



505 S. Garey Ave
Pomona, CA 91766

City of Pomona

Cultural Arts Commission

Action Minutes

Chairperson Joshua Swodeck
Vice-Chairperson Denise Marquez
Commissioner Miranda Sheffield
Commissioner Jovani Esparza
Commissioner Jessica Leon
Commissioner Venita Reynolds
Commissioner Dianna Batts

Monday, July 26, 2021

5:30 PM

Via Video Conference

CALL TO ORDER

Chairperson Swodeck called the Cultural Arts Commission meeting to order at 5:42 p.m. via video conference.

PLEDGE OF ALLEGIANCE

Commissioner Reynolds led the Pledge of Allegiance.

ROLL CALL

Present: Chairperson Joshua Swodeck
Vice-Chairperson Denise Marquez
Commissioner Miranda Sheffield
Commissioner Venita Reynolds
Commissioner Dianna Batts

Absent: Commissioner Jovani Esparza
Commissioner Jessica Leon

Staff Present: Ata Khan, Planning Manager

PUBLIC COMMENT

Gloria Almanza stated that this is her attempt to apply for a future fellowship with the City of Pomona. She expressed that there is a glass ceiling and stated that the City of Pomona is about starting non-profits and ignoring actual talent. She said she has experience working with non-profits located in the City of Pomona and said these organizations provide misinformation. She said art is about touching humans and we use art to motivate us and express our deep dark secrets. She stated that she is determined to work with Ata to make this fellowship a reality. She asked the Commission to rethink how they treat local artists, not just Pomona artists. She expressed that the Commission needs to rethink the difference between public and private art. She asked the Commission to reach out to local talent and work with them.

COMMISSIONER COMMUNICATION

Commissioner Reynolds stated in light of Gloria's comment she wonders how many of the community members and artist understand the difference between private in lieu of funds as opposed to the public art funds. She asked if we could have a pamphlet or post this information on the city's website to provide clarity to the public.

Ata Khan, Planning Manager, said we have existing materials available that distinguish the difference between things that the commission looks at and the difference between public art fund vs privately funded public art, but it is not to say that it has been communicated in all the right ways. He stated that we can certainly revisit this and we encourage our private developers to look at our short list for an artist.

Commissioner Marquez shared that she was in Washington, D.C. for training and met with different agencies to help us connect with the resources that are in Capitol Hill so that the Commission can best serve the public.

Commissioner Swodeck met with self-help graphics located in Boyle Heights who will be helping in the No Going Back LA Program about making sure that Pomona is included in some public art projects. He said we will be getting an artist through a grant that they are paying for and we will be hosting this as the county wide public art initiative.

Commissioner Marquez stated that she works for Congresswomen Torres who is a member of the Appropriation Committee. She mentioned that she brought back earmarks, which means that folks in our district can submit applications and we will then submit the application to the Appropriation Committee and request funding specifically for a project or group. She stated that we secured 11.3 million to the Inland Empire. She said that Park Tree, the dA Center and Pomona PD was able to get funding.

Commissioner Reynolds said that she is working with her cousin and other comic creators and we are having a comic take over at the dA Center in October.

CONSENT CALENDAR

None

PUBLIC HEARING

None

DISCUSSION ITEMS

1. Ad-Hoc Committee Report on Citywide Call for Artists.

Ata Khan, Planning Manager, opened a discussion on this item. He mentioned that he met with Committee Member Lucas, Committee Member Oliver and Vice-Chairperson Anthony to discuss where to place art, but in the context of a citywide call for artist. He said what came out of this meeting was that they need to survey the public and spend some time understanding where folks in Pomona would like to see the art. He stated that he met with Chair Swodeck, Commissioner Reynolds and Commissioner Batts at an Ad-Hoc Committee level and similar questions came up with respect to surveying. He said they also spoke about consideration about programming, how to fund them, and requirements for non-profits that are very different than funding a mural, such as understanding insurance requirements, background checks and organizational statements. He said the next month could be spent doing the initial survey to help frame what a future call for artist would look like.

Commissioner Reynolds stated we were going to put specifications around what we are looking for so we do not have different ideas and not be able to come to something conclusive.

Commissioner Swodeck mentioned that we discussed about three years ago that Cal Poly students today survey an art walk specifically what style people are looking for but giving folks a little lead way so that we do not have 50 different choices in a survey. He mentioned that we definitely want the community's input.

Commissioner Sheffield stated that it is important with the survey to include how this art and public spaces are in alignment with other variables like having more green spaces and creating a walkable space and not see just a display of art.

Commissioner Swodeck agreed and said that the 31 Flavors concept is a great example of creating public spaces. He informed the public that the department of Recreation & Park do not have funding for art.

Ata opened public comment.

Gloria Almanza stated that the Ad-Hoc committee did not speak about individuals such as painters, writers and photographers. She said the 31 Flavors was a work of art in labor from the artist, which proves her point that Pomona is about organizations and non-profit driven.

Chair Anthony mentioned if we were to establish a well thought of theme it could be apply to various artist and how they interpret that theme. She said that you have a cohesive curation throughout the City with public art and this is where you really will get the impact. She mentioned that the City of LA had a survey and asked the community what type of art they would like to see in the city. She said that one of the topics was water conservation, which was the biggest creative open call for artist, and they selected a landscape artist. She expressed that when the community came to enjoy this garden they were given handouts, so that they will be able to develop drought tolerance gardens in their own home.

Margaret Aichele of the dA Center of the Arts said that the only mission that we have is to lift the people and the artist. She shared the top ten topics that the community would like to see.

Commissioner Swodeck agreed with Margaret's statement.

Commissioner Reynolds said that the dA Center of the Art is a jewel in the city and it provides so many opportunities for unfunded artist.

Commissioner Sheffield mentioned that we could look at other models that have been very effective and beneficial as it comes to community engagement.

Andrew Quinones stated that the City of Pomona implemented a Family Master Plan over a decade ago. He said that we are still working with some youth in creating murals through Pomona Promise and we already have a floor plan in place.

Ata mentioned that a couple of things to think about in regards to going forward with the call for artist is the idea of tackling a theme art, second is location driven, and last what he calls unrestricted (he gave an explanation).

Discussion only, no action taken

DISCUSSION TIME: 34 minutes (6:00 p.m. to 6:34 p.m.)

2. Potential appointment of new Citizen's Advisory Committee Member.

Ata Khan, Planning Manager, opened a discussion on this item. He mentioned that Commissioner Montaq resigned as a Committee Member and we have about 10 applications to consider for this vacant seat. He gave a brief summary of each application submitted for this seat.

Ata opened the public comment.

Commissioner Sheffield asked if we were going to open this vacant seat to the public.

Commissioner Batts said that the Commission should appoint someone from the 10 applications for this seat.

Commissioner Swodeck asked that we open it up to the public and asked staff about the timeframe.

Ata said that we could accommodate three weeks to allow the public to apply for this seat.

Vice-Chair Marquez mentioned that as long as it does not hold up anything that we are trying to accomplish then I think it will be appropriate to move in that direction to make it more accessible.

A motion by Chairperson Swodeck, seconded by Commissioner Sheffield, carried by a unanimous vote of the members present (5-0-0-2) to open up the application process for

three weeks starting tomorrow.

Chairperson Joshua Swodeck - yes; Vice-Chairperson Denise Marquez- yes; Commissioner Sheffield– yes; Commissioner Esparza - absent, Commissioner Leon – absent; Commissioner Reynolds – yes; Commissioner Batts – yes.

*Vice-Chairperson Alycia Anthony agreed with Commissioner Batts that the Commission should elect someone from the original poll.

DISCUSSION TIME: 24 minutes (6:35 p.m. to 6:59 p.m.)

3. Update on Existing Artist Agreements.

Ata Khan, Planning Manager, opened a discussion on this item. He said the SAE Mural located on Garey and Monterey was completed last weekend. He mentioned that the design of the characters and color scheme suggested by Commissioner Reynolds has been incorporated in the mural. He stated the Magu Mural is also done and it looks fantastic. He mentioned that the dA Center for the Arts would be doing a grand opening/unveiling of the mural on August 14, 2021 to the public. He also invited the Commission. He mentioned that staff is working with the dA Center for the Arts regarding an Activate Pomona Permit to create a temporary parklet.

Margaret Aichele, of the dA Center of the Arts, stated that we are going to have an invite only for the Magu Mural dedication at 11am. She said the Magu family will invite approximately 300 individuals. She mentioned that in the evening we will have a public celebration. She stated that we are going to feature the story and dedication for the Magu Mural. She said she has a good source for anti-graffiti coat. She mentioned that the artist for the Poloski Mural is curious about the placement of the dedication plaque. She said after the plaque he will put the anti-graffiti coat on the mural.

Ata stated that we have plaque standards for all murals. He said City staff will speak about public art fund and that the commission should be there.

Commissioner Swodeck said he is open to attend the celebration.

Ata mentioned that we have two issues in respect to the Millard Sheets Fountains. He said the issues pertain to the plaque installation and the lighting. He said there is a lighting budget and the request was to do a solar panel lighting, which was a low cost project and was not doing enough for illumination. He asked the commission if they would like to do a separate call for the illumination and lighting of the existing artwork or if you would like staff to bring it forward next month some samples to show you lighting that can work.

Commissioner Reynolds said that at the next meeting if staff can present us with some solar options.

Commissioner Swodeck agreed.

Ata mentioned he will agendas this topic in August.

Commissioner Reynolds asked about the dilapidated roof of the back of the first fountain on West Second Street.

Ata stated that the art in public places can fund maintenance of that art but requires its own call for those folks that are qualified to maintain it. He said that I think we are now in a position to agendize a broader discussion about maintenance of what we have. He said that our manual has been updated now, so we actually have a little bit more latitude on flexibility on doing that in a way that is not just driven by big bids.

Discussion only, no action taken

OPPOSITION: None

IN SUPPORT: None

DISCUSSION TIME: 17 minutes (7:00 p.m. to 7:17 p.m.)

STAFF COMMUNICATION

Ata Khan, Planning Manager, mentioned that we are recipients of a million dollar grant with respect to public health and the planning division is seeking to fund two part time community health workers. He said we are updating our general plan to include an environmental justice and public health element to flush out specific environmental social justice policy.

He said that City Hall is opened to the public 7:30am to 6:00pm and closed from 12:00pm-1:00pm.

He mentioned that the Development Services Department received a \$703,000 grant from SCAAG for complete streets zoning. He said that the goal with this grant is to zone our streets in a way that through an 18 months engagement effort with CBOs again and really with those public health folks coming to think about how the community would like to use these streets.

DISCUSSION TIME: 18 minutes (7:18 p.m. to 7:36 p.m.)

ADJOURNMENT

The Cultural Arts Commission meeting was adjourned by Chairperson Joshua Swodeck at 7:37 p.m. to the next scheduled meeting of August 23, 2021 at 5:30 p.m.

Respectfully submitted,

Prepared by,

Ata Khan
Planning Manager

Miroslava PourSanae
Administrative Assistant