CITY OF MILPITAS
Arts Commission

SPECIAL MEETING

AGENDA

7:00 p.m.
Tuesday, September 8, 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 8, 2020
6. **Approval of Meeting Minutes**: June 22, 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/edpubliccomment/. 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 Fund Update**
   Community Engagement and Inclusion Administrator McLane will present a Public Art Fund balance update to inform budgets for this year's proposed projects.
   Recommendation: Recommend a 2020-2021 Work Plan for Staff to present to City Council for its consideration.

b. **Montague Pedestrian Overcrossing Art**
Community Engagement and Inclusion Administrator McLane will review the Call for Artists process and 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. **Discussion of the 2020-2021 Work Plan**
The Commission will continue its discussion of the 2020-21 Work Plan and make any final changes in draft to present to City Council.
Recommendation: Recommend a 2020-2021 Work Plan for Staff to present to City Council for its consideration.

Click or tap here to enter staff recommendation

10. City Liaison Reports

Report from staff, if any

Report from Councilmember, if any

11. Adjournment

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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
M I N U T E S

ART COMMISSION MEETING

Minutes: Regular Meeting of the Arts Commission.

Date of Meeting: June 22, 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: Commissioner Ghose 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 and Inclusion Administrator
Salia Lopa – Senior Public Services Assistant

IV. Seating of Alternates: None

V. Approval of Agenda: **MOTION** to approve the Agenda for June 22, 2020 as submitted.
M/S: Driggers / Tang **Ayes:** All

VI. Approval of Minutes: **MOTION** to approve Minutes for May 11, 2020 once amended to reflect Arts Commission instead of Senior Arts Commission
M/S: Driggers/Umarani **Ayes:** All

VII. Public Forum: None

VIII. Announcements and Correspondence

Chairperson Agg announced that at a recent Milpitas Rotary Club meeting, Vice Mayor Bob Nunez informed the group that the BART station will open at the end of June.

Councilmember Montano announced that the Economic Development Department's current focus is providing assistance to small businesses. Thus, there have been no plans made regarding rescheduling Better Block Milpitas, which was originally scheduled for May 29-30 and has been cancelled due to Shelter-in-Place orders.

IX. Business Items

a. **Valley Transportation Authority Presentation**
VTA presented an overview of the Montague Pedestrian Overcrossing project, which includes architectural enhancements. Karen Gauss of VTA introduced Architect Bill Gould, from San Jose.

Mr. Gould provided the commission with a presentation on the architectural elements at the Montague Pedestrian Overcrossing, which suggest the shape of the hills behind.

b. **Pedestrian Overcrossing Art**
Community Engagement and Inclusion Administrator McLane provided the commission with a presentation of the Pedestrian Overcrossing Art location, including a map detailing that the area that is available for a City public art project. The area for public art is located on the ground level and is highly visible to pedestrians and motorists. Ms. McLane provided an overview of the process for issuing a Call for Artists.

c. **Valley Water Adopt-a-Bench Art Project**
Community Engagement and Inclusion Administrator McLane presented the Valley Water's request for a courtesy approval for a student art project that is part of a series throughout the Valley Water system. Valley Water employees Kristen Yasukawa, Peggy Lam and Domingo Candelas were present to answer any questions that the Commission may have.

MOTION: Vote to issue a letter of courtesy approval for Valley Water's Adopt-a-Bench Art Project.

M/S: Driggers/Umarani Ayes: ALL

d. **Discussion of 2020-2021 Work Plan**
Commission continued discussion of 2020-2021 Work Plan. Ranking and voting on top Priorities. The Commission ranked the following items as top priority: Milpitas Arts and Cultural Grants, Montague Pedestrian Overcrossing and Prioritizing locations for potential public art projects to beautify specific areas.

XI. Staff, City Council and Liaison Reports

Community Engagement and Inclusion Administrator McLane discussed the virtual events upcoming, including Milpitas' participation in a Global Pride Event taking place with other cities/counties and states, and week of virtual Fourth of July activities. Ms. McLane reported that the Park and Recreation Master Plan will embark on the second phase of the project, a community survey, and encouraged all Commissioners to take the survey.

Councilmember Montano reported there will be flags displayed around the medians in Milpitas in honor of Fourth of July.

XII. Future Agenda Items

- Public Art Specifications for VTA Montague Expressway Pedestrian Overcrossing
- Overview of Mobile Stage (Visit if possible, after COVID restrictions are lifted)
- Public Art Fund Update
- Identifying art collection maintenance needs.

XIII. Adjournment:

With there being no further business, the meeting was adjourned at 8:12 p.m. to the next special meeting on a date in August to be determined.

AGENDA REPORT

Arts Commission

DATE: September 8, 2020

TO: Honorable Chair and Commissioners

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

SUBJECT: **Public Art Fund (Item 9-A)**

Executive Summary:
The Arts Commission will receive a report on the Public Art Fund.

Staff Recommendation:
Receive the report.

Financial Impact:
The Public Art Fund operates independently from the General Fund.

Donations, developer in-lieu public art fees and accrued interest are deposited directly into the account. Public art expenses, including acquisition and maintenance, are paid directly from the account.

The Public Art Fund currently has a balance of $1,209,200.

Description:

At last report to the Commission in October 2019, the Public Art Fund balance was $1,024,641. Since that report, three developers have made contributions totaling $184,559.

The Public Art Fund is used to pay for all public art commissions, acquisitions, maintenance and repairs.

Each June, City Council approves a budget for public art-related expenses anticipated in the coming fiscal year. For 2020-2021, $97,500 has been approved to be spent.

This includes $21,000 still encumbered for the Dixon Landing Park artwork and $30,000 for the Higuera Adobe Park artwork. That leaves $46,500 budgeted for any maintenance and repairs and new projects (Montague Pedestrian Overcrossing Art and public art historical markers for Sunny Hills Albert Augustine Jr. Memorial Park and other parks TBD).

If needed, it is possible to request additional Public Art Fund monies be allocated mid-year.

AGENDA REPORT

Arts Commission

DATE: September 8, 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-B)**

Executive Summary:
The Commission is being asked to determine parameters for the Montague Pedestrian Overcrossing public art.

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 June meeting, the Commission received an overview of the Montague Pedestrian Overcrossing, a collaborative effort between Santa Clara Valley Transportation Authority and City of Milpitas. This structure may serve as a gateway for the City of Milpitas.

In addition, a location has been set aside for public artwork at the base of the stairs and around the electrical room, as shown in the attachments. This 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 us 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:

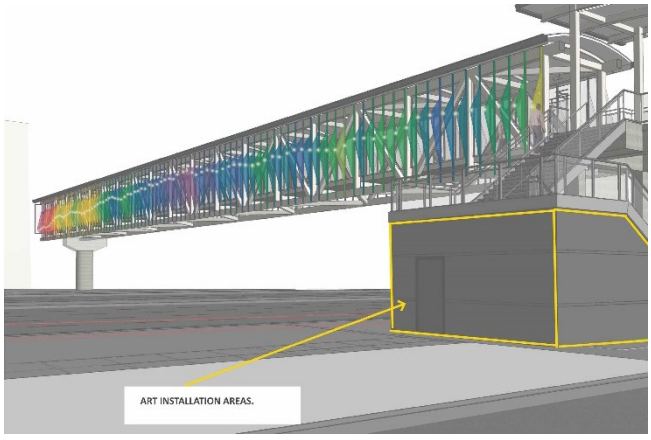
Geographic limitations – Bay Area, Northern California, California or no limitation. Staff recommends Bay Area or Northern California. While we are not aware of a significant pool of professional muralists in the City of Milpitas, there are a number of talented mural artists in the Bay Area and/or Northern 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 8, 2020

TO: Honorable Chair and Commissioners

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

SUBJECT: **Arts Commission 2020-21 Work Plan (Item 9-C)**

Executive Summary:
As an advisory body to City Council, the Arts Commission proposes a Work Plan annually for City Council's approval. The Commission is being asked to finalize the Work Plan it would like to present.

Staff Recommendation:
Review the draft plan and make any changes.

Financial Impact:
None.

Description:
At the June 22, 2020 Arts Commission Meeting, the Commission identified three items of high priority to include on its Work Plan. Shown on the Draft Work Plan attachment in blue shading, they are: Milpitas Arts and Culture Grants, Montague Pedestrian Overcrossing and identifying and prioritizing future projects.

The draft also includes two items City Council has previously indicated it would like to pursue. The first is a public art historical markers project for parks, to be a joint project with the Parks, Recreation and Cultural Resources Commission. This would include a marker for Sunny Hills Albert Augustine Jr. Memorial Park, which was directed at City Council's February 4, 2020, but it could also include markers for other parks to be determined. The second is a lighted artwork that would be installed on the bridge portion of the Montague Pedestrian Overcrossing.

Also included are three items which staff believes should be accomplished this year: prioritizing maintenance of the existing collection; and supporting any Virtual Performing Arts programs and Virtual Phantom Art Gallery exhibits developed in response to the pandemic and a desire to maintain interest and participation in the arts while City facilities are closed. The latter two could be accomplished by Staff, or the Commission could play a role if it wishes. Developing a maintenance has been a topic of discussion for several years and was a goal of last year's Commission 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
	Conduct Call for Artists for Sunny Hills Albert Augustine Jr. Memorial Park and any others TBD, jointly with PRCRC	Commission, Staff	Late Fall 2020
	Select and Commission Artist for Sunny Hills Albert August Jr. Memorial Park and any others TBD, jointly with PRCRC	Commission, Staff	Winter 2021
	Determine Specs for Montague Pedestrian Overcrossing Second Location (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	Review existing City-owned public art for maintenance, repair needs.	Commission, Staff	Winter 2021
	Recommend maintenance process for City-owned public art.	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

DRAFT

Email sent to Commission, via tmclane@ci.milpitas.ca.gov

Received September 1, 2020

Hello,
My name is Melissa Tan and I am a senior at Milpitas High School this year. I created a club called heART where our goal is to give back to our community through art. Since we are fairly new, I am searching for activities that we can take part in that fit our mission. Activities like painting/repainting electrical boxes or covering up graffiti in my opinion would be a wonderful opportunity to showcase students' talents and ideas, as well as an opportunity for them to earn community service hours.
I will be attending the commission meeting on Tuesday, so I hope I can share more about my club and ideas there.
Thank you,
Melissa Tan

Date	Aug 24, 2020
Name	Urvish Mehta
Address:	POBOX 362116 Milpitas Ca 95036
Agenda Item:	PUBLIC FORUM

Comment
To City of Milpitas and Arts Commission,

It is to important that the City of Milpitas be presented to Arts and Cultural events with other Cities and organize festivities of cultural events to promote the Arts.

Arts Commission could consider to have Performing Arts center in the city.

Sincerely,
Urvish Mehta