

UNOFFICIAL MINUTES  
CULTURAL ARTS COMMISSION  
City Council Conference Room  
MONDAY, OCTOBER 28, 2019

A: CALL TO ORDER: The Cultural Arts Commission was called to order at 5:32 p.m. by Chairperson Joshua Swodeck.

B: PLEDGE OF ALLEGIANCE: Chairperson Joshua Swodeck led the flag salute.

C: ROLL CALL: Roll was taken by Planning Manager Gustavo Gonzalez.

COMMISSIONERS PRESENT: Chair Joshua Swodeck; Vice-Chair Andrew Quinones; Commissioners Jovani Esparza, Venita Reynolds, Diana Batts, Jessica Leon (arrived at 5:35 p.m.) and Denise Marquez (arrived at 5:44 p.m.)

COMMISSIONERS NOT PRESENT: None.

STAFF PRESENT: Development Services Director Anita Gutierrez, Planning Manager Gustavo Gonzalez, Assistant Planner Alina Barron, Senior Planner Ata Khan.

---

ITEM D:

PUBLIC COMMENT:

**Frank Carrillo**, spoke about his desire to work with senior citizens, disabled veterans and students/adults with developmental disabilities in the City of Pomona. He shared he feels he can help these future artists create large scale art for art expos and for art competitions, such as the L.A. County Fair or within the School District. He stated he also wants to create floats for local parades. He spoke his desire to show people that they can be part of a team and do more than just painting rocks, cleaning stores or visiting parks to get out of the facilities that care for them. He stated he also wants to help the adults caring for these individuals and ease some of the daily struggles and feelings or hopelessness/defeat. He spoke about his volunteer work for the last three years and shared he recently donated two large dragons to the Diagon Alley Project in Seattle, to raise funds for pancreatic cancer. He stated he began sculpting three years ago in his garage on his days off, after thirteen years' of making piñatas. He stated he now wants to build his dream to help people reach their potential and make a living doing it, to support his family of five. He asked the Commissioners for advice on how to get started if he can't get a loan. He shared a miniature Paper Mache art piece he created and stated his creations are usually 5-7 feet tall. He shared his 7-year-old son has down syndrome and when he's of legal age, he wants him to take over whatever work he does.

Commissioner Swodeck shared his wife spoke with Mr. Carrillo for a little while at the Latino College expo because his kids were obsessed with his dragons. He recommended Mr. Carrillo speak with Chris Toovey from the dA Center for the Arts, because they are a service provider with the schools and Pomona Parks and Rec. He introduced Mr. Carrillo to Vicki Tessier, VAPA Teacher Specialist, with Pomona Unified. He informed Mr. Carrillo there is not a whole lot the Commission can do for him other than continue to advocate for the arts.

He recommended Mr. Carrillo provide his information to staff so they can provide information about business services and how to start a business in the City of Pomona.

Senior Planner Khan stated they spoke a couple weeks ago at the counter and he was the one who told Mr. Carrillo to come.

Mr. Carrillo shared he has worked with the dA Center before and they took most of the money and he'd rather have the money to stay in the school. He stated he would need a credential to teach for Pomona Unified and that would require going back to school for two years.

Commissioner Swodeck responded the PTA/PTO can bring in an art program which wouldn't require a teaching credential. He stated Committee Member Tessier can help provide more information.

**Vicki Tessier**, commended the staff and the Chalk Art subcommittee for their work. She shared has done very little compared to past years and ecstatic that staff are getting things done. She requested the Commissioners attend/volunteer at the Chalk Art Festival on November 9, 2019 and noted they are short on volunteers this year. She reported the biggest crunch is in the morning getting everybody checked in. She stated its going to be a great event.

**Commissioner Leon joined the meeting at 5:35 p.m. and Commissioner Marquez joined at 5:44 p.m.**

Development Services Director Gutierrez reported she passed out the Chalk Art flyer and the map for the Commissioners that weren't here for the Citizens Advisory meeting. She shared that this year will include a Parklet (pop-up park), and an area for disabled/special needs individuals. She informed the Commission that Carlos Molina and Vinny Tam are the contacts for the Planning Department and the last day to apply is Monday, November 4, 2019.

Commissioner Reynolds asked what time she should show up.

Development Services Director Gutierrez asked if Commissioner Reynolds had signed up to volunteer.

Vicki Tessier replied they need help from 7:00 – 9:00 a.m.

Development Services Director Gutierrez asked who is managing the list of volunteers.

Commissioner Quinones replied Carlos Molina has a list.

Commissioner Swodeck replied volunteer registration information is on the flyer.

Commissioner Marquez stated she would pass the volunteer information to AVID teachers because all the AVID students must complete five hours of volunteer work per semester.

---

**ITEM E:**  
**APPROVAL OF MINUTES:**

None

ITEM F:  
PUBLIC HEARING:

**1. Mural Permit (MURAL-12816-2019) to allow the installation of a community-executed mural at 700 E. Philadelphia Street.**

Alina Barron, Assistant Planner, provided a presentation on this item (see Staff Report F-2).

Commissioner Reynolds asked what the conditions were.

Assistant Planner Barron replied the conditions are different in that they don't have the five-year regulation. She noted the applicant has agreed to maintain the mural for a minimum of six months.

Development Services Director Gutierrez responded the main difference of this permit is the timeframe. She reported because Nora Garcia has mentioned that it is temporary and that she does not want to keep it up for the five years, the conditions read in the mural "must be maintained for a minimum of six months" and then after six months may be removed without notification.

Nora Garcia, project applicant, added it's a stop gap because she would really like to see a permanent mural on that wall. She reported Public Works wants her to use anti-graffiti clear coat and Commissioner Quinones has suggested framing. She noted there has also been discussion about using spray paint or real paint for the tree. She stated she is going to execute the trunk and then the community is going to put their handprints all over it.

Commissioner Esparza, Commissioner Leon and Commissioner Batts all voiced that they like it.

**Motion by Commissioner Reynolds, seconded by Commissioner Marquez, carried by a unanimous vote of those present (7-0-0-0), to recommend to approve Mural Permit (MURAL-12816-2019) to allow the installation of a community-executed mural at 700 E. Philadelphia Street, subject to the conditions recommended by staff.**

---

ITEM G:  
OLD BUSINESS:

**1. Future location of Cultural Arts Commission Citizens Advisory and Cultural Arts Commission Meetings - Discussion.**

Development Services Director Gutierrez reported the Commission had asked for this discussion to come back in the Fall. She asked for the Commissioners thoughts.

Commissioner Esparza stated he likes it where they currently have it.

Development Services Director Gutierrez seems to be working out.

Commissioner Swodeck reminded his colleagues of the challenges they have had to deal with in the past. He shared in the Spring, the Cultural Arts Commission meetings can coincide with City Council meetings on occasion and they'd get bumped from the room they are currently using to upstairs. He reported the doors

upstairs automatically lock at 6:00 p.m. so if somebody does not attend the meeting on time, they are not able to get in, which is a Brown Act violation, and it's a fire hazard because people are not able to leave without a staff member walking them out.

Development Services Director Gutierrez suggested the Library as an alternative.

Commissioner Swodeck replied at the Library they must be done at 7:00 p.m. and sometimes meeting to until 7:30-8:00 p.m.

Development Services Director Gutierrez responded it could be the alternative location and used only if they bumped from this room. She estimated it could be 20% of the time.

Commissioner Marquez stated she feels that 7:00 p.m. is more than enough time.

Commissioner Swodeck replied he feels they should meet in the same place every time.

Senior Planner Khan asked for the rationale for not using the City Council Chambers because from a staff perspective it's a lot easier to facilitate meetings in that room in terms of audio/layout, public speaking.

Development Services Director Gutierrez replied the City Council Chambers have the same City Council conflict as this room during the Spring.

Commissioner Swodeck stated he is not a fan of the City Council Chambers. He stated he likes the informality of Cultural Arts Commission meetings. He noted when there are only one or two people attending a meeting the big large room feels awkward.

Development Services Director Gutierrez reiterated her suggestion is to continue meeting in this location and use the Library as an alternate location.

Chris Toovey commented that the dA Center still doesn't have plans for air conditioning.

Commissioner Marquez commented she is fine staying here.

Commissioner Swodeck he likes that the Library is onsite and that they will be able to put signage to direct people to the new location when there is a change.

## **2. Staff recommends that the Cultural Arts Commission adopt the draft resolution approving Identification Plaque Specifications as required by the Art in Public Places Manual - Discussion.**

Alina Barron, Assistant Planner, provided a brief report and diagrams. (see Item G-2, Exhibit A)

- The AIPP manual indicates that it should be a resin plaque approximately 8" x 8" and placed near the artwork. The manual also states the Cultural Arts Commission Citizen Advisory Committee and/or Cultural Arts Commission may recommend approval of additional plaques, alternative location or different size.
- The AIPP manual states the plaque must include the following;
  - Artist name or groups of artists
  - Name of the design piece

- Date of production
- The AIPP manual notes that a plaque is not to include any memorial or collector information.
- The City is in its beginning stages of installing public art, so they have the ability to make the plaques recognizable, so people see something was funded by the Art in Public Places program and approved by the Cultural Arts Commission.
- The neighboring cities (La Verne, Claremont) have a variety of plaques displayed on public art.
  - Some of them have collector information.
  - Some have a description of the work.
  - There were different materials and fonts.
- Staff are proposing a two 8" x 8" shapes and with an optional border; see diagrams for Option A and Option B.
- Staff are recommending black granite as an alternative material because the smaller bronze plaques have been stolen.
- The Commission can decide if they want a larger bronze piece or a smaller granite sign. She noted granite is easily cleaned and lasts longer outside.
- Staff are recommending the plaques include City of Pomona Cultural Arts Commission, Artwork Title, Artists signature (optional), Artists Name, Year of Creation, Funded by the AIPP program.
- There will be an option to approve an additional plaque and as a part of the RFP for budgeting purposes.
- Staff recommended a small selection of fonts and that all plaques be approved by the Development Services Director, prior to fabrication, for consistency.
- The plaques should be included in the overall budget for the RFP, but staff will not require support documentation.

Commissioner Quinones confirmed the artist that wins the grant would be responsible for having the plaque made and adhering it. He suggested the City have a list of preapprove vendors that know the desired format.

Development Services Director Gutierrez responded the City would have to do an RFP for that vendor and stated she likes the idea of a preselected vendor.

Commissioner Marquez agreed and stated if the point is to have consistency in the plaque it would make sense to have the same company making them.

Commissioner Quinones shared there is a shop on Garey Avenue where the City gets items. He stated as an artist coming in, he would like to see 2-3 options provided.

Commissioner Reynolds asked about the price for the 8x8 granite.

Assistant Planner Barron replied she doesn't have an exact cost, but when she did a comparison to bronze to the cost of black granite was 1/3 of the cost.

Commissioner Reynolds asked if larger would it be more expensive. She commented 8"x 8" is small.

Assistant Planner Barron replied it the Cultural Arts Commission can recommend a larger size.

Commissioner Quinones commented he wouldn't know how to adhere the plaque to different types of walls.

Senior Planner Khan replied staff will be going through the installation process with the Pomona Public Library Mural, so whatever lessons/best practices are learned can be shared.

Commissioner Swodeck asked if the plaque must be part of the artist's budget or if it is something, they can pay for on the backend with AIPP funds.

Development Services Director Gutierrez replied there should be a line item for the plaque so that the artists total grant award includes that expense.

Commissioner Swodeck clarified he wants to know if the City can be responsible for the plaque instead of the artist, for uniformity reasons and if staff can add that cost in after the fact.

Development Services Director Gutierrez replied she sees Commissioner Swodeck's point and it does matter who is responsible, it just must be part of the project budget to expend AIPP funds. She stated staff can investigate.

Commissioner Swodeck agree with Commissioner Quinones that most artists are not going to know what to do with a plaque, so the City is going to end up training artists on quality and installation.

Senior Planner Khan replied he thinks the Commission could adopt a resolution to account for plaque dollars, as long as, whatever gets adopted for the plaque is connected to the agreement for the RFP and it is financially tied to the same project.

Commissioner Marquez suggested a plaque installation fee.

Senior Planner Khan responded they wouldn't want to run the risk of having unaccounted plaque dollars for on each project.

Development Services Director Gutierrez staff can work on the logistics of this, but today they are looking for feedback on the materials and the layout.

Commissioner Swodeck asked about four fonts staff selected.

Assistant Planner Barron replied she picked the four fonts that looked the most traditional, but the Commission could pick other ones. She noted there were quite a few in Claremont with an Arial font and those didn't wear nicely.

Commissioner Reynolds commented she likes the idea of the black granite.

Commissioner Swodeck suggested giving the artist the ability to be creative with the plaque if it is part of the artists purview, with only minimal requirements that it be legible and contain the required information. He stated if the City oversees the plaque creation then there should be a uniform process.

Development Services Director Gutierrez asked for the Commission's preference: artist responsibility with flexibility or the City's responsibility.

Commissioner Swodeck stated he feels it should be under the City and there was a consensus from the entire Commission.

Commissioner Marquez clarified she feels that on paper it's the artists responsibility, but the City handles it. She stated if they want to account for those dollars, it should be a line item, to be installed by the City.

Development Services Director Gutierrez replied staff could add it onto the proposed budget before it's presented to the Cultural Arts Commission.

Senior Planner Khan asked the Commission for their thoughts on broadening the font to just Serif or San Serif, instead of just four specific fonts.

Development Services Director Gutierrez suggested finding a vendor and then providing the fonts that provider has.

Commissioner Reynolds agreed and added the vendor will know the best lettering for the material.

Commissioner Quinones shared he searched and only a black 12" x 12" granite square tile is \$19 plus the custom laser text.

Planning Manager Gonzalez asked if the Commission had an opinion on Options A or B. A consensus was voiced for Option B.

Commissioner Swodeck suggested having a style guide for placement of a plaque for full wall murals, so the artist can incorporate that into the design. He recommended the lower right-hand corner when feasible.

Development Services Director Gutierrez summarized the Commission recommends placement of the plaque in the lower right-hand corner when feasible, a square design, granite material and that the creation/installation should be the responsibility of the City. She asked for a motion to approve the attached resolution.

**Motion by Commissioner Swodeck, seconded by Commissioner Quinones, carried by a unanimous vote of those present (7-0-0-0), to adopt the draft resolution approving Identification Plaque Specifications as required by the Art in Public Places Manual with recommendations to place the plaque in the lower right-hand corner when feasible, utilize a square design of a granite material and that the creation/installation should be the responsibility of the City.**

**3. Staff recommends that the Cultural Arts Commission adopt a Resolution to approve a Modification to Final Design Plan for the installation of a mural located within the Children's Room of the Pomona Public Library to increase the budgeted amount from \$19,712.22 to \$20,000.00, and recommend that the city execute a modification to its existing agreement with the artist, Athena Hahn - Discussion.**

No staff presentation was given for this item. (see Staff Report, Item G-3).

Commissioner Reynolds asked staff to send her a copy of the final design because she missed that meeting.

Commissioner Swodeck asked if the contract issues were resolved.

Development Services Director Gutierrez replied staff worked through the contract issues which were separate and apart from this. She reported the contract is signed and the check is just about to be issued. She reported this amendment does not come out of the artists existing budget.

Commissioner Swodeck asked how this budget change is different than the Tony Cerda park project.

Development Services Director Gutierrez replied this is within the advertised RFP amount.

**Motion by Commissioner Swodeck, seconded by Commissioner Quinones, carried by a unanimous vote of those present (7-0-0-0), to adopt a Resolution to approve a Modification to Final Design Plan for the installation of a mural located within the Children's Room of the Pomona Public Library to increase the budgeted amount from \$19,712.22 to \$20,000.00, and recommend that the city execute a modification to its existing agreement with the artist, Athena Hahn, as recommended by staff.**

#### **4. Placemaking and Temporary Art Permits – Discussion**

Development Services Director Gutierrez replied staff are happy to bring forward this discussion as a first attempt to create a placemaking and temporary art permit path.

#### **Two-minute break for staff to deal with technical difficulties at 6:23 p.m.**

Ata Kahn, Senior Planner, provided a presentation on this item. He noted placemaking and temporary art is a broader conversation to be had with different commissions.

- The purpose; to understand how Pomona can meaningfully address the demand for community lead initiatives to activate public spaces citywide (parks, right of ways, public property).
- The context;
  - Placemaking is rooted in a 1970's philosophy on urban planning that lead to a non-profit called The Project of Public Spaces being created in 1972.
  - Over the last four decades this non-profit has been promoting placemaking across the country through community lead initiatives to activate public spaces.
  - In the last decade, a new urbanism philosophy called tactical urbanism is making a play on placemaking. That philosophy is rooted in four key things; 1) something that is community led, 2) low cost, 3) temporary, and 4) demonstrative.



- He displayed an example from Time Square and the temporary placement of pedestrian plaza amenities, like chairs. Now, in Times Square Broadway is closed and there are no vehicles because the City of New York permanently placed that.
  - The idea is that the community could be involved in these types of initiatives.
- The goal is to understand how to balance the desire for community let placemaking against the City's need to protect for public safety, health and welfare.
- There are three existing pathways in the City of Pomona;
  - Special Event Permit – any event on public property (i.e. Chalk Art Festival) is reviewed.
  - Encroachment Permit – for something that is temporarily placed to obstruct the right of way (i.e. scaffolding).
  - Outdoor Dining Permit – the Planning Department reviews outdoor dining patios in front of any commercial property.
- None of these three permit pathways are perfectly suited for the community's needs.
- He noted the complexity of having three permits across three different division; 1) the Community Services looks at special events, 2) Public works looks at encroachment permits and 3) Planning reviews outdoor dining permits. The idea would be to merge those competing scopes into something more streamlined.
- The Cultural Arts Commission's purview includes two pathways; 1) Mural Permit – for permanent murals placed on private property and 2) Art in Public Places projects – permanent public art funded by in lieu dollars.
- Temporary art hasn't been contemplated, it is not permitted or defined in the City's code section for public art or in the Art in Public Places program.
- Staff looked at examples from other cities:
  - Fayetteville, Arkansas and Burlington, Vermont have recently adopted tactical urbanism permits.
    - A two-phase application process with a 12-month time horizon.
    - Applicants apply to the City. Phase I is a conceptual routed to different departments who weigh in and if a project is valid the applicant can pay a \$120 submittal fee and turn it into a project.
    - There are considerations for traffic and safety. They discourage projects that are on arterial streets that are heavily trafficked and have considerations for line of sight.
  - San Diego took a different approach.
    - The City streamlined all the regulations into one bulletin and a right of way permit.
    - The City has expressed interest in finding a way for community led projects to have placement in the right of way and there is now a permit path for anything under five years as a time horizon.
    - The City requires anything art related to be reviewed by the Cultural Arts Commission.
  - San Francisco and New York City have longstanding programs that includes applications for the temporary placement of public art in parks.
- The questions for tonight's discussion include:

- 1) Should a placemaking permit allow temporary art? And is that something the Cultural Arts Commission wants to see?
- 2) If temporary art is an option, does the Cultural Arts Commission want the authority over such permits or would there be an administrative review that could be appealed to the Cultural Arts Commission if denied?
- 3) How does the Cultural Arts Commission define temporary art?
- 4) How does the Cultural Arts Commission want to use “in lieu” of fee dollars to fund temporary art? He noted it would require an amendment to define temporary art to give the Cultural Arts Commission the ability to use those funds.

Commissioner Reynolds loves the idea of temporary arts permits and feels the Cultural Arts Commission should have review authority over the artwork.

Commissioner Quinones responded he wouldn't want to create any stumbling blocks. He suggested there be language in place to allow for something to happen organically, if it is not offensive and positive for the community.

Development Services Director Gutierrez responded that would be up to the Cultural Arts Commission. She stated options are to have guidelines for a staff level review that's appealable to the Cultural Arts Commission or for staff to bring a full draft of what is being proposed for Commission approval.

Commissioner Quinones responded he feels if the art/pop-up is only going to last a short time (i.e. weekend) then he doesn't care to review it, as long as it's not offensive, but if the art is going to last multiple weeks or months then there should be a process.

Senior Planner Khan suggested permits be segmented by time, 12-month, 30-day permit, or two-day permit and that time period dictates the threshold for administrative versus Cultural Arts Commission review.

Commissioner Marquez agreed with Commissioner Quinones about not putting a roadblock. She stated they need to consider that the Commission only meets once a month, which could turn into an automatic roadblock or require special meets to view a project. She thinks staff review would be enough.

Commissioner Reynolds agreed and said she would support an administrative review.

Commissioner Swodeck commented a placemaking permit is phenomenal and something they need to have, but he doesn't feel it remedies the temporary art concept. He stated he is fearful that the temporary placemaking permit will include traffic control plans, which are very time consuming and require a lot of money. He used Nora's Garcia's mural as an example, stating that she had an idea for a simple beatification project, but had to attend three meetings and jump through many hoops to get it approved. He stated he doesn't think there is just one type of temporary art and feels there should be multiple paths instead of one new permit.

Senior Planner Khan countered that a placemaking permit could have an option for everything to be tied to one location and then one permit would cover multiple activities, streamlining the process. He stated if there is comfort level across Commissions to have administrative review, they could determine thresholds and determine a list of items that would make portions non-applicable, for example a traffic control plan would not be required if the applicants wasn't doing anything on the sidewalks/streets. He shared Fayetteville's program

include a free conceptual review that determined what was required and then applicants could decide to scrap their idea if a traffic plan was required and they didn't want to do one or proceed and pay \$100.

Development Services Director Gutierrez clarified Commissioner Swodeck was asked for a small project path.

Commissioner Swodeck responded the term temporary is used a lot to define small projects, but right now there is not permit process for small projects. He asked if there could be a permanent placemaking space for temporary art, for example a wall designated as a permanent placemaking art space where the mural changes every six months.

Development Services Director Gutierrez replied something like that would fall very easily into a placemaking program.

Commissioner Quinones shared that on Second Street there was an automotive garage (private business) that allowed graffiti murals. He asked how they would allow something like that to happen.

Senior Planner Khan replied that is a little different, because it's private property. He stated they are talking about activating public spaces and a placemaking permit would not apply to private property.

Commissioner Swodeck asked what the permit now is for doing a mural on private property.

Senior Planner Khan replied a mural permit.

Commissioner Swodeck asked what if it is not five years.

Senior Planner Khan replied if the Commission defines temporary art through an amendment, then they could potentially address private property, but right now, there is not mechanism to do temporary murals on private property.

Commissioner Quinones and Commissioner Reynolds commented the City needs to get to that point.

Senior Planner Khan replied there hasn't been as much of a demand for that compared to activating public spaces.

Commissioner Swodeck replied he thinks the demand is there because he sees art going up every night in Pomona.

Development Services Director Gutierrez summarized she is hearing the Commission would like to see three different paths; 1) a placemaking permit that could include a temporary component, 2) a small project temporary path and 3) path for private property temporary art.

Commissioner Swodeck added he'd also like to see a path for public property temporary art.

Development Services Director Gutierrez responded that would be the small projects, like utility boxes.

Commissioner Swodeck responded the AIPP manual says we can't do utility boxes and utility boxes are not typically on private property.

Commissioner Swodeck stated that the utility boxes in downtown were technically purchased by the property owner when they bought the buildings.

Senior Planner Khan and Development Services Director Gutierrez replied no, the boxes in the public easement and the owner paid an impact fee, for the development of the utilities.

Commissioner Swodeck reported he attended the last Parks and Rec Commission meeting and there are a lot of small projects coming up. He stated he has no problem with the Parks and Rec Commission approving trash can murals and he doesn't see anything in the ordinance.

Development Services Director Gutierrez replied that has been staff's opinion as well. She shared since there is nothing in the books about trash cans, utilities, poles, if the Parks Department want to do a project it is considered a beautification project and something that falls within the purview of Parks because they are maintaining it. She shared she has mentioned sending the designs to the Cultural Arts Commission if time allows.

Commissioner Swodeck asked how staff justified Nora Garcia's project as a mural.

Development Services Director Gutierrez replied staff defined it as a mural because it fell into the intent and purpose of the mural permit. She noted if it was a City led project the Cultural Arts Commission wouldn't need to review, but Nora Garcia is a private citizen wanting to do an art project on City property.

Commissioner Swodeck asked if the City does beautification projects that are related to painting designs.

Development Services Director Gutierrez replied she is not sure if Parks and Rec does that or not. She added that responsibility for maintaining it also played a factor in staff's decision. She stated that project didn't fit nicely in any box.

Commissioner Swodeck confirmed the City can do a mural without going through a permit process.

Development Services Director Gutierrez replied that's correct.

Senior Planner Khan added a Councilmember was trying to demonstrate a need for beautification in Philadelphia Park and a placemaking permit would have been an initiative to signal to the City what the community is seeing. He noted a lot of placemaking permits have letters of support from residents. He stated placemaking permits are intended to start a conversation with Community Services, Public Works, and Parks and Recreation to see if there could be any permanence to the ideas.

Commissioner Swodeck shared that there was a beautification park project in District 5 that included painting a wall brown.

Development Services Director Gutierrez responded that would not be a mural, it's just painting a wall.

Commissioner Swodeck responded he is trying to find the line because he gets weekly calls from different people (including Councilmembers/Commissioners) who are looking to do projects but don't understand the process. He asked if doing a painting on the ground of the basketball court would be considered a mural. He commented depending on who's asking and what day it is there are different answers causing frustration and now that frustration is turning into a feeling of inequity between Districts. He asked how the City can create a clear path, so that there is equity across the board.

Development Services Director Gutierrez replied there is lack of clarity in the existing ordinance, so staff are trying to make pathways for the art people want to do. She stated there is a lot of grey areas in the current code.

She noted staff can provide some clarifications, but there is going to need to be a major amendment to the ordinance or an adoption of a policy. She reported that is going to take some time.

Senior Planner Khan replied it all comes back to how the Commission defines temporary art.

Commissioner Reynolds replied that's a long discussion and requested to agendaize that for next meeting.

Development Services Director Gutierrez replied staff received good feedback this evening and now have a couple paths to address. She stated staff will vet those ideas and provide additional recommendations in another discussion. She noted staff's intent is to work quickly.

Commissioner Swodeck asked to proceed with the projects that are coming up at the next Parks and Rec Commission meeting.

Development Services Director Gutierrez replied they set a precedent tonight, that if it's a mural it should come before the Cultural Arts Commission and if its trashcans, poles or other items the park maintains it falls within the purview of parks. She stated if they would like to bring the designs to Cultural Arts Commission for feedback that would be welcomed but not required.

Commissioner Swodeck confirmed if the project meets the definition of mural, they would do a mural permit if it's on public property, even it is temporary. He commented Parks and Rec doesn't know what to do either.

Development Services Director Gutierrez replied she has been in contact with Parks and Rec and they are going to have a discussion.

Commissioner Swodeck shared he plans to attend the next Parks and Rec Commission meeting and stated he wants to be able to provide guidance.

Development Services Director Gutierrez recommends that Parks develop an art program for all their parks and maybe involve the Cultural Arts Commission. She noted mural permits are free and in place to regulate content, placement and ensure that they are maintained.

Commissioner Swodeck asked if a mural permit could be issued for a past beautification project.

Development Services Director Gutierrez replied the City does retroactive oak tree permits, so they could do a retroactive mural permit.

## **5. Pomona Arts Colony Mural Update – Discussion**

**Item G-5 heard before Item G-4 while dealing with technical difficulties. Meeting resumed at 6:27 p.m.**

Alina Barron, Assistant Planner, provided an update on the Pomona Arts Colony Mural.

- She shared the artists, Wayne Healy and David Botello, apologized for not being here, but they had some scheduling conflicts.
- She stated they wanted feedback from the Cultural Arts Commission and asked her to present a picture of what they are working on right now. She stated it's a combination of pencil sketch with some layered coloring.

- She reported the artist are preparing two proposals/budgets: one for the vinyl pasting and another for it to be directly painted on the wall.
- They are working on a rendering and hoping to come to the November 12, 2019 meeting.

Commissioner Swodeck responded he is concerned that there is a lot of flat areas along the bottom, which would be a draw for tagging. He noted he loves their work and doesn't really want to mess with it but there seems to be more texture at the top.

Commissioner Reynolds asked how the anti-graffiti coating works.

Commissioner Quinones replied it's like a clear coat, applied in three layers on that locks in the color, so the artwork can be cleaned with a pressure washer without being compromised.

Commissioner Swodeck shared Jeff Sanchez Jr. has been using a chemical spray that works with a sealant to pull markers or spray paint off artwork. He stated Mr. Sanchez purchased several gallons to test the process for the City and its part of the reason people are seeing fewer grey blocks; he figured out how to use the chemical in problem areas and then rinse graffiti right off. He asked staff if they have figured out the legality and copyright issues of digital artwork yet.

Senior Planner Khan replied no, he hasn't investigated that yet.

---

ITEM H:  
NEW BUSINESS:

None

---

ITEM I:  
STAFF COMMUNICATION:

Development Services Director Gutierrez reminded everyone about the Chalk Art Festival on November 9, 2019. She reported the Planning Commission approved a design for a 7-Eleven on Dudley and Holt that overlaps into the purview of the Cultural Arts Commission. She shared the design includes two art components; a honeycomb patterned wall that will be left open for a potential mural and a wraparound piece being proposed for public art. She stated the Planning Commission conditioned both projects as an AIPP requirement.

---

ITEM J:  
COMMISSIONER COMMUNICATION:

Commissioner Batts asked about the Pomona Christmas Parade.

Commissioner Swodeck responded Ishmael from the DPOA sent him the Christmas Parade application recently but he hasn't sent it in yet. He shared the Cultural Arts Commissioners normally ride on the back of Doug Torres flatbed truck.

Commissioner Quinones added everyone is welcome: kids and spouses.

Commissioner Batts asked who decorates the truck.

Commissioner Quinones responded in the past they have just thrown something together.

Commissioner Quinones suggested drafting a letter inviting businesses to take part in the 2020 AIPP projects. He shared he and Commissioner Reynolds explored Holt and Mission to identify a number of possible spots for community murals and it would be nice to visit a few spots (i.e. Sheila's Pawn Shop) and let them know of the opportunity.

Development Services Director Gutierrez replied staff can put something together.

Commissioner Swodeck suggested the letter include permit requirements.

Commissioner Quinones invited everyone to attend the Día de los Muertos festival on Sunday, November 3, 2019 from 3:00-7:00 p.m. at the dA Center for the Arts. He shared he and Commissioner Swodeck attended En Memoria at the Fairplex, a Chicano cultural art event.

Commissioner Swodeck shared En Memoria increased attendance from 1,200 to 5,000 this year.

Commissioner Quinones shared he went by a tobacco place on Mission and spoke to them about putting a mural on the building.

Commissioner Swodeck the property owner fills out the mural permit.

Development Services Director Gutierrez replied the property owner just needs to sign it.

Commissioner Reynolds reported the Pomona Heritage home tour on Saturday, November 2, 2019 from 9:00 a.m. to 3:00 p.m. still need docents. She asked the Commissioners to let her know if you they help.

---

ADJOURNMENT:

Chair Swodeck adjourned the meeting at 7:22 p.m. to the Special Meeting of November 25, 2019 at 5:30 p.m. in the City Council Conference Room.

---

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.