated aluminum, and will appear kind of like a shelf.

Committee Member McAllister asked how wide the letters will be.

Julio replied he is calculated they would be a 30-inch square.

Committee Member McAllister asked if they are going to be perpendicular how one will see the letters.

Julio replied that because they come off like a shelf when the sunlight hits them they will cast a shadow and they will be oriented in such a way that when the shadow appears on the building it will read "Life is but a dream". He noted because the sun moves, throughout the day and throughout the seasons, it will constantly activate the entire wall. He stated depending on when a person goes, they may see something or may see nothing. He stated at night the artwork goes to sleep and so a person won't see anything and the same would apply to an overcast day. He stated he wanted to find something that would go along with some of the geometric architectural elements and have fun. He stated he wanted to play with the architectural elements and in a way some parts of it go along with the architecture and other parts go against it.

Committee Member McAllister confirmed the letters are 30 inches deep.

Julio replied yes, each one.

Committee Member McAllister confirmed they would cast a large shadow from that.

Julio replied yes.

Committee Member McAllister asked if the letter were going to go past the ledge or be true along the top.

Julio replied the ledge casts a shadow, but because the letters are attached to very edge of the ledge no matter where the shadow of the ledge goes on the wall, you will always be able to see the message. He noted the size of the letters changes dramatically ranging from a couple of inches to enormous depending on the season and will travel around the face of the building. He reported he was able to simulate on the computer how the shadow of the ledge moves throughout the day.

Staff displayed the images Julio was referring to.

Julio stated you can see underneath each one he put the time of day and the day of the year, so you can see a prediction of how it's going to travel.

Chair Toovey commented it was like a sun dial.

Sylvia Tran, the project applicant, shared that face of the building is south facing.

Julio shared that part of the reason he wanted to do this was that the first time he saw the building, one of the architectural features that stood out to him were the shadows, not only of the ledge but the little overhangs over the doorways. He stated there are two flanges or two perpendicular parts at the opposite ends and it was confirmed when he met the architect that those were intended as a feature to play with the sunlight. He pointed out and described the other elements of the architecture, specifically speaking about a concrete strip with long horizontal grooves throughout the whole length. He shared when he looked at that strip he was thinking about having the "Row, Row, Row Your Boat" idea, and those horizontal lines struck him to be very similar to sheet music, so he thought it might be fun to take what is a very obscure architectural element and change it into musical notation.

Committee Member McAllister asked if the musical notes will be dimensional as well.

Julio replied yes, in a similar way to the letters that are going to be on the ledge, these will be a flat depiction of the notes with a width to them.

Committee Member McAllister asked if they will be made of stainless steel as well.

Julio replied yes it will be powdered coated aluminum. He noted the powder coat process could be any color and he is still exploring that. He stated he wants it to be very visible, but not garish, so maybe silver or black.

Committee Member McAllister asked if it the concrete is stained right now.

Sylvia Tran replied it is painted.

Committee Member McAllister asked how wide is that area is.

Julio replied its five feet tall and sixty-three feet long. He reported he will fill the entire yellow portion because it's a very horizontal image. He stated #3 is the smaller rectangle on the area, it's not the entire surface and he is proposing to put ceramic tile there. He noted this would be the place for color and he is wanting the imagery to reference moving water, like in a stream and a piece that he made sometime ago in Culver City (provided picture). He stated it would not be the same tile pattern, but something similar and he would like to make a new pattern. He shared he is looking for inspiration in the traditional Japanese motif and the way they

depict water. He stated he would be designing a repeating pattern, so there would be a sense, even though it is contained within the rectangle that it could go on infinitely. He noted it is not a mosaic it is a repeating pattern.

Committee Member McAllister asked how large that section is.

Julio replied its seventeen feet tall by about two and half feet wide. He stated since the building has very little or very subtle color, the dynamic undulating lines with variation of turquoise or blue will visually have a presence, but it won't be garish.

Chair Toovey asked if it would be possible to have the notes reflect the color of the water in a powder coated blue.

Julio replied at this point they could be any color, and anything is possible.

Committee Member McAllister asked if the building itself it going to be painted as well.

Sylvia Tran replied it is yes.

Committee Member McAllister confirmed three colors and stated she thinks that will help tie the piece together. She stated she likes the ideas a lot but thinks it needs something, so it doesn't get lost.

Chair Toovey added that's a real challenge because it is a very modernist design, very simple and one would not want to throw it off with a lot of elements that won't balance. He stated he likes the idea a whole lot too.

Julio stated the music notation has a very geometric feel to it, but there is some kind of undulation, it is not a repeating pattern, so there are elements that are both going along with the formal geometry that the architect intended by also organic elements, to find a way of giving it a little zest but also be respectful of the architects vision.

Chair Toovey commented Julio has succeeded in breaking up the grid.

Committee Member McAllister commented the ideas are really great.

Committee Member Swodeck stated he loves it and thinks it's a great concept. He shared he would like to see the "Life is but a dream" appear in a sky blue and then the piece would have the water and pull some of the colors that are in the actual building, so if one stops and looks, even though the main part of the art would be a shadow the would still see the words, assuming the sky is looking blue that day. He stated the whole concept is great, all the things that would probably get lost are going to be activated. He stated the street is a very industrial street and he is sure nobody pays attention at all as they are driving by and so to be able to have something that stands out is great.

Chair Toovey commented it will become a landmark. He stated he likes the minimalist feel and the less literal the better.

Committee Member Swodeck asked what the business does.

Sylvia Tran replied they make chocolate covered almonds and trail mix for Sprouts and use this building for storing those.

Motion by Committee Member Quinones, seconded by Committee Member Swodeck, carried by a unanimous vote of those present (5-0-0-2), to approve the Conceptual Design Plan (PUBART 12135-2019) to allow the installation of contemporary cast shadow sculptures and decorated ceramic tile and to request the applicant to submit a Final Design Plan to the Planning Division for Cultural Arts Commission consideration at 1845 Mount Vernon Avenue.

Discussions ensued in the background. Julio stated the next step for him is to just flush out what he presented today so he will have a much better sense of color and there will be an image that will show the lettering as a shadow.

Chair Toovey asked if this goes onto a final approval.

Development Services Director Gutierrez replied yes to the Cultural Arts Commission once he brings forward those final details.

F-2 Establish Subcommittees for RFPs – Discussion.

Assistant Planner Barron reported staff are looking to establish two subcommittees; one for the Pomona Public Library Mural and another for the Pomona Arts Colony mural. She stated both committees will have a due date as July 16, 2019 and staff are hoping the subcommittees bring forward a recommendation before the July 22, 2019 meeting. She noted this is a small five-day window.

Committee Member Quinones stated he would like to be on a committee but he is going to be on vacation for a week till July 15, 2019.

Assistant Planner Barron replied the RFPs are due July 16, 2019 and the subcommittee should have selected finalists for recommendation by July 22, 2019.

Committee Member Quinones volunteered for the Downtown Pomona Art Colony mural subcommittee.

Assistant Planner Barron replied that the subcommittees will only have three days because the recommendation needs to be posted before the Agenda so it will have to be by July 18, 2019.

Committee Member Quinones stated he can make that work.

Development Services Director Gutierrez confirmed Committee Member Quinones is interested in the Arts Colony RFP subcommittee and asked if anybody else was interested.

Committee Member McAllister stated she would like to work on the Arts Colony subcommittee too.

Committee Member Swodeck stated he would like to work on the Arts Colony subcommittee.

Development Services Director Gutierrez replied that is three and they can't have any more on the Arts Colony mural subcommittee.

Committee Member Quinones commented they only have a few Committee Members so he will volunteer for the Library mural subcommittee too.

Chair Toovey asked if he could volunteer if he was out of town between July 5-20, 2019. He stated he thinks someone should be on this Library subcommittee ASAP, because they have been waiting so long.

Development Services Director Gutierrez confirmed she has Committee Members Quinones and Swodeck for Library mural so that's enough. She stated they don't have to have three.

Committee Member McAllister commented Nancy Tessier might want to do it.

Development Services Director Gutierrez confirmed Committee Members Quinones, Swodeck and Tessier for Public Library Subcommittee and Committee Members Quinones, McAllister and Swodeck for the Arts Colony Subcommittee. She asked for a motion to approve those.

Motion by Committee Member Quinones, seconded by Committee Member Swodeck, carried by a unanimous vote of those present (5-0-0-2), to approve the Public Library Subcommittee comprised of Committee Members Quinones, Swodeck and Tessier and the Arts Colony subcommittee comprised of Committee Members Quinones, McAllister and Swodeck.

F-3 Recommend approval of the shortlist of qualified artists – Discussion.

Ata Khan, Senior Planner, provided a presentation on this item. (See item f-3, staff report)

Committee Member Quinones commented there is some impressive art.

Chair Toovey thanked the subcommittee for all your hard work.

Committee Member McAllister commented that staff did a great job paraphrasing the whole process. She shared the three Committee Members and the two staff worked well together and she was happy that they agreed on a lot of item because it was kind of hard to navigate. She stated they wanted to be fair and she feels it's important that they don't send a refusal letter because there was a lot of younger people that applied that clearly did not have enough experience, but she feels they should keep going.

Committee Member Quinones stated that identifies a gap in serving this community that makes him feel there is a need to teach people how to get to the next step.

Senior Planner Khan reported there was a correction on the recommendation list due to a rounding error. He stated Jason LaMotte scored 50 out of 100, so staff are recommending that he be added. He shared they are recommending him as a concept designer, because he worked with another qualified artist. He noted this would be something to consider in using a tiered approach on bringing them in as a team. He reported staff also have a recommendation for voting. He stated one of the Committee Members, Chris Toovey, is recommended on the short list so staff would suggest staggering the vote or having Chair Toovey recuse himself.

Committee Member Swodeck stated the City did a mural with Jason LaMotte, almost two years ago and so he has been vetted and is an artist in Pomona. He asked if there were any other artists that the city has used in the past that were not included and should be or if anybody was missing by accident because of the process.

Senior Planner Khan replied the short answer is no. He stated the subcommittee looked through that carefully, looking at experience and portfolios. He shared Mr. LaMotte scored right on the edge as opposed to a 75 or 80 because he was a concept designer and the murals, he provided he worked with Alba Cisneros on and he didn't execute. He stated there was some conversation about comparing that against people who have executed murals and the committee felt that was qualified enough, because that was important skill set to bring to the table.

Committee Member Swodeck stated he highly trusts the subcommittee.

Committee Member McAllister replied it took a lot of time.

Committee Member Quinones made a motion. He clarified that he needed to break up the vote so that Chair Toovey could recuse himself.

Senior Planner Khan requested Committee Member Quinones add that Jason LaMotte be included in the Recommended for Approval list as part of his motion.

Motion by Committee Member Quinones, seconded by Committee Member Swodeck, carried by a unanimous vote of those present (4-0-0-3), to approve the subcommittee recommendations, except Committee Member Chris Toovey, for the shortlist of qualified artists and add Jason LaMotte to the Recommended for the Approval list.

Development Services Director Gutierrez reported for the record the Committee Member Esparza stepped out.

Development Services Director Gutierrez reported Committee Member Esparza rejoined the meeting 5:34 p.m.

Chair Chris Toovey stepped off to the side for the vote.

Motion by Committee Member Swodeck, seconded by Committee Member Quinones, carried by a unanimous vote of those present (4-0-0-3), to approve the subcommittee recommended that Committee Member Chris Toovey be included on the Recommended for the Approval list.

F-4 Recommend approval of the Request for Proposals, Pomona Public Library to the Cultural Arts Commission – Discussion.

Development Services Director Gutierrez asked if there was any consideration on the tiered system that was discussed by staff or if the Committee wished to discuss that later.

Committee Member Swodeck commented he thinks the system makes a lot of sense.

Development Services Director Gutierrez replied they would have to establish a threshold.

Assistant Planner Barron stated they can choose to establish the tiered system now or you can choose to establish a tiered system for each RFP.

Development Services Director Gutierrez added that is something the subcommittee can recommend.

Assistant Planner Barron commented they would have to recommend it before because it would have to go out in the RFP.

Senior Planner Khan stated that because the Commission and staff want to expedite the RFPs for the Library and the Arts Colony and if approved, they would go out tomorrow, he would suggest casting a full net to the 26 applicants and get into tiering on future RFPs.

Committee Member McAllister agreed that's a good idea.

Senior Planner Khan stated the subcommittee comprised of Committee Members Oliver, McAllister and Tessier isn't dissolved and so if they need to be consulted on the tiering and about what they thought in terms of the breakdown and project management they could be.

Committee Member Swodeck confirmed the recommendation right now would be more forward with the full casting of the net but allowing the subcommittee to begin the process of looking at tiering for future projects.

Development Services Director Gutierrez stated they don't need a motion for that.

Development Services Director Gutierrez reported for the record that Committee Member Tessier joined us at 5:36 p.m.

Committee Member Quinones asked staff what their consensus or feeling was about the people who responded. He asked if there was a lack of college aged students participating.

Senior Planner Khan replied they didn't get a ton of students. He shared this point came up in discussion at the committee and the thought was that there is an extent to the marketing staff can do. He stated the City didn't do a robust campaign or spend dollars, it was just staff time, so they connected with as many universities as they could. He stated now that the City has a short list, he thinks the Cultural Arts Commission and Advisory Committee should help spread the word about the RFPs. He stated the City also has a website they can use to promote. He noted there could be an opportunity for a longer discussion about how the City could encourage partners like Universities and non-profits to be aware of what is happening and to maybe generate maps of what that art looks like.

Committee Member Quinones commented that looking out to the future, it certainly feels like things are changing and people are valuing art in the community. He stated he could imagine as the future unfolds that having a diverse pool of artists in the community would serve the City better in the long term.

Senior Planner Khan reported that the C3 event that took place at the Fairplex encouraged applicants to apply.

Chair Toovey opened public comment.

Duane Smith, Library Board of Trustees, stated he is exceedingly pleased to see that the Commission is moving forward with this Children's Room Mural. He encouraged the RFQ subcommittee to meet at the Library because seeing the real wall and the room would be helpful to the Committee, as well as, provide an opportunity for somebody from the library staff to be available to give their input directly to the Committee. He stated the Board of Trustees is concerned that the library staff will be excluded accidentally from the ongoing process and at the end of the day they are the ones that must live with whatever is there. He thanked the Advisory Committee for moving this forward in an expedited manner and stated he is pleased with the way things are going.

F-5 Recommend approval of the Request for Proposals, Pomona Arts Colony to the Cultural Arts Commission – Discussion.

Assistant Planner Barron stated there isn't a formal presentation for the Public Library mural. She reported staff included the actual draft Request for Proposals in the packet with adjusted language indicating that the project budget is set at \$15,000 with the consideration of artwork up to \$20,000 depending on the quality of the work and to include the complimentary wall. She stated staff are looking to release this tomorrow afternoon at 1:00 p.m. pending the Commission's recommendation. She asked if anybody had any questions or anything else they wanted to include.

Committee Member McAllister requested a copy.

Chair Toovey confirmed this is a public art fund funded project.

Development Services Director Gutierrez replied correct and the RFP will go to the short list of artists that has been established once it's recommended.

Committee Member Swodeck asked about the verbiage

Assistant Planner Barron replied at the last meeting the Committee requested that the theme remain *The World of Children's Literature* and to include text as to what kind of books are in that section of the library, that the color palate be considered of the calm nature and the incorporation of color psychology, as well as, the complimentary flowing wall. She noted the theme is Children's Literature, but staff did indicate the history of the space, how it's used and where the art is to be located.

Chair Toovey asked what the due date was for this RFP.

Assistant Planner Barron replied July 16, 2019.

Committee Member McAllister commented that short. She confirmed the artists can submit a preliminary sketch.

Assistant Planner Barron replied the Commission decided that the applicant was able to provide anything from a full rendering to a conceptual line work, photographs or other documentation of sufficient descriptive clarity, but it would be dependent on what the applicant wanted to provide. She noted for future RFPs, depending on the scale of the budget, the Committee could require a full rendering as a part of the application process.

Chair Toovey confirmed this RFP is going out to the approved artists.

Assistant Planner Barron replied yes, to the 26 approved artists.

Chair Toovey asked if that includes the two non-profits.

Assistant Planner Barron replied yes, unless the Committee establishes a tiered system for this specific RFP.

Development Services Director Gutierrez clarified the subcommittee would look at the possibility of doing a tiered system in the future, but these two RFPs will be sent out the full list which includes the non-profits.

Chair Toovey commented the reason he asks is that he knows that one of the non-profits is interested in supporting a team of artists under the non-profit umbrella.

Assistant Planner Barron shared staff will email the RFP to the 26 artists and the application materials and requirements, as well as, a more in-depth explanation will be provided on the City's website that staff created. She noted the flyer will also indicate that applicants are able to pick up any physical documents if they should require them.

Development Services Director Gutierrez commented she knows this is a lot of moving pieces, but staff are trying to keep their promise of moving this as fast as possible to be able to use some of the art fund dollars. She noted all of this is pending the Cultural Arts Commission's approval and assuming that passes the Cultural Arts Commission we would be simultaneously be approving a short list of the 27 artists and non-profits and approving the release of two RFPs to the short list for two separate projects.

Committee Member Tessier asked if it was decided that this is just going to be a painted mural or if somebody could put in a proposal for a mosaic.

Committee Member McAllister commented there wouldn't be enough money for a mosaic.

Development Services Director Gutierrez confirmed the RFP specified mural.

Committee Member McAllister stated that they decided that this time we wouldn't be specific to choosing the sculptures, there is not enough time and will do that in the future.

Chair Toovey stated they have a budget cap between \$15,000 and \$20,000.

Committee Member Swodeck stated he prefers \$15,000.

Development Services Director Gutierrez correct but if the artwork warranted additional dollars, then the additional dollars were there. She stated they are looking for the Committee's recommendation to forward both RFPs onto the Cultural Arts Commission for approval.

Motion by Committee Member Quinones, seconded by Committee Member Toovey, carried by a unanimous vote of those present (6-0-0-1), to recommend the RFPs for the Library Mural and Arts Colony mural to the Cultural Arts Commission for approval.

Senior Planner Khan commented staff still needed to present the Arts Colony RFP.

Assistant Planner Barron reported staff had prepared a small representation. She reported Arts Colony mural is going to be the location on the Pizza, Beer and Wings Building along Main Street at 280 W. Second Street.

Committee Member McAllister asked if we established a budget.

Assistant Planner Barron replied no. She reported the approximate dimensions are 1,500 square feet. She asked what the Committee would propose the budget to be for this RFP and if they would like it to be a window or one set cost.

Committee Member Swodeck stated he'd like to do a window.

Committee Member McAllister agreed. She stated it depends on what kind of images they get back and what kind of work, because if somebody comes back with something really detailed, they will need more money.

Chair Toovey stated if they talk about a parameter (i.e. \$15,000-\$20,000) and put that in the RFP, then the artists can decide if they are going to go for it or not and tailor their image to the price.

Committee Member McAllister agreed and confirmed they are not providing a theme.

Committee Member Quinones replied no; he had recommended a theme.

Development Services Director Gutierrez responded it was a recommendation, but it didn't get voted on.

Committee Member Quinones suggested a homage to Gilbert “Magu” Luján.

Development Services Director Gutierrez reported staff spoke to the owner of the building, Ed Tessier, and he did not have a preference on a theme.

Chair Toovey stated he really had his eye on that wall for a Magu mural and the reason was because Magu was such a presence in the Artist Colony from 1996-2011.

Committee Member Quinones agreed, and stated art and murals are the best way to remember part of our history.

Chair Toovey stated in a way it would be a kind of a memorial mural because he passed away in 2010.

Committee Member Swodeck commented it would be very interesting for someone doing the art. He stated there may be a portrait of Magu on the mural and if so, it would probably be facing towards the 500 block which is where his studio was.

Development Services Director Gutierrez confirmed the idea was a tribute to Magu.

The Committee Members clarified the artists full name is Gilbert “Magu” Luján.

Assistant Planner Barron asked if the Committee wanted the language of the RFP to specifically say tribute or a memorial.

Chair Toovey commented memorial sounds morbid and suggested tribute.

Committee Member McAllister agreed.

Assistant Planner Barron asked for the recommended budget.

Committee Member Quinones suggested \$15,000-\$20,000 but he has never done a wall this big.

Chair Toovey replied he would go \$30,000-\$50,000.

Committee Member McAllister stated \$50,000 at least, but it all depends on the detail.

Committee Member Quinones commented if they were using a lot of negative space and not a lot of details, he wouldn't want to pay \$50,000.

Chair Toovey commented they will be reviewing those proposals.

Committee Member McAllister suggested a budget from \$25,000 to \$50,000.

Discussion ensued among the Commissioners about the cost.

Committee Member Tessier asked about paying an artist \$25,000 when it says \$25,000 to \$50,000.

Development Services Director Gutierrez replied the artist will need to submit the cost of what they are proposing.

Chair Toovey stated this is just a parameter. If they say \$58,000 then we need to review it, but it's a parameter.

Committee Member Swodeck added there are parameters in our guidelines about how much the artist makes and how much the artist spends, and they can't estimate \$50,000 and profit \$49,000.

Committee Member McAllister added something detailed will cost money.

Committee Member Swodeck mentioned renting scaffolding and generators.

Discussion ensued further about the details of the costs.

Chair Toovey asked if liability insurance was required.

Development Services Director Gutierrez reminded the Committee Members to speak one at a time. She answered Chair Toovey stating liability insurance is required.

Chair Toovey asked if that was presented in the RFP.

Assistant Planner Barron replied for the Public Library RFP it is, however, for the Arts Colony RFP staff are speaking to risk management because it is not on City property.

Development Services Director Gutierrez added it depends on what the artist proposes. She stated if they are encroaching in the public right of way, on the sidewalk or taking up parking spaces, they may be required to get liability insurance.

Chair Toovey stated he can guarantee they will be encroaching on the sidewalk and have scaffolding. He asked if there are set guidelines for that.

Assistant Planner Barron replied the RFP indicates that a permit is required from Public Works to be in the public right of way, but in terms of the liability insurance for private property, staff still doesn't have that information yet.

Committee Member McAllister asked if that will come out of that \$50,000.

Assistant Planner Barron replied yes; insurance is covered as an eligible expenditure.

Committee Member McAllister confirmed they don't know what that cost is, so it could be \$10,000 - \$15,000.

Committee Member Swodeck stated his assumption is if they move forward and staff gets that answer from risk management and somebody estimates \$35,000 and we find out its going to X amount for liability insurance the Committee or Commission could provide more to cover that on the back end.

Committee Member McAllister agreed and stated they need that window.

Development Services Director Gutierrez confirmed she is hearing \$25,000 to \$50,000 for budget and the theme is a tribute to Gilbert "Magu" Luján.

Motion by Committee Member Quinones, seconded by Committee Member Swodeck, carried by a unanimous vote of those present (6-0-0-1), to recommend the Arts Colony RFP to the Cultural Arts Commission for approval.

Committee Member McAllister confirmed the artists would have to submit by the July 16, 2019. She commented that is not much time.

Development Services Director Gutierrez replied yes; they are moving right along.

Committee Member McAllister asked if the RFQ says it can be a sketch and that it doesn't have to be a final draft.

Assistant Planner Barron replied yes.

Development Services Director Gutierrez reiterated what she heard from the Committee was that staff were not going to do tiers for either of these projects, correct.

The Committee Members responded yes.

ITEM G:
STAFF COMMUNICATION:

Development Services Director Gutierrez stated she did not have anything to report.

ITEM H:
COMMITTEE COMMUNICATION:

Committee Member Swodeck shared he spoke with a gentleman the other day about doing some temporary and permitted community driven art pieces specifically in the Angela Chancellor area. He stated he knows staff are still going through what that will look like and whether it's approved, so he wanted to bring that up.

Senior Planner Khan asked for clarification of the area.

Committee Member Swodeck replied there is a park there, with no walls, so maybe they do something else. He asked staff about the next steps in the process for the Tony Cerda Park mural or if they were going to have the Committee decide on whether they were going to restart the whole project.

Development Services Director Gutierrez replied she thought the last time they discussed it the Committee was waiting for the revised artwork.

Committee Member Swodeck asked if they needed to put it as an agenda item.

Development Services Director Gutierrez replied yes, once she gets revised artwork, she can put it on the agenda.

Chair Toovey confirmed they need to agendize a presentation.

Development Services Director Gutierrez asked if he was ready to present it.

Gary replied from the audience that Margaret had it the last couple months.

Development Services Director Gutierrez replied she can put it on the next agenda.

Committee Member Swodeck reported Gary is the artist. He requested to put the Library Poet Laureate on the next agenda.

Development Services Director Gutierrez confirmed Committee Member Swodeck wanted the Poet Laureate as a report from the Ad Hoc Committee.

Committee Member Swodeck replied there is not an Ad Hoc because it needs to be a Brown Act meeting. He reported the City Clerk is uncomfortable with having a joint meeting between two committees, so they need to bring that back as a discussion item. He stated the Library Board of Trustees has asked for a Plan B of what can happen, and the Committee needs to walk through that.

Development Services Director Gutierrez confirmed she will add Poet Laureate as a discussion item.

Committee Member Swodeck asked when the Committee Members will be getting a copy of the new social media policy.

Development Services Director Gutierrez replied the City Clerk is making the rounds to all the Commissions and Committees to go over the City's social media policy, so most likely that will happen at the next regularly scheduled meeting.

Committee Member Swodeck asked what they should do in the interim.

Development Services Director Gutierrez replied the guidelines for best practices on social media have been distributed so she would advise they all follow that.

Committee Member Swodeck confirmed when the new policy is being distributed.

Development Services Director Gutierrez replied not until the City Clerk comes to the Committee. She noted she hasn't seen it yet.

Committee Member Swodeck asked if that has been run through City Council.

Development Services Director Gutierrez replied she is assuming, but she hasn't seen it herself. She stated it is coming to Planning Commission meeting this Wednesday.

Committee Member Swodeck asked if the policy has been officially activated, because there are some differences between the old policy and what the old recommendations were from her presentation.

Development Services Director Gutierrez responded she will clarify.

Chair Toovey asked if they can add a discussion about the new mural permit application that Assistant Planner Barron freshly minted to the next agenda. He stated he has a few questions and maybe some amendments to simplify it or make it clearer for people who are applying.

Development Services Director Gutierrez replied yes will do.

ADJOURNMENT:

Chair Chris Toovey adjourned the meeting at 6:02 p.m. to the regularly scheduled meeting of July 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.