



CITY OF MILPITAS

Arts Commission

REGULAR MEETING

AGENDA

7:00 p.m.

Monday, September 28, 2020
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 must be submitted via web form. Go to:

Public Comments: <https://www.ci.milpitas.ca.gov/publiccomments/>

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Seating of Alternates
5. Approval of Agenda: September 28, 2020
6. Approval of Meeting Minutes: September 8, 2020

7. Public Forum

Those interested are invited to address the Commission on any subject not on the agenda via the Meeting Public Comments form available at <https://www.ci.milpitas.ca.gov/publiccomment/>. The Chair or designee will read comments out loud at the meeting and 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 shared.

8. Announcements

9. Business Items

a. Public Art Collection

Staff will present information on the Public Art Collection and explain planned inventory updates.

Recommendation: Receive the report.

b. **Montague Pedestrian Overcrossing Art**

The Commission will continue its discussion of the Call for Artists for the Montague Pedestrian Overcrossing Art project.

Recommendation: Recommend parameters for the Montague Pedestrian Overcrossing Art project, including any geographic or demographic restrictions on artists; desired artistic styles; themes, messages or subject matter; and recommended project fee.

c. **Virtual Phantom Art Gallery**

Staff will explain how a virtual Phantom Art Gallery might operate and options for Commission's involvement.

Recommendation: Determine the level of support the Commission wishes to provide, pending City Council's approval of this item on the Arts Commission Work Plan.

d. **Work Plan**

The Commission will approve the final draft of its Work Plan to go to City Council for final approval.

Recommendation: Approve the Work Plan.

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:** Regular Meeting of the Arts Commission.
- Date of Meeting:** September 8, 2020
- Place of Meeting:** Zoom Meeting
- I. Call to Order:** Chair Agg called the meeting to order at 7:00 pm.
- II. Pledge of Allegiance:** Chair Agg led the Commission in the Pledge of Allegiance.
- III. Roll Call:** Commissioners Present: Agg, Driggers, Ghose, Tang and Umarani
City Council Liaison: Councilmember Montano
City Staff Present: Tegan McLane – Community Engagement & Inclusion Administrator
Renee Lorentzen – Recreation Director
Salia Lopa – Senior Public Services Assistant
- IV. Seating of Alternates:** None
- V. Approval of Agenda:** **MOTION** to approve the Agenda for September 8, 2020 once amended; remove Recommendation listed under Item C: Discussion of the 2020-2021 Work Plan
- VI. Approval of Minutes:** **MOTION** to approve Minutes for June 22, 2020 as submitted
M/S: Driggers/Umarani **Ayes:** All
- VII. Public Forum:** None
- VIII. Announcements and Correspondence**
Community Engagement & Inclusion Administrator McLane announced the Recreation and Community Services Department produced a Mini Guide, which will be offered on a monthly through at least December and is currently available online. Ms. McLane also added that details on Virtual Community Theatre Production will be featured in the October Mini Guide.
- IX. Business Items**
- a. **Public Art Fund Update**
Community Engagement & Inclusion Administrator McLane provided the commission with a presentation on the Public Art Fund balance update to inform budgets for this year's proposed projects.
 - b. **Montague Pedestrian Overcrossing Art**
Community Engagement & Inclusion Administrator McLane provided the commission information the Call for Artists process and Montague Pedestrian Overcrossing Art project. Commissioners provided their feedback on the type of art that should be displayed at the Pedestrian Overcrossing.

Chair Agg made the following motion:

MOTION to form subcommittee solely for specific details to be submitted at next Commission Meeting.

M/S: Agg/Ghose

Aye: Umarani

Noe: Tang

Abstained: Driggers

Volunteers for the Subcommittee are Chair Agg, Commissioner Ghose and Umarani with the noted availability of weekend meetings only.

c. **Discussion of the 2020-2021 Work Plan**

The Commission discussed their 2020-21 Work Plan and made final changes in the draft to present to City Council. Chair Agg requested to adjust the order of tasks listed under City Public Art Collection, moving Recommend maintenance process for City-owned public art on line 1 and Review existing City-owned public art for maintenance, repair needs to line 2. Director Lorentzen noted that the Parks Historical Marker project was mistyped and should not call specific parks out by name.

XI. Staff, City Council and Liaison Reports

None

XII. Future Agenda Items

- Public Art Specifications for VTA Montague Expressway Pedestrian Overcrossing
- Overview of Mobile Stage (Visit if possible, after COVID-19 restrictions are lifted)
- Identifying art collection maintenance needs
- Utility Boxes, as part of the beautification plan

XIII. Adjournment:

With there being no further business, the meeting was adjourned at 8:55 p.m. next scheduled meeting on September 28, 2020.

AGENDA REPORT

Arts Commission



DATE: September 28, 2020

TO: Honorable Chair and Commissioners

FROM: Tegan McLane, Community Engagement and Inclusion Administrator
Recreation and Community Services Department

SUBJECT: Public Art Collection (Item 9-A)

Executive Summary:

The Arts Commission will receive information on the City collection and plan to compile additional information into a collection database.

Staff Recommendation:

Receive the report.

Financial Impact:

Compiling additional information on the collection into an existing database is part of staff's workplan. Staff time has been budgeted, and there is no additional financial impact.

Description:

The City of Milpitas' Public Art Collection currently consists of 42 pieces, including 18 utility boxes, which would be classified as temporary art with an expected lifespan of approximately 4-5 years. The attached Public Art Project and Budget Summary shows how Public Art Funds have been spent and may give the Commission a better understanding of the cost of commissioning public artwork.

Total cost at acquisition of all pieces is \$655,045. This is not the value of the collection, as it does not take into account appreciation and depreciation of specific pieces. Determining present day value of the collection is outside staff's expertise; to do this, the City would need to hire an art conservator or other expert to research and price the pieces.

Relatively little maintenance has been done on the collection. Repairs have been recorded for artworks at Augustine Park and Murphy Park. The cost of relocating "Cartwheel Kids" from City Hall to the Milpitas Library is also noted.

Staff is working to develop a complete database of City-owned pieces. A robust public art database would assist with planning for regular maintenance of the collection, ensuring an artistically diverse collection and more easily promoting public art as a community resources by connecting it with the City's geographic information system (GIS).

Data points could include, but do not have to be limited to, the following:

- Name of artwork
- Name of artist (which could be connected to an artist biography)
- Exact location of the artwork
- Date of acquisition
- Price at acquisition
- Physical size
- Materials (which could include details such as paint brands/colors, tile brands, patinas used, etc.)
- Recommended maintenance schedule
- Recommended maintenance protocol
- Maintenance and repair records
- Photos
- Plaque text
- Artist's statement, which could include information on the inspiration for the piece, symbolism, creative process, etc.
- Any media coverage of the piece

Attachment:

Public Art Project and Budget List

AGENDA REPORT

Arts Commission



DATE: September 28, 2020

TO: Honorable Chair and Commissioners

FROM: Tegan McLane, Community Engagement and Inclusion Administrator
Recreation and Community Services Department

SUBJECT: **Montague Pedestrian Overcrossing Public Art (Item 9-A)**

Executive Summary:

The Arts Commission is being asked to recommend parameters for a Call for Artists for the Montague Pedestrian Overcrossing street level art site.

Staff Recommendation:

Recommend parameters for the Montague Pedestrian Overcrossing Art project, including any geographic or demographic restrictions on artists; desired artistic styles; themes, messages or subject matter; and recommended project fee.

Financial Impact:

The Commission will recommend to City Council a budget for this project. Public art projects are funded from the Public Art Fund. The amount approved by City Council will be budgeted for this project and will not be available for use on any other art acquisitions, projects or repairs to the existing collection.

Description:

At its September 8 meeting, the Commission began its discussion on the parameters for a public artwork at the base of the Montague Pedestrian Overcrossing stairs and around the electrical room. The Commission wanted to give this item additional consideration and appointed a subcommittee of Commissioners Agg, Ghose and Umarani to further discuss this, but the subcommittee has not met. In order to keep this project on schedule, staff requests that the full Commission revisit the item and attempt to determine parameters.

The art site is a prefinished metal wall on the ground floor with a lot of surface area, highly visible to both pedestrians and motorists.

The maximum available surface for the artwork is approximately 629 square feet.

Mural commissions are often priced by square footage, with painted murals are currently averaging \$10-\$50 per square foot (price goes down as mural size goes up). Art tile murals are currently averaging \$50-\$500 per square foot.

Staff believes tile is cost prohibitive and recommends the commission pursue a painted mural, perhaps with some tile or mixed media embellishments, and seek Council's approval of use of Public Art Fund monies to offer a \$10,000-\$15,000 commission for this project, roughly equivalent to \$15.89-\$23.85 per square foot, if the artist were to use the entire surface.

In addition to recommending a budget to City Council, the Commission may wish to add further parameters, including:

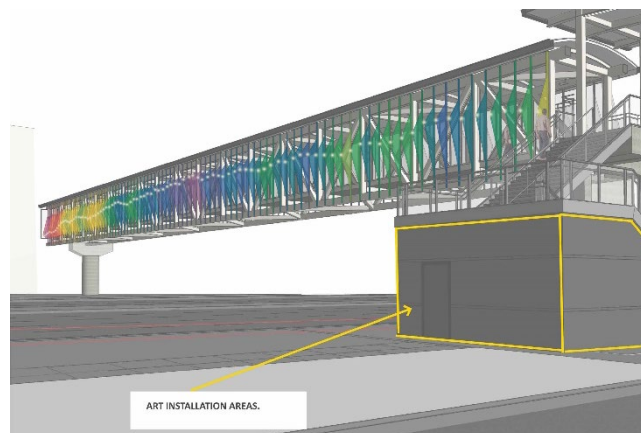
Geographic limitations – Bay Area, Northern California, California or no limitation. Staff recommends Bay Area or Northern California. While we are not aware of a significant pool of professional muralists in the City of Milpitas, there are a number of talented mural artists in the Bay Area and/or Northern California who could submit competitive proposals. Because the budget is not expected to be large enough to include travel/lodging costs, staff believes a wider call is impractical.

Demographic limitations – Some calls to artists specify demographic parameters limiting the call to women, artists of color, young or emerging artists or similar. This is typically done when the artwork pertains to a certain demographic and/or a commissioning agency is aware that its collection has a deficit of artwork from a certain segment of the arts community and wants to encourage submissions from an under-represented group. Staff does not believe it necessary at this time to add this type of limitation. The surrounding artist pool likely to apply is quite diverse.

Artistic Style – Some calls specify a style of artwork, such as trompe l'oeil, impressionistic, whimsical or abstract. Style limitations are helpful when public art is being used to create an atmosphere, such as a family-friendly site or an upscale elegant site. For this project, staff does not believe style parameters are and could result in a reduced number of proposals submitted.

Subject Matter or Theme – Some calls to artists specify subject matter or theme, such as flora and fauna of the area, history of the place or images related to the site's purpose. This is useful if the art is intended to convey a message or serve an educational or promotional purpose. Staff does not believe a restriction on subject matter is required on this project but does encourage the Commission to identify any important notes about the place that it wishes to have staff include in the background information provided to the artists. Background information can serve as inspiration, without disqualifying artists who may have different concepts to submit.

Rendering of the artwork location:



AGENDA REPORT

Arts Commission



DATE: September 28, 2020

TO: Honorable Chair and Commissioners

FROM: Tegan McLane, Community Engagement and Inclusion Administrator
Recreation and Community Services Department

SUBJECT: **Virtual Phantom Art Gallery (Item 9-C)**

Executive Summary:

The Arts Commission has proposed support of a Virtual Phantom Art Gallery on its Work Plan. The Commission will receive an overview of how a Virtual Phantom Art Gallery might work and options for their participation.

Staff Recommendation:

Determine the capacity in which Arts Commissioners would like to [support Virtual Phantom Art Gallery efforts.](#)

Financial Impact:

Phantom Art Gallery are very minimal and budgeted within normal departmental operations.

Description:

The Phantom Art Gallery was established in 2000, with the goal of providing local artists of all ages, experience levels and mediums an opportunity to show their work within the City of Milpitas. The Phantom Art Gallery currently has the ability to display artwork in four public galleries – one at the Milpitas Community Center and four at the Milpitas Library. The Arts Commission reviews applications and serves as the jury to select artists for exhibit. Staff contacts selected artists to schedule, facilitate and promote shows.

In the past year, staff had been working to revitalize the program with greater publicity and greater emphasis on more professional gallery signage and artist receptions that included an artist talk or demonstration.

However, since the COVID-19 pandemic, there have been no exhibits.

As with many other Recreation and Community Services programs impacted by the pandemic, staff is exploring ways to reinvent the Phantom Art Gallery to allow for safe public participation.

A Virtual Phantom Art Gallery, housed in the City's Virtual Community Center, would be a relatively easy alternative. An online gallery offers a different experience for both artists and visitors, but still can meet the goal of providing opportunities for Milpitas artists to exhibit their work. Although the online

format may not be conducive to all artists' work, particularly those who work in 3-D mediums, it is an ideal format for digital and video artwork. Gallery signage and artwork tags can easily be replaced with webpage captions. The artist reception can also be replicated now with a Zoom chat or Facebook live event, and could easily include an artist talk or demonstration, perhaps with the added fun of a virtual studio tour or time-lapse videos to show the creation of a piece over days, weeks or months. The online format also offers the potential for exhibits to live on indefinitely and reach viewers far beyond Milpitas' borders.

A Virtual Phantom Art Gallery would not necessarily need to be stop when the pandemic ends. When the City is able to resume in-person gallery visits, it could continue to offer virtual versions of the in-person exhibits or "virtual only" Phantom Art Gallery content, providing a wider audience to Milpitas artists, including residents who may have mobility issues or busy schedules to easily enjoy exhibits at all hours and from the comfort of their homes.

In addition to the Arts Commission's longstanding role selecting artists for exhibit, some ways it could assist with a Virtual Phantom Art Gallery are:

- Attending any live online artist receptions and/or viewing pre-recorded materials
- Helping to publicize exhibits by sharing exhibit announcements via email and social media
- Recruiting digital and video artists to submit artwork
- Contacting previously approved artists to invite them to participate digitally
- Helping artists who are less familiar with technology understand the benefits and techniques to presenting artwork online
- Helping staff with digital photo editing

Arts Commission FY 2020-2021 Work Plan

Topic/Advisory Area	Tasks	Required Resources	Goal Deadline
Milpitas Arts and Culture Grant Program	Promote public awareness campaign to encourage applications for events when public gatherings resume.	Commission, Staff	Spring 2021
Public Art Installations	Conduct Call for Artists for Montague Pedestrian Overcrossing.	Commission, Staff, Community	Early Fall 2020
	Select and Commission Artist for Montague Pedestrian Overcrossing Mural Art	Commission, Staff	Late Fall 2020
	Work jointly with PRCRC on park historical markers project	Commission, Staff	TBD
	Determine Specs for Montague Pedestrian Overcrossing Second Location (potentially Lighted Art) / Issue Call for Artists	Commission, Staff	TBD
	Prioritize locations for public art projects to beautify specific areas	Commission, Staff	Winter 2021
City Public Art Collection	Recommend maintenance process for City-owned public art.	Commission, Staff	Winter 2021
	Review existing City-owned public art for maintenance, repair needs.	Commission, Staff	Spring 2021
Performing Arts Program	Support Virtual Performing Arts Program efforts	Commission, Staff	Fall 2020
Phantom Art Gallery	Support Virtual Phantom Art Gallery efforts	Commission, Staff	Fall 2020