

CIVIC ARTS COMMISSION AGENDA

**Monday, June 2, 2014
7:00 P.M.**

City Council Chamber, 200 Old Bernal Avenue

CALL TO ORDER

- Pledge of Allegiance
- Roll Call

AGENDA AMENDMENTS

MINUTES

1. Approve regular meeting minutes of May 5, 2014.

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations
3. Public Comment from the audience regarding items not listed on the agenda. *Speakers are encouraged to limit comments to 3 minutes.*

MATTERS BEFORE THE COMMISSION

If necessary to assure completion of the following items, the Chairperson may establish time limits for the presentations by individual speakers.

4. Discuss Project Paint Box Sponsorship Options

COMMUNICATIONS

COMMISSION REPORTS: Brief reports on any meetings, conferences, and/or seminars attended by the Commission members.

Committee Meetings:

- a. PCAC Post Event Update
- b. Park and Recreation Master Plan Steering Committee
- c. Cultural Plan Update Steering Committee
- d. Public Art Selection Sub-Committee
- e. Pioneer Cemetery Master Plan Oversight Committee

COMMISSION COMMENTS

STAFF COMMENTS

ADJOURNMENT

NEXT MEETING: July 7, 2014

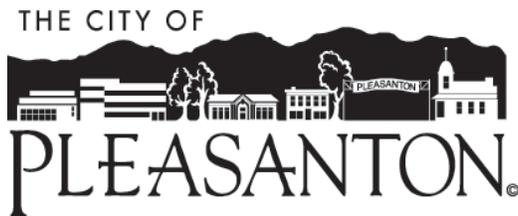
UPCOMING AGENDA TOPICS:

Notice

Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda provided to a majority of the Commission after distribution of the agenda packet are available for public inspection at the Community Services Department, 200 Old Bernal Avenue, Pleasanton.

Accessible Public Meetings

The City of Pleasanton will provide special assistance for citizens with disabilities to participate in public meetings upon advance notice. If you need an auxiliary hearing aid or sign language assistance at least two working days advanced notice is necessary. Please contact the Community Services Department, PO Box 520, Pleasanton, CA 94566 or (925) 931-5340.



Civic Arts Commission Minutes

City Council Chamber – 200 Old Bernal Avenue, Pleasanton, CA
May 5, 2014 – 7:00 p.m.

CALL TO ORDER / PLEDGE OF ALLEGIANCE

Chair Stephanie Wedge called the meeting to order at 7:05 p.m. The Pledge of Allegiance to the flag was recited.

Roll Call

Commissioners Present: Sandra Jellison, Heidi Massie, Sara Nealy, John Steenman, Judy Wheeler, and Chairperson Stephanie Wedge.

Commissioners Absent: John Loll, and Olivia Scrivner.

Staff Present: Michele Crose, Community Services Manager; Suzanne Katz, Recording Secretary. (Edith Caponigro, Transcribing Secretary).

AGENDA AMENDMENTS

There were none.

MINUTES

A motion was made by Commissioner Steenman seconded by Commissioner Massie, to approve the minutes of March 3, 2014. **The motion was approved unanimously.**

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations – Recognition of Commissioner McLane

Chairperson Wedge noted that Tegan McLane began with the Civic Arts Commission in 2004 and has played a valuable part in the arts in Pleasanton that has included Public Arts Projects, involvement with selection of Poet Laureates, Grant Cycles, selection of art pieces, and the Firehouse Arts Center. She thanked Ms. McLane for her service and indicated that she would be missed on the Commission.

Staff and the Commission presented Ms. McLane with a Certificate/gift thanking her for her service on the Civic Arts Commission. Ms. McLane thanked everyone and indicated she has enjoyed serving on the Commission and working with everyone. She stated that she hopes to continue working within arts in the City in some other venue.

3. Public Comment from the audience regarding items not listed on the agenda

There were none.

MATTERS BEFORE THE COMMISSION

There were none.

COMMUNICATIONS

There were none.

COMMISSION REPORTS

a. PCAC Event Update – Commissioners Wheeler and Massie advised that the Big Draw Event has achieved good coverage and publicity. There will be poetry events and a silent auction as well as the chalk artists. It is anticipated this year's event will attract more attendees than the previous year's event.

b. Park and Recreation Master Plan Steering Committee – Ms. Crose advised that Commissioner Loll would provide an update at the June meeting.

c. Cultural Plan Update Steering Committee - no report.

d. Public Art Selection Sub-Committee- Ms. Crose advised there was nothing to report at this time, although the Sub-Committee will soon be looking at a suggested project for painting utility boxes.

e. Pioneer Cemetery Master Plan Oversight Committee – Chairperson Wedge advised that the design concept presented had not been what was expected, and needs to be made more consistent with the Committee's expectations and have asked for a new drawing. The Committee will be meeting again in June to address the concerns and hopefully review a new drawing.

COMMISSION COMMENTS

A. Commissioner Massie advised that as part of the Valley Concert Chorale Celebration, various groups will be performing a chorale festival at the Amador Theatre at 7:30 p.m. on May 18. Mr. Morten Lauridsen, a prominent choral composer, will be working with the choirs and will be in attendance at the event. It is expected to be a wonderful, complex, contemporary choral music experience. Also on May 14, the Vine Theatre in Livermore will be showing a documentary on the life of Morten Lauridsen.

- B. Chairperson Wedge provided information about a Gary Wright show she had attended at the Bankhead Theater. This was a very good show and was sold out. She encouraged everyone to support the Starship event at the Amador Theater.
- C. Commissioner Nealy requested that at the next meeting recent grant recipients be assigned to Commissioners, so Commissioners can visit and view what they are doing and follow-up with what is taking place with funds received. Ms. Crose suggested Commissioners visit and follow-up with groups as they would like.
- D. Commissioners discussed the necessity of holding meetings in such a formal setting when members of the public are not present.

STAFF COMMENTS

Ms. Crose noted that agenda items for the next meeting would include:

- A. Discussion regarding follow-up with grantees and assignment of Commissioners.
- B. Review of Paint Box Project and discussion on whether to seek sponsorships for this.

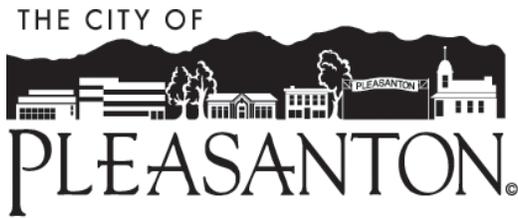
Commissioners were provided information on:

- Fresh Works 2014 Open Juried Exhibition at the Harrington Gallery on May 3 – June 7, 2014. Information was provided by Ms. Crose and Commissioners were encouraged to stop by and visit. Floral pieces will also be exhibited.
- A Pleasanton Teen Poet Laureate flyer and the search for a Teen Laureate that is taking place.
- 74th Annual Pleasanton Rose Show on May 10 at the Senior Center.

Ms. Crose advised that with the retirement of Tegan McLane from the Commission, Commissioner Steenman would be moving up to the dais as a Regular Commissioner and a new Alternate Commissioner would be joining the Commission at the June meeting.

ADJOURNMENT

There being no further business, a motion was made to adjourn the meeting at 7:35 p.m.



Civic Arts Commission Agenda Report

June 2, 2014
Item 4

SUBJECT: DISCUSS PROJECT PAINT BOX SPONSORSHIP OPTIONS

SUMMARY

“Project Paint Box” is a utility box beautification program that celebrates local artwork and encourages regional artists to share their creativity throughout the City of Pleasanton. Vibrant artwork helps deter unsightly graffiti and creates pleasant spaces for residents and visitors. At its May 5, 2014 Civic Arts Commission Workshop, the Commission discussed this project and proposed the possibility of local sponsors and partners being incorporated into the project.

RECOMMENDATION

That the Civic Arts Commission discuss whether or not a sponsorship option should be included in “Project Paint Box”.

FINANCIAL STATEMENT

All artists chosen for this project will be compensated \$500 per utility box. The artist compensation will be funded through the Public Art Acquisition Fund # 038-900-4493.

BACKGROUND

“Project Paint Box” is a utility box beautification program that celebrates local artwork and encourages regional artists to share their creativity throughout the City of Pleasanton. Vibrant artwork helps deter unsightly graffiti and creates pleasant spaces for residents and visitors. At its May 5, 2014 Civic Arts Commission Workshop, the Commission discussed this project and proposed the possibility of incorporating local sponsors and partners into the project.

DISCUSSION

“Project Paint Box” would involve commissioning artists to paint five (5) City-owned traffic utility boxes in the downtown area. The traffic utility boxes will be predetermined and included in the regional “Call to Artists” that will be distributed on July 1, 2014. All responses received by the deadline will be reviewed by the Public Art Selection Sub-Committee (PASS). Once reviewed by PASS, the Civic Arts Commission will review and forward their recommendations to City Council. The project’s timeline states that any approved artist will have approximately 4 weeks to complete their work after the proposed start date.

Each artist will be compensated \$500 per utility box for their supplies and time. The cost of this program will be funded through the Public Art Acquisition Fund # 038-900-4493.

It is anticipated that the lifespan of the artwork on the utility boxes will be 5-7 years. During the Civic Arts Commission Workshop on May 5, 2014, the concept of incorporating sponsorships into this program was briefly discussed. Many questions were raised at that time including: Should sponsorships be sought? If so, how many sponsorships should be pursued and for what amount? How would the sponsorships be incorporated into the project? Should sponsorships be relative to the location of the utility box? Due to the number of questions raised, it was agreed further discussion was needed on this proposed element to “Project Paint Box”.

ALTERNATIVE ACTION

Any other action as determined by the Civic Arts Commission.

Submitted by:

/s/
Michele Crose
Community Services Manager

Attachments:

1. Project Paint Box PowerPoint Presentation

Project Paint Box Utility Box Beautification

Civic Arts Commission

2nd Street in Long Beach



2nd Street in Long Beach



2nd Street in Long Beach & Downtown San Luis Obispo



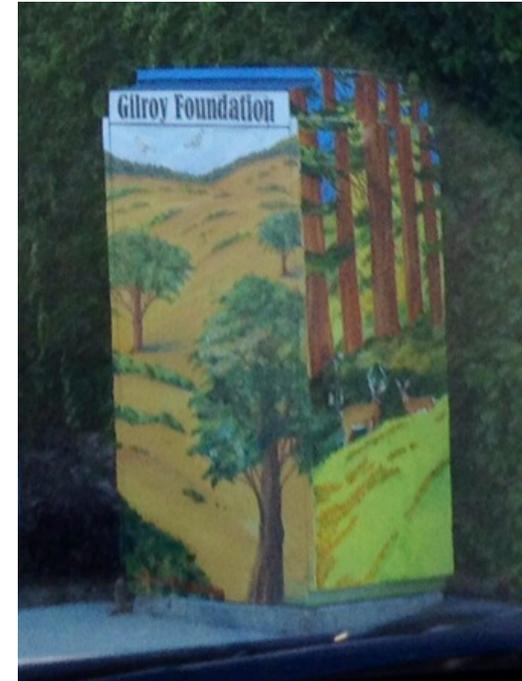
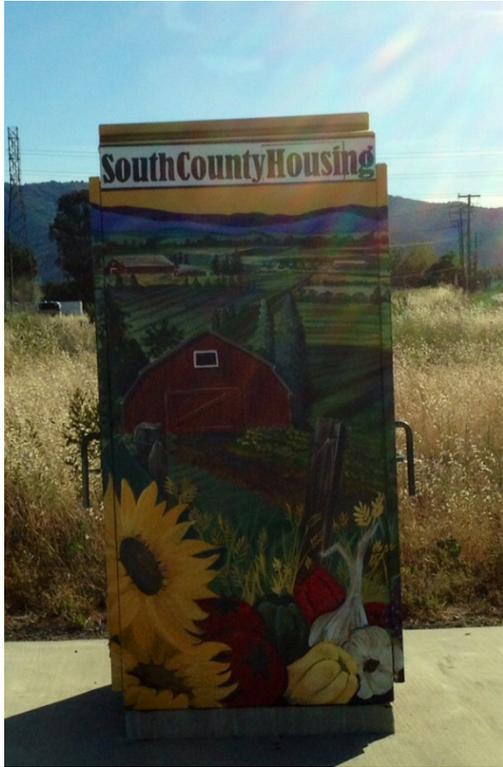
Downtown San Luis Obispo



Traffic Utility Box – Rose & Main St.



Utility Boxes with Sponsors



“Project Paint Box”

Utility Box Beautification

- Project Paint Box is a public art beautification program celebrating local artwork and encouraging regional artists to share their creativity throughout the City of Pleasanton.
- Vibrant artwork helps deter unsightly graffiti and creates pleasant spaces for residents and visitors alike.

Project Paint Box Process

- A Call to Artist will be placed regionally and perhaps statewide.
- Artists will:
 - Complete an application
 - Submit a bio
 - Submit a color rendering of the proposed artwork

Artist may submit up to three (3) designs for consideration.

Project Paint Box Process cont.

- The Public Art Selection Sub-Committee will review all received applications and make recommendations for the Civic Arts Commission
- The Commission will review and make recommendations to the City Council
- The City Council will ultimately approve all artist designs
- All approved artists will have a four (4) week window to complete work

Project Paint Box Process cont.

- Artist will be compensated \$500 for their work and will be responsible for all their own supplies
- Timeline:
 - Call to Artist Distributed – July 1
 - Call to Artist Due Date – July 18
 - PASS Meeting – July 25
 - Civic Arts Meeting – Aug 4
 - Proposed City Council Meeting - Sept 2
 - Proposed Painting Start Time – Sept 9