

OFFICIAL MINUTES
CULTURAL ARTS COMMISSION
SPECIAL MEETING – dA Center for the Arts
MONDAY, JUNE 24, 2019

ITEM A:

CALL TO ORDER:

The Cultural Arts Commission was called to order at 6:10 p.m. by Chairperson Joshua Swodeck.

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

ITEM C: ROLL CALL:

Roll was taken by Development Services Director Anita Gutierrez.

COMMISSIONERS PRESENT:

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

COMMISSIONERS NOT PRESENT:

Commissioners Jovani Esparza (sick) and Venita Reynolds

STAFF PRESENT:

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

ITEM D:

PUBLIC COMMENT:

None

ITEM E:

APPROVAL OF MINUTES:

1. Approval of Draft Minutes for the Cultural Arts Commission meeting of April 8, 2019 and April 22, 2019.

Motion by Chair Swodeck, seconded by Commissioner Quinones, carried by a unanimous vote of those present (5-0-0-2), to approve the Draft Minutes for the Cultural Arts Commission Meeting of April 8, 2019 and April 22, 2019.

ITEM F:

PUBLIC HEARING:

None

ITEM G:

OLD BUSINESS:

None

ITEM H:
NEW BUSINESS:

1. Approve to permanently relocate the Cultural Arts Commission meetings to the dA Center for the Arts located at 525 S. Main Street Pomona, CA 91766 – Discussion.

Development Services Director Gutierrez reported the Cultural Art Commission meetings were moved from City Hall to the dA Center for the Arts and at the last meeting she asked the Commissioners how they felt about the location. She stated the Commission felt they were publicly accessible and wanted to continue, so this item is to formally move the regularly scheduled meetings to the dA Center located at 255 S. Main Street in Pomona.

John Clifford, commended the dA for this and Margaret Aichele for hosting. He expressed concerns that there are a huge number of distractions that walk through the room and make noise, as well as, the room is so big and open that he has a really hard time hearing the conversation. He asked the Commission to take that into consideration when looking at this location for the public meetings. He noted it is also not a cool building and the necessity for fans also make it hard to hear. He stated City Hall is much cooler.

A member of the public, commented she didn't know where the meeting was located. She stated she has a list of dates, but it wasn't clear where the Cultural Arts Commission was meeting. She shared she just came from City Hall and when she asked the City Clerk about the location, she was shown to the room next door.

Development Services Director Gutierrez responded the location is written on the front of the Agendas.

She responded that there was a little bit of confusion with that and asked where the agendas could be found.

Development Services Director Gutierrez replied that the agendas are posted online and in front of City Hall on the boards.

She responded that she looked on the boards and only saw a posting for the June 2, 2019 City Council Meeting.

Development Services Director Gutierrez replied she thought they were up there, but she will confirm.

She asked why Planning is involved in the Arts & Cultural Commission.

Development Services Director Gutierrez stated her comments need to reflect this agenda item.

She confirmed what the agenda item was.

Development Services Director Gutierrez replied having the dA Center as a permanent location.

She stated she just has general comments.

Development Services Director Gutierrez replied that Public Comment had passed, but if she'd like to fill out a card the Cultural Arts Commission can reconsider opening Public Comment.

Chair Swodeck replied that he doesn't mind answering any questions she has afterwards. He spoke about the negatives of the dA Center, stating the location doesn't have air conditioning and it gets a little hot requiring fans, which does make it harder to hear sometimes. He noted the Commission tried microphones, but that was difficult in the space as well. He stated if the Commission decides to stay here, all the Commissioners will need to work extra hard to make sure they are heard. He expressed concerns with parking, stating it doesn't apply to all people, but if a person comes to both meetings, all the parking is two hours free and then a person must pay. He stated he doesn't love the idea of somebody having to pay to come to a meeting. He suggested having a parking pass that someone could put in their window for the meeting if the Commission decides to move forward with this location. He noted a parking pass seems more reasonable as opposed to putting a hold on parking enforcement for a few hours, because it will probably only apply to a few people. He spoke about the positives and reasons the meetings were moved to the dA Center, noting that they were getting lost in City Hall and Council Chambers felt awkward and disconnected from the public being up on the dais. He shared the Closed Session room also had issues because the doors locked at 6:00 p.m., so if a person didn't get into the meeting on time they couldn't get in and then staff had to walk them out. He stated the Commission thought the dA Center, being the hub for the Arts within the City of Pomona, was a better place to have this conversation and make the public feel as comfortable as possible discussing the arts. He reported they have tried it for three months now and so this is a discussion if they should continue to stay here.

Commissioner Quinones asked if the Library was open on Mondays until 7:00 p.m. or 8:00 p.m.

John Clifford replied they are open until 7:00 p.m. on Mondays.

Chair Swodeck responded that would mean they would have to exit the building by 7:00 p.m.

John Clifford replied yes and that the Library Commission does it every month.

Chair Swodeck recommended staying at the dA Center. He stated if the public has recommendations for spaces that feel similar and that activate the public the Commission can consider those. He stated he doesn't like the idea of rotating back and forth because Parks and Rec tried that, and it was very confusing for people. He commented the Commission has met here for a handful of months and it would be great to activate this location.

Commissioner Quinones replied loves the dA but doesn't recommend this for the summer months. He stated wintertime he is fine with this location.

Development Services Director Gutierrez asked if there were any suggestions on where else they could meet.

Commissioner Quinones responded the Breakout Chambers is something that is more accessible and the only place that seems reasonable.

Commissioner Marquez asked about the Conference Room adjacent to the Chambers.

Commissioner Quinones replied that's the one.

Development Services Director Gutierrez replied they call that the Closed Session room.

Chair Swodeck replied that one of the challenges the Commission had with that space was that they are a Monday night meeting and often there were a lot of City Council members and they were getting moved.

Commissioner Marquez stated she concurs with what Chair Swodeck that the dA Center is really like the hub of all thing's art and they have helped the Cultural Arts Commission move forward in a lot of projects and ideas, as well as, been a resource. She stated even though there may be a bit of a distraction when people are walking in, it's a good thing because people often ask what is going on over there and it sparks interest in what the Commission is doing. She stated before she was on the Cultural Arts Commission, she didn't know it existed.

Development Services Director Gutierrez replied it's up to the Commission. She stated her goal is to find us a permanent home either here or somewhere at City hall. She commented that all the reasons the Commission has outlined of trying to find a place in the community is why they came to the dA. She noted it's not perfect but none of the locations are. She stated it is up to the Commission as to where they feel the most comfortable and where they think the public is getting the most benefit for participation.

Chair Swodeck stated his recommendation for right now is to continue for next month and then have another discussion item next month to allow the public or Commission to research other locations. He commented it may be very difficult to find something that has the same value in the arts as the dA center.

Commissioner Quinones replied he doesn't mind the dA but he has concerns about the parking tickets.

Commissioner Quinones stated he has been here since 4:30 p.m. and stepped out to move his vehicle missing the vote.

Motion by Chair Swodeck, seconded by Commissioner Marquez, carried by a unanimous vote of those present (4-0-0-3), to continue this item to the next meeting.

2. Approve the shortlist artists – Discussion.

Ata Khan, Senior Planner, provided a presentation on this item. (See staff report for item h-2).

Senior Planning Khan reported the Cultural Arts Commission Citizens Advisory Committee recommended approval of the lists and that there were two clarifying points. He stated in the package that was recommended for approval, the artist Jason LaMotte was on the denial list, however, that was a technical error. He stated Mr. LaMotte scored above 50, so staff recommended a clarification on that, which the Advisory Committee added to their motion. He shared the Advisory Committee separated the voting because Committee member Chris Toovey was recommended for approval. He reported the Advisory Committee felt a tiered system could be done on a case by case basis when RFPs are released, and the Committee/Commission can decide if they want to curate for smaller scale projects or cast a wide net for larger projects. He spoke about the need to discuss best practices and ways to improve the next round. He stated staff are always looking at ways to improve RFQs and noticed they provided a lot of technical assistance to applicants, which led staff to realize there were ways to be more explicitly clear within the RFQ by not using as much jargon and being direct about what folks need to submit. He noted staff saw success from the workshops.

Commissioner Leon reported she had difficulty opening the files in the agenda.

Chair Swodeck asked if staff take emails on Fridays, because the agenda goes out on Thursday. He recommended sending an email to staff if a Commissioner can't get something.

Development Services Director Gutierrez replied if anyone has issues, they can email her directly.

Motion by Chair Swodeck, seconded by Commissioner Quinones, carried by a unanimous vote of those present (5-0-0-2), to approve the Artist short list as presented with the inclusion of artist Jason LaMotte.

**3. Approve the attached Request for Proposals, Pomona Public Library – Discussion.
(continued from May 28, 2019)**

Development Services Director Gutierrez reported that now that there is an approved short list of artists staff can put out RFPs. She stated staff have two for the Commission's consideration, the first being the RFP for the Pomona Public Library mural.

Duane Smith, President of the Library Board of Trustees, thanked the Commission and stated the Board is pleased that this project is moving forward because it has been a discussion for the Board for a long time. He stated there was enthusiasm when the Trustees saw the schedule at their last meeting was measured in weeks and not months or years. He commented as a 40-year resident of Pomona and not a Trustee that he hopes the Cultural Arts Commission approves the recommendation from the Advisory Board and gets on with it.

Assistant Planner Barron reported the RFP includes the project budget as \$15,000 to \$20,000, the theme being the *World of Children's Literature*, language that indicates that this section of the library is the Science Section and a listing of topics and mentioned using a color palette that is considerate of the calm nature and incorporates color psychology. She noted the RFP also includes that the artwork to be placed on the western wall and the complimentary wall to the north.

Motion by Commissioner Quinones, seconded by Chair Swodeck, carried by a unanimous vote of those present (5-0-0-2), to approve the Request for Proposal (RFP) for the Pomona Public Library.

Development Services Director Gutierrez reported staff has established subcommittees from the Advisory Committee that will review those RFPs.

4. Approve the attached Request for Proposals, Pomona Arts Colony – Discussion.

Alina Barron, Assistant Planner, provided a presentation on this item. (See staff report item h-4).

Assistant Planner Barron asked the Commission for direction on the budget, so reported the Advisory Committee recommended a \$25,000 to \$50,000 budget and a theme. She stated the RFP currently has an open theme, directed toward the history of the Arts Colony, however, the Advisory Committee recommended a tribute to Gilbert "Magu" Luján.

Commissioner Quinones shared that Gilbert “Magu” Luján was an artist that was well known within the Chicano community, a professor at the Cal State Los Angeles and spent many years in downtown Pomona with an Art Studio.

Development Services Director Gutierrez stated the owner of the building Ed Tessier was open to whatever the Cultural Arts Commission recommended.

Commissioner Quinones commented the recommended fits into the history of downtown Pomona.

Commissioner Marquez confirmed they wouldn’t vote to approve it because they don’t have the dollar amount yet.

Development Services Director Gutierrez replied they do have a dollar amount; the Advisory Committee recommended a range of \$25,000-\$50,000.

Chair Swodeck confirmed they are looking to approve the RFP with that number on it.

Development Services Director Gutierrez replied yes, or the Commission could make a different budget recommendation. She clarified they are not approving the art, just theme, the budget and the RFP to be released.

Motion by Commissioner Quinones, seconded by Commissioner Leon, carried by a unanimous vote of those present (5-0-0-2), to approve the Request for Proposal (RFP) for the Pomona Arts Colony.

ITEM I:
STAFF COMMUNICATION:

Development Services Director Gutierrez thanked staff, Alina Barron and Ata Khan, for the tremendous work they did in getting the Cultural Arts Commission an approved shortlist and two RFPs. She thanked the subcommittee comprised of Advisory Committee members for working diligently and getting the score sheets done. She stated she is very excited.

ITEM J:
COMMISSIONER COMMUNICATION:

Commissioner Quinones requested to form a subcommittee at the next meeting to identify possible future locations for art outside of the downtown area. He recommended getting assistant from the graffiti abatement team, to identify areas in Pomona where graffiti is repeatedly targeted and to also include the causeways coming into Pomona. He commented he knows they are doing a good job moving things forward before the new year comes, but he is sure there is going to be a lot of work ahead that they can start planning. He stated Ms. Venita Reynolds is not here today, but if she was, she would be asking about the water fountains and other old business that has been put on the backburner.

Development Services Director Gutierrez shared staff has communicated with Commissioner Reynolds because of the RFPs and the shortlist that will be on the next month's agenda.

Commissioner Marquez asked what was going to be on the next agenda.

Development Services Director Gutierrez replied a discussion about the water fountains and old business items.

Commissioner Marquez replied that was what she was going to bring up too.

Chair Swodeck shared with the public that they were talking about the Millard Sheets fountains that are on Second Street.

Senior Planner Khan shared the Historic Preservation Commission designated the Second Street mural improvement in early 2000's and the planters from Gibbs to Main on Second Street as a locally designated historic landmark. He reported staff was able to add that into the Downtown Pomona Specific Plan.

Commissioner Quinones thanked staff for the Library Tour sharing they found out one of his art pieces was in the Library. He requested to start the process to hang his art somewhere publicly or to have it given back to him.

Development Services Director Gutierrez replied she brought that up with the Deputy City Manager Mark Gluba who oversees the Library Board and he was going to investigate that. She stated she will connect them both.

Commissioner Marquez spoke about bringing back the list of old items and stated the projects on White Ave with the Fairplex, the repair of the Goddess Mural and Shaun Diamond Plaza are at the top of her list.

Commissioner Quinones added that the El Merendero mural that was on the old list, however, there wasn't clarity if that City Parking Lot was going to be sold and then the mural may be blocked. He stated they didn't know if the money should be spent to restore it.

Commissioner Marquez clarified that people have heard chatter that they would be building placed in that space.

Development Services Director Gutierrez confirmed on the parking lot.

Commissioner Quinones replied that there are two fractions of the Committee, one says they want to put a building up because of housing shortage and another wants to put a community pocket park. He noted the owner of the Merendero has been interested in having that repaired for some time now.

Development Services Director Gutierrez stated she can investigate it.

Chair Swodeck reported that years ago there was a proposed plan that didn't go through for that whole corner. He suggested staff look online to see what that area would look like activated and to get an idea of what the City was contemplating at one point in time.

Commissioner Quinones commented the Chalk Art Festival is usually in November. He requested that the event be put on the schedule for next month to start the process.

Assistant Planner Barron shared Vicky Tessier reached out to her asking about the summer schedule.

Commissioner Quinones noted they usually order the chalk at least three months ahead of time.

Development Services Director Gutierrez replied staff are just waiting for this next fiscal year which starts July 1, 2019. She shared Vicky Tessier has sent here some information staff will be looking for deals to purchase the chalk.

Commissioner Marquez asked if they should add that to the next agenda.

Development Services Director Gutierrez replied she will coordinate with Vicky Tessier and if she is ready yes.

Chair Swodeck shared he had a conversation with a gentleman, Christian, from Olive Street, about doing some permanent and temporary community art activism in the Angela Chancellor area. He spoke about doing things that would bring the community out and allow them to get hands on. He shared the City is working through a policy on what that would look like from a permit perspective and how this will be allowed. He noted there is a small park there that could be activated. He reported the Tony Cerda mural will be on the next agenda for the Committee, not the Commission yet, to begin the process of relooking at the project. He noted the artist was at the last meeting.

Commissioner Quinones added the artist submitted the updated plans over three months ago.

Development Services Director Gutierrez added to the dA Art Center, not the City of Pomona.

Chair Swodeck continued that the new artwork includes the changes that were made from the tribal meetings. He reported the Library Poet Laureate has some changes due to Brown Act and that doing an Ad Hoc with members from two different Commissions gets into a sticky area. He stated the Library Board of Trustees has a Plan B and next month they will be bringing that up for discussion.

Development Services Director Gutierrez confirmed that needs to be on the Commission's agenda, not the Committees.

Chair Swodeck replied yes, it doesn't need to be on Committee's agenda. He reported he asked about the new social media policy and staff informed him that the City Clerk will be visiting all the Commission meetings to review the new policy. He noted it probably end of being public before they have the City Clerk here in a meeting.

Development Services Director Gutierrez replied she will get the Commissioners an update tomorrow because there were some questions about whether there are any distinctions between the new policy and the information handed out by BBK about best practices for social media communication.

Chair Swodeck reported there is a State Assembly Bill right now that was moved back into Committee specifically addressing social media when it comes to Commissions, City Council, and Politicians. He stated

the State is working through that process, so they are not the only ones dealing with that issue. He noted it is not written clear for this day and age and there is an Assembly Bill that he can share later if anybody wants since it's not an agenda item.

Commissioner Quinones shared there was a public comment at the Advisory Committee for those that are interested in working with the local fire department to initial a public mural for first responders. He stated there is a theme the mural will be located at the Fire Department off Alvarado. He shared he was invited to a meeting for the Ganesha Chamber Orchestra who expressed interest in a public art mural on the bandshell. He stated this may be a possible theme and location for the future.

ADJOURNMENT:

Chair Swodeck adjourned the meeting at 6:58 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.

