



CITY OF MILPITAS

Arts Commission

SPECIAL MEETING

AGENDA

7:00 p.m.

Monday, October 11, 2021

Via Teleconference (Virtual Meeting)

Meeting shall be live streamed. Go to:

Facebook: <https://www.facebook.com/CityofMilpitas/>

YouTube: <https://www.ci.milpitas.ca.gov/youtube>

Web Streaming: <https://www.ci.milpitas.ca.gov/webstreaming>

Public Comments may be provided live during the meeting by first registering for the Zoom meeting in advance, providing an email address (not disclosed) and name. Register in advance for this webinar:

https://ci-milpitas-ca-gov.zoom.us/webinar/register/WN_-T48wVRUQWGqMLL35vk-3g

*A link will be sent to you to join the meeting in order to give comments. All registered meeting attendees who wish to speak must click on the "raise hand" icon when the Staff Liaison calls for public comments. If participating by calling in, dial *9 to use the "raise hand" feature, and when you are called upon, hit *6 to unmute your phone. Your phone number will be displayed in the live meeting. Staff will call the speakers to begin.*

All comments provided shall be limited to three minutes or less as determined by the Staff Liaison. All members of the public will be limited to one comment per agenda item, and one comment for non-agenda items. The online written comment form previously used is no longer be available for public comment.

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Seating of Alternates**
- 5. Approval of Agenda: October 11, 2021**
- 6. Approval of Meeting Minutes: June 28, 2021**
- 7. Public Forum**

Those interested are invited to address the Commission on any subject not on the agenda orally via zoom webinar (instructions above). Speakers may provide their name and city of residence for the record, and comments may be limited to three minutes, or less. As an item not listed on the agenda, no response is required of the Commission or staff. However, Commission members may request staff to add the item to a future meeting agenda. This public meeting will be led with professionalism, respect and civility, so profanity and/or vulgar language will not be allowed.

8. Announcements

9. Business Items

a. **Mural Program**

Community Engagement and Inclusion Administrator McLane will present an update on the Mural Program, which will be presented to City Council in October.

Recommendation: Receive report.

b. **Temporary Main Street Industry Mural Project**

Community Engagement and Inclusion Administrator McLane will present a temporary traveling mural projects that City Council has requested be fast-tracked and request one Commissioner be assigned for mural selection committee.

Recommendation: Select a Commissioner to serve on the Main Street Industry Mural Selection Committee.

c. **Holiday Magic Event Update**

Community Engagement and Inclusion Administrator McLane will present details on the Holiday Magic event, particularly performance and art-related aspects of the event.

Recommendation: Receive report.

d. **Temporary Holiday Magic Murals Project**

Community Engagement and Inclusion Administrator McLane will present a temporary traveling mural projects that City Council has requested be fast-tracked and request one Commissioner be assigned for mural selection committee.

Recommendation: Select a Commissioner to serve on the Temporary Holiday Magic Mural Selection Committee.

e. **Muralist Prequalifications**

Community Engagement and Inclusion Administrator McLane will present muralist applicants seeking prequalification for the Milpitas Mural Program.

Recommendation: Prequalify muralists whose applications adequately demonstrate their ability to participate in the Milpitas Murals program.

[Click or tap here to enter staff recommendation](#)

10. City Liaison Reports

Report from staff Liaison

Report from Councilmember Liaison

11. Adjournment

KNOW YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and the City operations are open to the people's review. For more information on your rights under the Open Government Ordinance or to report a violation, contact the City Attorney's office at Milpitas City Hall, 455 E. Calaveras Blvd., Milpitas, CA 95035
e-mail: cdiaz@ci.milpitas.ca.gov / Phone: 408-586-3040

The Open Government Ordinance is codified in the Milpitas Municipal Code as Title I Chapter 310 and is available online at the City's website www.ci.milpitas.ca.gov by selecting "I Want to . . . View " link.

Materials related to an item on this agenda submitted to the Commission after initial distribution of the agenda packet are available for public inspection at the Recreation and Community Services office at the Milpitas Community Center, 457 E. Calaveras Blvd., Milpitas and on the City website. Commission agendas and related materials can be viewed online: <http://www.ci.milpitas.ca.gov/our-government/commission/> (select meeting date)

APPLY TO SERVE ON A CITY COMMISSION

Commission application forms are available online at www.ci.milpitas.ca.gov or at Milpitas City Hall. Contact the City Clerk's office at 408-586-3003 for more information.

If you need assistance, per the Americans with Disabilities Act, for a City of Milpitas public meeting, please call Recreation and Community Services Community Engagement and Inclusion Administrator Tegan McLane at (408) 586-3212, or send an e-mail to tmclane@ci.milpitas.ca.gov prior to the meeting. You may request a larger font agenda or arrange for mobility assistance. For hearing assistance, headsets are available in the City Council Chambers for all meetings.

CITY OF MILPITAS

MINUTES

ART COMMISSION MEETING

Minutes: Meeting of the Arts Commission.

Date of Meeting: June 28, 2021

Place of Meeting: Zoom Meeting

I. Call to Order: Vice Chair Ghose called the meeting to order at 7:05 p.m.

II. Pledge of Allegiance: Commissioner Umarani led the Commission in the Pledge of Allegiance.

III. Roll Call: Commissioners Present: Badesha, Brahim, Ghose, Hays, Tan, and Umarani

Commissioners Absent: Agg

City Council Liaison Present: Mayor Tran

City Staff Present: Tegan McLane – Community Engagement & Inclusion
Administrator

IV. Seating of Alternates: None

V. Approval of Agenda:

MOTION to approve the Agenda for June 28, 2021 as submitted.

M/S: Hays/Brahim

Ayes: All

VI. Approval of Minutes:

MOTION to approve the Minutes from April 26, 2021 as submitted.

M/S: Hays/Umarani

Ayes: All

VII. Public Forum: Barbara Jo Navarro provided a public comment.

VIII. Announcements and Correspondence

Community Engagement and Inclusion Administrator McLane announced and introduced new Commissioners Badesha, Brahim and Hays.

IX. Business Items

a. Phantom Art Gallery Application: Jackie Haga- Rice

Community Engagement and Inclusion Administrator Tegan McLane presented to the Commission an application for a Virtual Phantom Art Gallery exhibit by Jackie Haga- Rice.

MOTION to approve Artist Jackie Haga- Rice for the Virtual Phantom Art

Gallery.

M/S: Ghose/Brahim

Ayes: All

b. Mural Program

Community Engagement and Inclusion Administrator McLane provided a presentation of the outline for the new Mural Program.

MOTION to approve Mural Program to City Council, and request \$50,000 allocation from the Public Art Fund toward the Mural Program in 2021-22.

M/S: Hays/Badesha

Ayes: All

c.2021-2022 Work Plan

Community Engagement and Inclusion Administrator McLane reviewed the progress on the current Work Plan.

MOTION to approve 2021-2022 Work Plan to City Council.

M/S: Brahimi/Umarani

Ayes: All

XI. Staff, City Council and Liaison Reports

Community Engagement and Inclusion Administrator McLane provided a brief presentation of Higuera Adobe Park sculpture design with a slight modification. McLane reported the mobile stage was used at the Milpitas on Stage Event at Starlite Park on Father's Day, there were a total of 80 participants.

XII. Future Agenda Items

XIII. Adjournment:

With there being no further business, the meeting was adjourned at 8:28 p.m., with the scheduled meeting to be a Regular Meeting on September 27 at 7 p.m.



CITY OF MILPITAS

Revision	Date

CITY COUNCIL POLICY

Policy No: Click or tap here to enter text.	Mural Program	Effective Date: Click or tap to enter a date.
Revision No: Click or tap here to enter text.	Policy Administrator: Recreation and Community Services	Next Review Due: Click or tap to enter a date.
Related Policies and Procedures: Click or tap here to enter text.	Approved by: City Council	Date Approved: Click or tap to enter a date.

1. PURPOSE

- 1.1. The Mural Program seeks to promote mural activity reflective of the heritage, diversity and aspirations of our community through engagement with muralists, property owners, community stakeholders and residents.

2. POLICY

- 2.1. Support the creation of up to four murals annually through community engagement.
- 2.2. Encourage mural creation as part of broader place-making efforts throughout the City.
- 2.3. Mitigate blight, graffiti or vandalism.
- 2.4. Maintain murals with a focus on City-sponsored murals.
- 2.5. Add up to four mural art installations annually to the City's public art inventory.
- 2.6. Only City-owned spaces, or City controlled spaces through easements, can be funded and maintained with Public Art Funds.
- 2.7. Establish a list of artists regularly with a focused outreach to artists living or working in the City of Milpitas.
- 2.8. At least one of the annual up to four mural installations will be designated for local artists.
- 2.9. Artists are paid a stipend, as approved by the Arts Commission, for submitting proposals in response for mural design proposal.

3. DEFINITIONS

- 3.1. A mural is defined as the creation of public art funded by public or private funds on walls, utility boxes and other surfaces accessible to the public.
- 3.2. Public Art is defined in the municipal code as "works of art located on, affixed or applied to City property." (Milpitas Municipal Code, Title V, Chapter 20, Section 310.)
- 3.3. Monies in the Public Art Fund shall be used exclusively to (1) provide sites for works of art, (2) acquire and install works of art, (3) maintain works of art, or (4) fund other administrative costs associated with the Public Art Program. The Art Commission shall recommend utilization of monies in the Public Art Fund to the City Council. (Milpitas Municipal Code, Title XI, Chapter 10, Section 14.)
- 3.4. A local artist is defined with having the primary residence with the City of Milpitas.

4. PROCEDURE

- 4.1. Any resident, business owner or artist may nominate any space, which is publicly accessible and within City limits, to the Director of Recreation and Community Services for mural beautification. Those nominating a space must include a photo and short statement on why they believe the location should be considered for a mural. They may include additional information about potential theme and suggestions for community involvement.
- 4.2. The City Council may direct staff to commission a mural for a certain theme and/or a certain location as part of this annual process or on an expedited timeline depending on staff capacity.
- 4.3. Other public agencies' properties nominated to participate in the Mural Program, if agreed to by the other public agency, such public agency must fund and maintain its own murals.
 - 4.3.1. Other public agencies are exempt from payment of the project coordination fee for installing murals in Milpitas.
- 4.4. Privately owned space nominated to participate in the Mural Program, if agreed to by the private property owner, private owners must fund and maintain their own murals.
 - 4.4.1. The owner will be required to cover the design stipends, mural cost, a mural program administrative fee to fully recover staff time and overhead for project coordination and any applicable permit fees.
 - 4.4.1.1 The mural program administrative fee funds staff time to provide oversight of the mural project, provide template agreements, and help the property owner achieve a successful mural.
 - 4.4.1.2 Alternatively, the property owner could agree to a long-term easement or lease agreement with the City including the recordation of such agreement on the property title with the Santa Clara County Recorder's Office in exchange for the City supporting the artwork installation with staff time and/or funding. With the use of public funds, public access to the mural on private property, even if the property changes hands in the future, is required.
- 4.5. The Arts Commission will be tasked to recommend to the City Council for approval a prioritization of spaces and themes nominated as part of the annual process using the following framework: (1) Multiple requests for same site/neighborhood support; (2) Nominator's statement(s); (3) Mitigation of blight, graffiti vandalism; (4) Potential for placemaking, positive impact on neighborhood; and (5) Community involvement in design, painting etc.
- 4.6. Every two to three years, or as needed, staff conducts a Request for Qualifications process to establish a pool of mural artists with a focused outreach to local artists.
 - 4.6.1. The Arts Commission will prequalify any artist whose portfolio adequately demonstrates that they have the ability to successfully complete a public art mural Milpitas.
 - 4.6.2. The Prequalified Artists list will be available for review by Mural Selection Committees and any private property owner wishing to commission a mural. The list will note artists approximate fee range and type of community involvement they are willing to incorporate in their work.
 - 4.6.3. To increase the pool of local artists, staff seeks to establish youth artist partnerships with the Milpitas Unified School District and local youth organizations.
- 4.7. After Council approval of up to four spaces and themes for the annual mural process, staff recruits for each site residents and stakeholders interested in volunteering to serve on a five-member Mural Selection Committee.

- 4.7.1. Each Mural Selection Committee reviews Prequalified Artists and select a limited number to be invited to submit design proposals
- 4.7.2. For owned or other Public Agency spaces, the Mural Selection Committee shall consist of one Arts Commissioner, two stakeholders (i.e. building tenants, neighboring businesses, other public agency representative or regular users), and two residents
- 4.7.3. For privately owned spaces, the Mural Selection Committee shall consist of one Arts Commissioner, the building owner, one stakeholder (i.e. building tenants, neighboring businesses, other public agency representative or regular users), and two residents
- 4.8. The Mural Selection Committee will consider the following factors in selection of mural designs:
 - 4.8.1. Design is consistent with the purpose and goals of the Mural Program.
 - 4.8.2. Design content is suitable for a general audience.
 - 4.8.3. Design adds to the character of the area and enhances place-making.
 - 4.8.4. Design does not clash with surrounding buildings.
 - 4.8.5. Design scale is appropriate for the location, primary viewer (pedestrian, vehicular).
 - 4.8.6. Design does not contain words or images that would constitute signage for a business. Any design that could be construed as business signage may require additional review by the Planning Department for payment of a fee prior to acceptance.

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday



COMING DECEMBER 2021

ENJOY THE FESTIVE MAIN STREET DECORATIONS, HOLIDAY PERFORMANCES
AND MOVIES, PUBLIC ART AND MORE - FREE!*

The Magic Begins!

5
Noon-9 p.m

Stocking Stuffers Savings Night

Get a souvenir stocking filled with great deals from local businesses! Limited to first 300 people.

6
4-9 p.m

Ugly Sweater Party

Wear your craziest Christmas sweater, play party games, and enter to win prizes!

7
4-9 p.m

Santa Paws Pet Night

Bring your pet for Santa pictures and other goodies!

8
4-9 p.m

Glow-bal Holidays Night

Celebrate cultural diversity with the festive lights, bright colors and fun traditions of the season!

9
4-9 p.m

10
4-10 p.m

Mistletoe Magic Date Night

Treat your sweetie to some festive grown-up fun! Childcare available for ages 5-12.

11
1-10 p.m

12
Noon-9 p.m

Silver Bells Nostalgia Night

Relive memories of an old-fashioned holiday. Gift for the first 200 seniors, ages 50+.

13
4-9 p.m

Characters on Ice

Capture holiday photos with your child's favorite characters! Costumes are encouraged.

14
4-9 p.m

15
4-9 p.m

Tons of Toys

See our biggest toys up close. Bring a toy for our Firefighters Toy Drive and get \$2 off ice skating.

16
4-9 p.m

Christmas Carol-Oke

Sing along with Santa, and compete for prizes singing holiday songs on the mobile stage!

17
4-10 p.m

Reindeer Games Teen Night

Try your hand at this season's hottest video game, and enter to win a copy to put under your tree!

18
1-10 p.m

19
Noon-9 p.m

Make the Magic Last!

*Skating Entry

\$10/visit

\$50/season pass

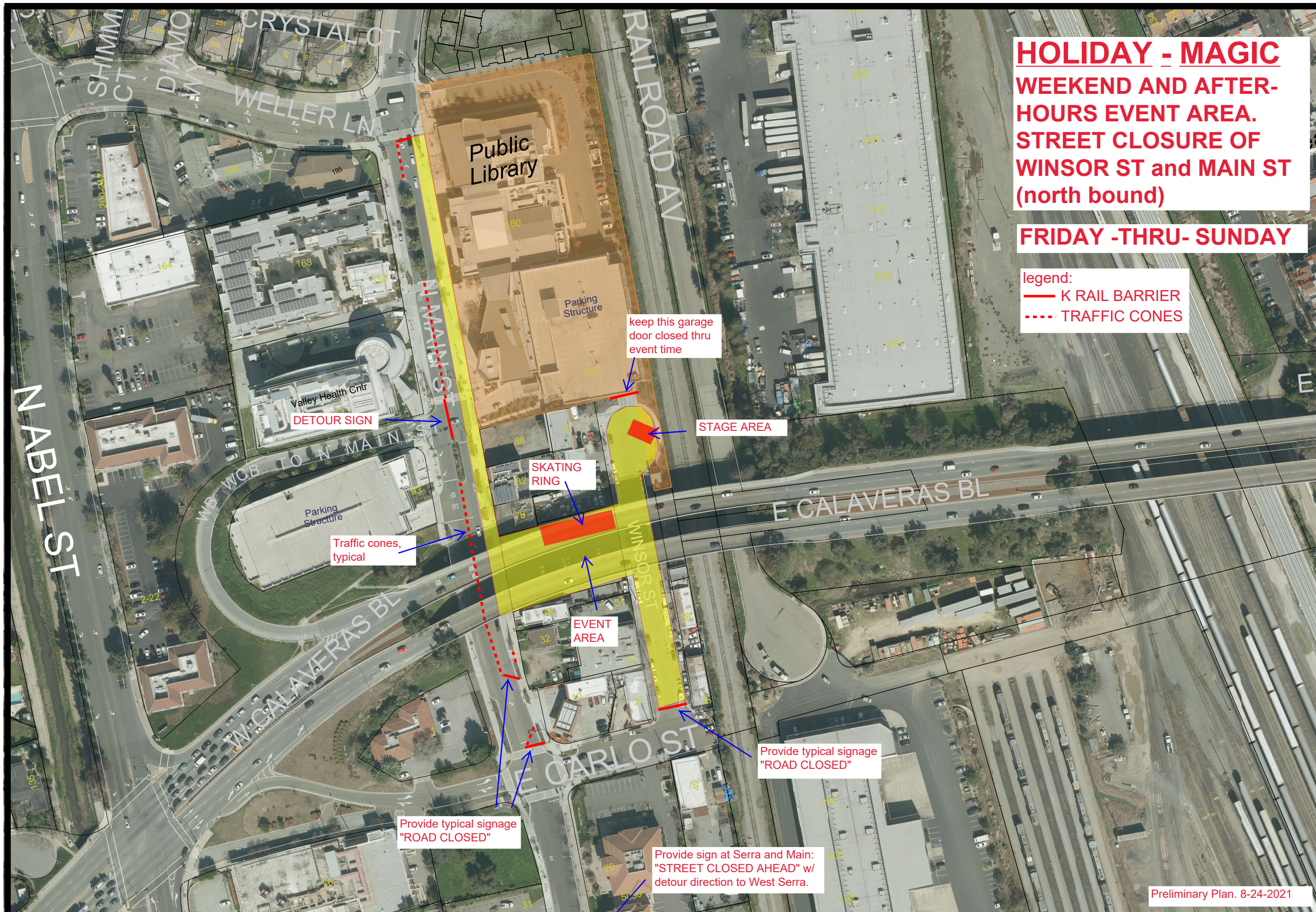
Ice Skate Rental - \$2

Skate fees are payable by debit/credit card only. Sorry, no cash.



For more information, please call (408) 586-3210,
or visit www.ci.milpitas.ca.gov

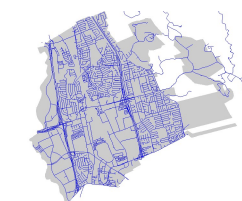
MILPITAS
RECREATION
AND COMMUNITY SERVICES



HOLIDAY - MAGIC
WEEKEND AND AFTER-
HOURS EVENT AREA.
STREET CLOSURE OF
WINSOR ST and MAIN ST
(north bound)

FRIDAY -THRU- SUNDAY

legend:
— K RAIL BARRIER
..... TRAFFIC CONES



HOLIDAY MAGIC - WEEK-END
MAIN ST
RECREATIONS

This map is a product of the
City of Milpitas GIS



Preliminary Plan. 8-24-2021



December 4 – 19, 2021

Support Milpitas in creating a new holiday tradition, as we invite residents to see Main Street decked out for the holidays. This two-week celebration will include an open-air ice skating rink, holiday performances, artwork and fun games and activities, photo opportunities both with Santa and unique community holiday trees and snow globes. Sponsorship opportunities for all budget levels!

To become a sponsor, contact our Community Services Engagement and Inclusion Administrator, Tegan McLane, at (408) 586-3212 or via email at tmclane@ci.milpitas.ca.gov.



SPONSORSHIP PACKAGES 2021



TITLE SPONSORSHIP - Ice Rink Sponsor

- Sponsor signage at the ice rink for the entire festival
- Presenting sponsor credit in print and electronic advertisements
- Electronic advertisement on new Main Street sign for the entire month of December
- Private Skating Party Event for your Employees, with lunch catered by a Main Street restaurant.
- Plus all starred lower level sponsor benefits



PLATINUM SPONSORSHIP - Weekend Attraction Sponsor

- Sponsor signage on chosen Weekend Attraction, such as Performance Stage, Movie Screen, Santa Photo Booth, Public Art Installation
- 15-second commercial prior to movie screenings *
- Emcee announcement recognition on weekends*
- Plus all starred lower level sponsor benefits



GOLD SPONSORSHIP - Themed Day Sponsor

- Booth Space on Selected Theme Day *
- Prominent Signage on Selected Theme Day
- Logo on Theme Day calendar listing
- Logo in print and electronic advertisements *
- Mention on City social media pages *
- Plus all starred lower level sponsor benefits



SILVER SPONSORSHIP - Tree or Snow Globe Sponsor

- Signage by Tree or Snow Globe – decorate it yourself or sponsor a community group's entry
- Group volunteer opportunity for your employees *
- Name listed in print advertising
- Plus all starred lower level sponsor benefits



SUPPORTING SPONSORSHIP

- Name listed in Event program
- Name listed on Event website *
- Name listed annual Sponsorship Report to City Council *
- Name listed in Thank You ad in the 2022 Summer Activity Guide (distribution of over 29,000 households) and a January edition of the Milpitas Beat and Milpitas Post *



In-kind Sponsorships of goods and services are warmly welcomed and are recognized at the market value of the donation. Ask about sponsorship customizations tailored to your specific marketing needs.



CALL FOR ARTISTS

Request for Qualifications Muralists

CALL ISSUE DATE: September 10, 2021

CALL DEADLINE: October 8, 2021

The City of Milpitas invites qualified muralists to submit their qualifications to be considered for various mural projects over the next three years, including several immediate temporary projects.

BACKGROUND:

The City of Milpitas is located in Silicon Valley, along the eastern foothills between Fremont and San Jose, on what was Muwekma Ohlone land, prior to the arrival of Spanish rancheros. A small agricultural community and crossroads rest stop for travelers, Milpitas' character changed rapidly in the 1950s when a Ford Motor Assembly Plant opened (now the site of the Great Mall). Not only did the auto plant fuel Milpitas' growth through the late 1950s to 1970s, it also helped cement Milpitas reputation as a socially progressive community after its union workers successfully convinced the City to allow the first planned racially integrated housing development in the country.

Milpitas is now one of the fastest growing cities in California and one of the most ethnically diverse, but its residents remain proud of its welcoming, small-town vibe. Milpitas is a home to advanced manufacturing and technology corporations, including the semiconductor firm KLA-Tencor, cybersecurity firm FireEye, and electronics manufacturer Flex Ltd. Milpitas is in the process of revitalizing its Main Street district and developing the Milpitas Metro district, a neighborhood of modern, high-density housing and retail within walking distance of a transit hub that includes a new BART station.

Additional information about Milpitas diversity is available on the [US Census website](#).

ANTICIPATED PROJECTS:

The Milpitas City Council has a great interest in using mural art to beautify the City. City Council has called for a several projects to be fast-tracked, including a "traveling" mural celebrating the many industries and occupations that have composed Main Street business from the late 1800s to present day, and temporary artwork to be displayed at Holiday Magic on Main Street, a two-week event being planned for December.

In addition, Milpitas is putting the finishing touches on a City-wide mural program that will allow residents, business owners and artists to "nominate" potential spaces for consideration for more permanent murals. City Council plans to fund up to four mural projects a year, with stakeholder committees to review a prequalified artists list to select a limited number of artists to be invited to submit designs for an individual project.

The Milpitas Arts Commission will review qualifications this fall with the goal of developing an extensive portfolio of prequalified muralists. The Arts Commission has expressed interest in prequalifying muralists of diverse cultural backgrounds, artistic styles and experience levels, so as to provide potential artists for projects of all sizes and budget levels.

Some projects may request or require artists to involvement the public, in design or painting.

PREQUALIFICATION PROCESS:

Staff will review applications for completeness. The Arts Commission will begin reviewing applications at its September meeting and will complete prequalifying muralists list in November. Artists interested in the Main Street industries and occupations mural and Holiday Magic on Main Street temporary project are encouraged to submit early.

Prequalified artists will remain on the list through June 30, 2023. Prequalified artists may be considered for any mural project initiated prior to that date.

Prequalified muralists invited to submit a design idea for a specific mural receive a stipend. Details will be provided if/when a muralist is short-listed for a specific project.

SUBMISSION PROCEDURE:

Qualifications shall be submitted electronically in written form via email, file transfer or on a thumb drive. Acceptable file formats are .pdf, .jpeg, .doc, .ppt, .htm, .mp4, .mov, .wmv, and .xls.

Your packet must include:

- 1. Cover Sheet**

- Fill out completely, including rate information.

- 2. Professional Artist Resume/Reference**

- If you are emerging artist, you may list student projects.

- 3. Portfolio Images**

- Up to 10 photos of past murals.
- For each mural, please provide artwork title, year, price, commissioning agency.
- For any mural with public involvement in the design or painting, please add a sentence or two about the public involvement you facilitated.

YOUR CITY OF MILPITAS CONTACT PERSON:

Tegan McLane (she/her)
Community Engagement and Inclusion Administrator
office - (408) 586-3212
cell- (408) 209-5321
tmclane@ci.milpitas.ca.gov

PROPOSAL COVERSHEET:

REQUEST FOR QUALIFICATIONS - MURALISTS
Proposals will not be accepted after October 8, 2021 at 5:00 p.m.

Muralist: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____ Website _____

What type of projects may we consider you for?

- ☐ Small projects - under 50 square feet
- ☐ Medium projects - under 600 square feet
- ☐ Large projects - over 600 square feet
- ☐ Temporary projects
- ☐ Projects involving the public in the design process
- ☐ Projects involving the public in the painting process

What price range of projects may we consider you for?

- ☐ Under \$1,000
- ☐ \$1,000-\$4,999
- ☐ \$4,999-\$9,999
- ☐ Above \$10,000