

## **AGENDA**

### **SAND CITY ARTS COMMITTEE**

**Friday, January 17, 2020 11:30 A.M.**

**Meeting Location: WestEnd Tour will begin out front of at 430 Ortiz Ave**

1. CALL TO ORDER AND INTRODUCTIONS
2. WESTEND WALKING TOUR
  - a. WestEnd Tour to discuss possible Mural Festival with Pat Milbery of SoGnar Creative, and to look at potential walls.
3. ADJOURNMENT.

*If you have a request for a disability-related modification or accommodation, including auxiliary aids or services, which will allow you to participate in a Sand City public meeting, please call the City Clerk at (831) 394-3054 extension 220, or give your written request to the City Clerk at One Pendergrass Way, Sand City, CA 93955 at least 48 hours prior to the scheduled meeting to allow the City Clerk time to arrange for the requested modification or accommodation.*

## MINUTES

### SAND CITY ARTS COMMITTEE Wednesday, December 18, 2019 6:00 P.M.

1. CALL TO ORDER: The meeting called to order by Chairperson Gregory Hawthorne at 6:04 p.m.
2. ROLL CALL: Committee Members Present: Chairperson Gregory Hawthorne, Shelby Hawthorne, Don Davis, Dawn Peters, and Brian Clark Absent: None. Others: Mayor Mary Ann Carbone, City Manager Aaron Blair, Jessica Blair, and Mark Baer.
3. COMMUNICATIONS: Members of the Public may address the Arts Committee on matters not appearing on the Arts Committee Agenda at this time for up to three minutes. In order that the Arts Committee Secretary may later identify the speakers' state their names. Public comments regarding items on the scheduled agenda will be heard at the time the item is being considered by the Arts Committee.

There was no public comment.

4. OLD BUSINESS:
  1. Approval of minutes.

Motion to approve the minutes was made by Committee Member Peters, seconded by Committee Member Clark. AYES: Committee Members Hawthorne, Hawthorne, Davis, Peters, Clark. NOES: None. ABSENT: None. ABSTAIN: None. Motion carried.

5. NEW BUSINESS:
  1. Discussion of Murals

City Manager, Aaron Blair, presented a potential mural event for the City. Committee members discussed options and various ideas on how to do such an event. Jessica Blair was asked to present background on the RKY MTN Walls festival that she produced as Main Street Director in collaboration with So-Gnar Creative this past Summer in Granby, CO. Blair stated that he will see if there are any local organizations with expertise in curating and organizing such an event for the committee to consider. The committee asked Mr. Blair to put together a presentation/game plan for the production of a Wall/Mural Festival in Sand City in 2020. He agreed to put something together, and

schedule an in-person meeting in January with members of the committee and Pat Milbery of So-Gnar Creative at their request based on his past experience creating such festivals and his connections to muralist. Hawthorne mentioned that the committee currently has around \$15,000 in it's 2019/2020 budget. Blair mentioned that a possible to do list may include:

- A. Flagging Potential business owners/ buildings
- B. Contacting Business Owners of Available Buildings
- C. Written Permission for Murals
- D. Decide on Appropriate Subject Matter
- E. Call to Professional Artists
- F. Funding Sources for Each Mural
- G. Time Frame and Schedule for the Project
- H. Individual Arts Committee Member's Capacity for Project Management

Motion to authorize the City Manager to seek in-person consultation, and to cover the airline ticket for Pat Milbery of So-Gnar Creative in relation to the mural event was made by Committee Member Clark, seconded by Committee Member Davis. AYES: Committee Members Hawthorne, Hawthorne, Davis, Peters, Clark. NOES: None. ABSENT: None. ABSTAIN: None. Motion carried.

## 2. City Sculptures

- A. Descriptions of Sculpture Types. No Discussion.
- B. Identify Possible Locations for Sculptures

The City received a donation of a sculpture. Chair Hawthorne will work to find a location for the piece. Additionally, the Committee will survey the City for sculpture locations.

- C. Call to Professional Artists – Lending with Hope for Eventual Purchase

Committee Chair, Greg Hawthorne, mentioned working with sculptors to donate their sculptures for display until the art is sold. City staff and Committee members will find locations for the display of these sculptures if and when this becomes a reality.

- D. Funding Sources for Each Sculpture's Eventual Purchase
- E. Time Frame and Schedule for the Project
- F. Individual Arts Committee Member's Capacity for Project Management

### 3. 2020 Approach

#### A. Work Out Timing for Meetings and Regular Occurrence of Meetings

The Committee agreed bi-monthly meetings would be appropriate once Blair has scheduled the in-person meeting with Pat Milbery of So-Gnar Creative.

#### B. Ideas for 2020 Projects for Sand City

The Committee discussed improvements to the Tioga overpass and potential events to include a kite flying event, a surf board painting event, possible artwork within the Transportation Agency for Monterey County's Right-of-Way, general public art, and Monterey-Salinas Transit's proposed Busway and how to include art. Hawthorne mentioned finding ways to further support our local artist in 2020 by creating an environment for them to flourish. Blair stated that his intention is to encourage activities that will allow existing and future artist to thrive.

#### C. Working with Aaron Blair, City Manager, for City Plan

The committee discussed some of the items from the idea's memo that City Manager, Aaron Blair, submitted (included). This will be discussed in more detail at a future meeting, and after the meeting with So-Gnar Creative. There was overall support for the direction Mr. Blair outlined in his memo.

#### D. What role does Sand City see the Art's Committee Playing in 2020?

Committee member Peters informed the Committee of the Sand City Art Instagram page. Mark Bauer suggested having a Sand City Art monthly program on "Your Town TV" to feature events. Bauer mentioned a couple other art related events that he was familiar with that could work in Sand City. This discussion will be continued at the next meeting.

Mayor Carbone mentioned Wild Thyme Botanicals' recent event and having the Committee work with them to expand their events. Blair agreed to follow up on this.

### 4. West End

#### A. What is the Art Committee's Involvement in West End 2020?

The Committee discussed their participation in the 2019 West End Celebration Event. They discussed the possibility of adding a live mural wall at the 2020 event. The committee agreed to look at options at a future meeting.

- B. Project Assignments for West End Commitments
- C. Saturday Night Party

There was a brief discussion of past Saturday Night Parties, and whether or not changes should be made. The committee agreed to look at options at a future meeting.

- D. Create Budgets for West End

5. Additional Projects

- A. Gallery Shows
- B. Pop-up Dinners
- C. Art Exhibits
- D. Music Events

6. Set a Date for Following Arts Committee Meeting

City Manager, Aaron Blair will reach out to the Committee members confirming their 2020 commitment to the advisory committee, and future meeting dates.

6. ADJOURNMENT: On a motion by Hawthorne and seconded by Davis, the meeting was adjourned at 7:35 p.m.

# MEMO



**To:** Art Committee Members  
**From:** Aaron Blair, City Manager  
**Date:** December 10, 2019  
**Re:** Art Committee Ideas - City Manager

---

Good Afternoon. After speaking to a couple artist within the City, and researching "all things sand city art" I wanted to share some thoughts. We have some great talent here, and I believe there are couple quick things we can do to take it to the next level. We need the Art to spill out of the buildings. This can be don in many formats, but I will focus on murals with this memo. I have mentioned to some of you that there are two communities that have a district very similar to the WestEnd that I believe are successful models to look at. RiNo is the best example in my opinion as it is similar in building inventory and block design. Below are links to those districts.

RiNo District in Denver

<https://rinoartdistrict.org/>

Wynwood and Wynwood Walls in Miami (A little different than the WestEnd, but still has some valuable ideas to pull from)

<https://wynwoodmiami.com/>

<http://www.thewynwoodwalls.com/>

I am very familiar with the history and current oversight of both of these districts, and believe we could implement something similar here. We could start immediately with a simple organization structure, but ultimately a 501c3 or 501c6 organization would be very helpful to maintain support for the artists, district marketing, on-going monthly events, grants, and even a community gallery. Again, this is something I am very familiar with, have established in the past, and feel comfortable supporting. Basically, it would look something like this to begin;

- Use an existing building, like the Carroll building (City owned), that can initially be used for minimal rent to activate a critical space in the heart of the Westend. The space just needs to be "useable" to get things going.
  - Creative Entrepreneurship, Home grown start-ups, cluster uses, community gallery, food trucks, Innovative incubator.....
- Launch Sand City Arts or Sand City Art Coalition, or some other great name
  - Non-profit or Quasi-governmental structure with part-time or one full-time staff member

- They should have an office in the Carroll Building. They will be responsible for oversight and activation of the building/space.
- Some Annual funding, but with contract requirements;
  - Required to hold monthly events and one new annual event (Sand City Walls?)
  - Seek sponsorships and grants for events, property improvements, public art, business development...
  - Annual success report and possibly host a "state of the arts" or "State of the City" event to showcase the success.

There are other examples throughout the U.S. of how public murals encourage a sense of excitement among the citizens and promote reinvestment. Expanding the cultural offerings of the community creates the kind of place where residents and visitors are eager to live and visit in. Note: Arts are an export industry. Arts drive tourism. Arts strengthen the community connection. Arts turn ordinary buildings into notable architecture.

The new annual event to compliment the annual WestEnd Event could be Sand City Walls. An example of this is the event my Wife and I did this past Summer with artist from the Rino district. I believe a wall event similar to what we did in Granby, CO would be a great addition to the City, and the vibrancy of the WestEnd. It would immediately set Sand City apart, and be a very popular marketing and business recruitment tool. It will be important to find ways to include the community, and engage non muralist in the event. We found that by bringing accomplished muralist to the table that our local artist took opportunities to learn and expand their craft and abilities. This should be one of main takeaways while producing such an event.

Below are a couple links and videos related to that event.

<https://www.facebook.com/watch/?v=469399606901964>

<https://www.rkymtnwalls.com/the-festival>

<https://www.youtube.com/watch?v=Oa--EUvPIdA>

We can talk more about these items in the future, and how we can grow and support our local Sand City Artist and expand the magnetism of the West End.

Have a great day!

# RKYMTN



**EXPERIENCE THE  
ALTERNATIVE!**

DRAWING FROM THE BEAUTY OF THE COLORADO MOUNTAINS, OUR UNIQUE WILDLIFE AND THE STATE'S COLORFUL ART SCENE, RKY MTN WALLS WILL BE THE FIRST EVER STREET ART FESTIVAL IN GRAND COUNTY WITH THE GOAL OF BRINGING THE THRIVING LOCAL AND NATIONAL ART SCENE TO THE MOUNTAINS.

   @RKYMTNWALLS  
RKYMTNWALLS.COM  
INFO: 970.887-2311

## JUNE

19TH - 26TH

## 8 WALLS

16 ARTISTS

## FREE

# GRANBY COLORADO

SPONSORS: MPHS STUDENT PHILANTHROPY FUND, GRAND COUNTY TOURISM BOARD, TOWN OF GRANBY, GRANBY CHAMBER OF COMMERCE, MIDDLE PARK HEALTH, RIVER RUN RV RESORT, DOLA, GRAND MOUNTAIN BANK, ART BLOC GRANBY, SO-GNAR CREATIVE DIVISION, ACE HARDWARE



## WEDNESDAY 19TH

**A** THE LOT: 516 E AGATE

10AM | ARTISTS ARRIVAL, CHECK-IN,  
8PM | AND WALL PREP

## THURSDAY 20TH

**B** GRANBY GARAGE: 491 E AGATE

6PM | RKY MTN WALLS KICK-OFF PARTY  
8PM | OPEN TO THE PUBLIC

## FRIDAY 21ST

**A** THE LOT: 516 E AGATE

6PM | CORNHOLE TOURNAMENT, BEER GARDEN,  
MUSIC, & FOOD TRUCK. ROSÉ WINE TASTING  
9PM | PRESENTED BY 90+ CELLARS & 5280 MAGAZINE

## SATURDAY 22ND

**A** THE LOT: 516 E AGATE

12PM | DAY PARTY. LIVE MUSIC & BEER  
4PM | GARDEN. COMMUNITY CANVAS

**D** RKY MTN WALLS: WALKING TOURS

VARIOUS | WITH THE STREET ART NETWORK  
TIMES | 10AM | 2PM | 5:30PM

**C** BRICKHOUSE 40: 320 E AGATE

3PM | RKY MTN WALLS HAPPY HOUR  
6PM | ARTIST MEET AND GREET

## SUNDAY 23RD

**A** THE LOT: 516 E AGATE

11AM | KIDS DAY: MAKE ART!  
1PM | HOT DOGS PRESENTED BY  
COUNTRY ACE HARDWARE

**D** RKY MTN WALLS: WALKING TOURS

VARIOUS | WITH THE STREET ART NETWORK  
TIMES | 10AM | 3:30PM | 6PM

## MONDAY 24TH

**E** NEVER SUMMER BREWING: 62 E AGATE

4PM | RKY MTN WALLS HAPPY HOUR  
6PM |

# JUNE

19TH - 26TH

# 8 WALLS

# 16 ARTISTS

# FREE

GRANBY COLORADO



## DAILY

**#** WALL SITES

10AM | ARTISTS LIVE PAINTING  
5PM |

TUESDAY 25TH & WEDNESDAY 26TH

**#** WALL SITES

10AM | ARTISTS LIVE PAINTING\*  
5PM |

\*RAIN DAYS & FINISHING TOUCHES

DRAWING FROM THE BEAUTY OF THE COLORADO MOUNTAINS, OUR UNIQUE WILDLIFE AND THE STATE'S COLORFUL ART SCENE, RKY MTN WALLS WILL BE THE FIRST EVER STREET ART FESTIVAL IN GRAND COUNTY WITH THE GOAL OF BRINGING THE THRIVING LOCAL AND NATIONAL ART SCENE TO THE MOUNTAINS.

   @RKYMTNWALLS

RKYMTNWALLS.COM

INFO: 970.887-2311



### EXISTING MURALS

- Z** ADVENTURE AWAITS MURAL
- Y** GRANBIOUS MOOSE MURAL
- X** R & J LIQUOR MURAL

### ACTIVITY LOCATIONS

- A** THE LOT: 516 E AGATE
- B** GRANBY GARAGE: 491 E AGATE
- C** BRICKHOUSE 40: 320 E AGATE
- D** WALKING TOURS: STREET ART NETWORK
- E** NEVER SUMMER BREWING: 62 E AGATE

### RKY MTN WALLS LOCATIONS

- 1** LION HEAD COFFEE
- 2** GRAND COUNTY BOARD OF REALTORS
- 3** ELK MOUNTAIN CONSTRUCTION
- 4** PEARL DRAGON
- 5** SHEAR DESIGN
- 6** LA EATERY
- 7** SKY-HI NEWS ANNEX
- 8** WESTSIDE 40 & GRANBY VISITORS CENTER



**JUNE**  
19TH - 26TH  
**8 WALLS**  
16 ARTISTS  
**FREE**  
GRANBY COLORADO

**DAILY**

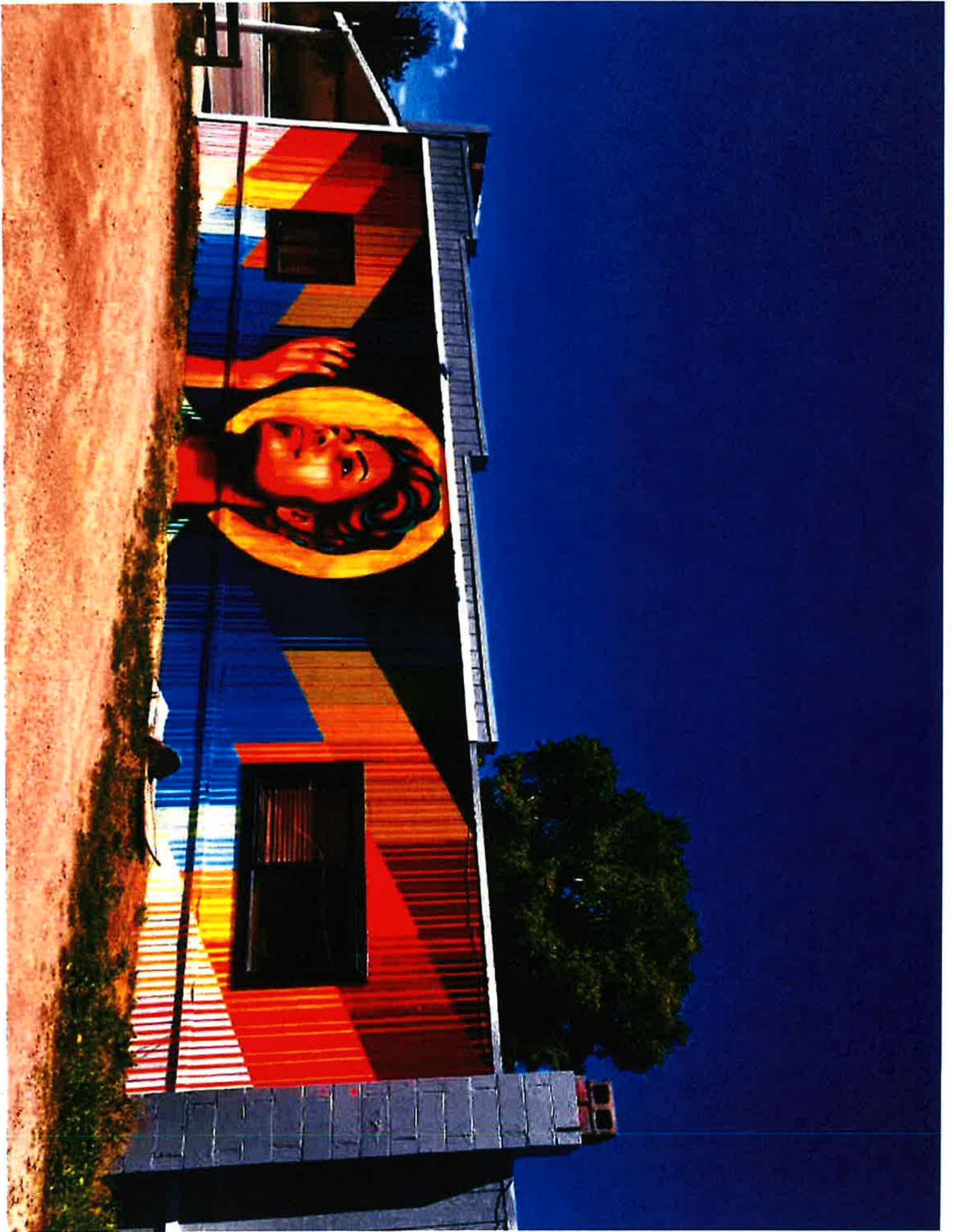
**# WALL SITES**

**10AM** ARTISTS LIVE PAINTING  
**5PM**

**TUESDAY 25TH & WEDNESDAY 26TH\***

\*RAIN DAYS & FINISHING TOUCHES

SPONSORS: MPHS STUDENT PHILANTHROPY FUND, GRAND COUNTY TOURISM BOARD, TOWN OF GRANBY, GRANBY CHAMBER OF COMMERCE, MIDDLE PARK HEALTH, RIVER RUN RV RESORT, DOLA, GRAND MOUNTAIN BANK, ART BLOC GRANBY, SO-GNAR CREATIVE DIVISION, ACE HARDWARE

















# ITEM 2A

# Pat Milbery & The So-Gnar Creative Division

---

Pat Milbery is, above all, a creative collaborator.

Coming from a professional snowboarding background, Pat is most proud of the 11+ years he has spent traveling the country where he taught affordable snowboard camps for kids.

Having designed snowboard, goggle, outerwear and binding graphics for years, Pat ventured into the art world with So-Gnar, an umbrella collective he founded that spawned a streetwear apparel line, event production, the camp tour and most importantly...art!

His vivid street art collaborations adorn the walls of dozens of boutiques, breweries, residences, bars, and other businesses in Denver, around the Rocky Mountains, across the country and around the globe. Pat has helped curate and create major art installation projects for businesses and brands including Kaiser Permanente, iHeartMedia, VISIT Denver, Denver Public Schools, the Ford Motor Company, X Games, Anheuser-Busch InBev, Zumiez, Loveland Ski Area, Wahoo Fish Tacos, Pabst Blue Ribbon and more.

Pat is mainly focused on the So-Gnar Creative Division, a creative collective comprising of Pat and fellow artist Pat McKinney along with a rotating team of artists from Denver.

The collective specializes in large-scale public and commercial work as well as working with local communities on public art initiatives. In 2018 alone, the collective completed over 70 large-scale projects and their goal on each project is to create works of art people from all walks of life can enjoy





**So-Gnar Creative Division Past Projects**

## About we. Fest

---

we. Fest is the first street and public art festival in Sand City, CA. The focus of the festival is to bring two artists together on one wall and celebrate/merge their individual styles to create unique public masterpieces for all to enjoy.

With target dates of August 17-23, 2020, the aim is to transition the last 2-3 days of the festival into the West End Music Festival to have a built in audience for the art.

The focus will be on quality art that creates conversation. The goal is to allow the artists to fully express themselves and build the foundation of an accessible public art gallery in Sand City that will be enjoyed for years to come. Local Artist will be considered for at a minimum of two (2) walls and /or 4 muralist.



*we.*



# we. Fest Thematic Concepts

---

Drawing from past experiences in other public and street art festivals, we want to take the 10 walls available and have a loose theme for the artists to work with but not have them be pigeon-holed.

Below are a list of thematic concepts that the Sand City Arts Committee can decide on together:

- we. Skate
- we. Explore
- we. Dream
- we. Build
- we. Share

- we. Connect
- we. Grow
- we. Surf
- we. Burn
- we. Believe
- we. Speak
- we. Rise
- we. Respect
- we. Can

## **we. Fest Art Curation**

---

we. Fest will be a thoughtful and studied mix of local, regional, national and International artists who have a solid following and a lot experience producing large scale murals in a week time frame.

The curation of each artist and artist pairings will be intentional including pairing artists together who might not have the chance to work with each other thus creating one of a kind murals. Local artist that have been identified by the art committee, or are known to have the ability to produce large scale murals will be contacted. For local artist that are non-muralist, opportunities to be a part of we. fest will be made through ancillary events and promotions. The next few slides highlight the non-local artists that we would like to reach out to. Local Artist will be identified at a future meeting.

**Together we. can  
enrich the magnetism  
of the West End  
community through  
Mural Art, thus  
increasing awareness  
of the local creatives  
and businesses.**

**Boost Sand City!**

---

For inquiries, please contact:

Pat Milbery - (612) 245-8946

[wearyourmile@gmail.com](mailto:wearyourmile@gmail.com)

[www.sognarcreativedivision.com](http://www.sognarcreativedivision.com)

@patmilbery

@so\_gnarcreativedivision

