



**ARTS
COMMITTEE
AGENDA PACKET**



**SAND CITY COUNCIL CHAMBERS
TUESDAY, JULY 28, 2020
11:00 A.M.**





AGENDA

SAND CITY ARTS COMMITTEE

Tuesday, July 28, 2020 11:00 A.M.

Sand City Hall, 1 Pendergrass Way, Sand City, CA 93955

THIS MEETING WILL BE HELD VIRTUALLY AND IS COMPLIANT WITH THE GOVERNOR'S EXECUTIVE ORDER N-29-20 ALLOWING FOR A DEVIATION OF TELECONFERENCE RULES REQUIRED BY THE BROWN ACT.

TO PARTICIPATE IN THE ZOOM ART COMMITTEE MEETING LIVE:

<https://us02web.zoom.us/j/81975446421>

Meeting ID: 819 7544 6421#

To participate telephonically by calling the number below: (669) 900-6833

Meeting ID: 819 7544 6421# If prompted to enter a participant ID, press #.

How to submit written Public Comments:

If any member of the public would like to provide written comments at the meeting, please do as set forth below.

Written: All comments received before 8:00 am the day of the meeting will be posted on the City's website as "Correspondence" under the relevant agenda item and provided to the Committee members at the meeting. Please email your comments to aaron@sandcityca.org.

Read Aloud During the Meeting: If you want your comment read aloud, prominently write "Read Aloud at Meeting" at the top of the email and your comments will be read into the record (not to exceed three minutes at staff's cadence).

DURING EACH MEETING members of the public may participate by calling and speaking live during the designated public comment period/time(s), subject to time limits that may be imposed pursuant to the Brown Act at the number provided above.

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. ANNOUNCEMENTS BY COMMITTEE MEMBERS**

4. PUBLIC COMMENT

- a. 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.

5. OLD BUSINESS

- a. Approval of Sand City Arts Committee June 16, 2020 minutes.
- b. We. mural festival 2020 - Update
- c. West End Celebration 2020 - Cancelled

6. NEW BUSINESS

- a. Discussion on the repurpose of the City owned Carroll Property.
 - i. Art Park (Carroll Property Outdoor)
 - ii. West End Artist Co-op RFP (Carroll Property Building)
- b. Call for Artist Art Park

7. 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.



ZOOM INSTRUCTION GUIDE

WEBSITE and TELEPHONE

THIS MEETING WILL BE HELD IN ACCORDANCE WITH EXECUTIVE ORDER N-29-20, ISSUED BY CALIFORNIA GOVERNOR GAVIN NEWSOM ON MARCH 17, 2020, the Ralph M. Brown Act (California Government Code Section 54950, Et Seq.), and the Federal Americans with Disabilities Act.

THIS MEETING WILL NOT BE PHYSICALLY OPEN TO THE PUBLIC. ALL MEMBERS OF THE PUBLIC MAY ATTEND THE CITY COUNCIL MEETING VIA THE APPLICATION, ZOOM UNTIL FURTHER NOTICE.

ZOOM MEETING INFORMATION:

WEBSITE: <https://zoom.us/join>

MEETING ID: **Will be listed on the Agenda**

CALL IN PHONE NUMBER: **Phone # on agenda**

IMPORTANT INFORMATION

ZOOM can be accessed by telephone or computer. You must have a computer or mobile phone app to see the PowerPoint slides.

For those participating by computer only, you must have a microphone enabled computer to communicate verbally. Otherwise you will have to call in via the telephone as well.



TO ACCESS VIA TELEPHONE:

1. Call phone number: (669) 900-6833 **PHONE NUMBER WILL BE LISTED ON AGENDA**
2. Enter Meeting ID: _____ **LISTED ON THE AGENDA**
3. Press # to confirm you are a participant and enter the meeting
4. To state a public comment, "raise hand": *9
(You will be called on in order received)



TO ACCESS VIA WEBSITE OR APP:

1. Access website at: <https://zoom.us/join>
2. A set of dialogue boxes will appear (as seen below)

1

Enter Meeting ID: LISTED ON THE AGENDA

Join a Meeting

Meeting ID or Personal Link Name

Join

Join a meeting from an H.323/SIP room system

2

Open Zoom?

https://zoom.us wants to open this application.

Open Zoom Cancel

Launching...

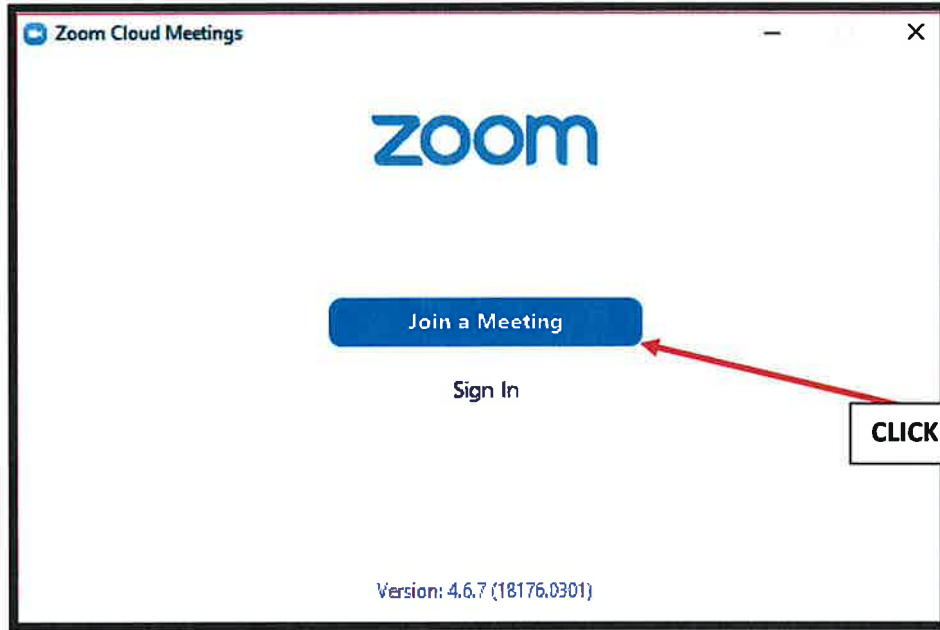
CLICK HERE

Please click **Open Zoom Meetings** if you see the system dialog.

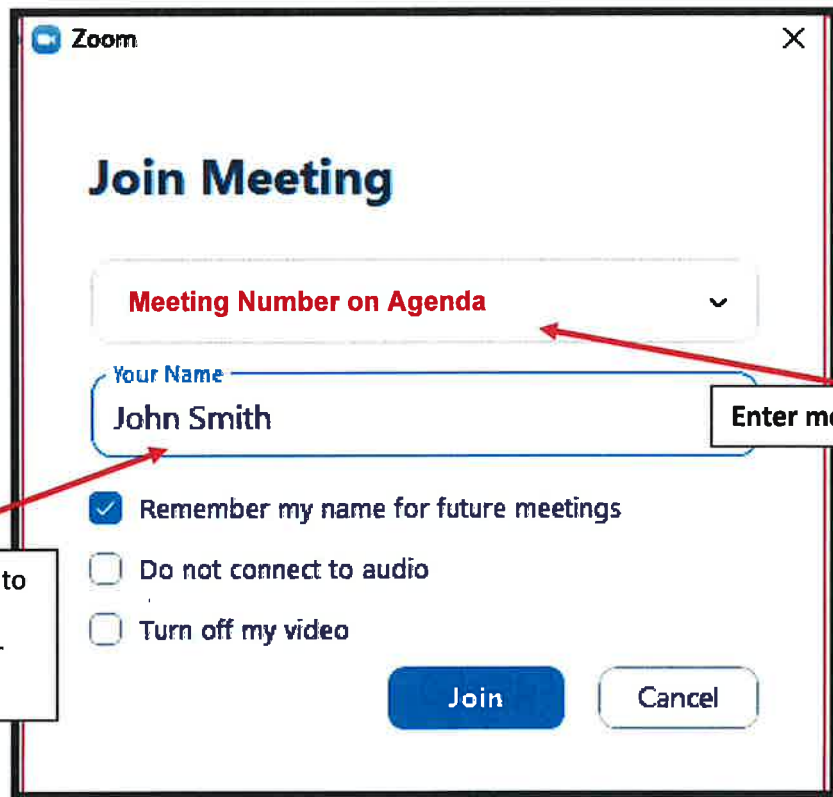
If nothing prompts from browser, [click here](#) to launch the meeting, or [download & run Zoom](#).



3



4



Enter Your Name to be displayed in Zoom meeting for public viewing

Enter meeting ID: LISTED ON AGENDA



Choose ONE of the audio conference options

Phone Call Computer Audio

Join with Computer Audio

Failed to detect your microphone. Please make sure your microphone is properly connected.
Test Speaker and Microphone

Automatically join audio by computer when joining a meeting

5a

Computer Audio

CLICK HERE

Choose ONE of the audio conference options

Phone Call Computer Audio

Dial: + **669 900 6833**

+1 312 626 6799
+1 301 717 3592
+1 346 779 7799
+1 669 900 6833
+1 253 215 8782

Meeting ID: 744 576 1347 Meeting ID on Agenda
Phone # on agenda

Participant ID: 13

Done

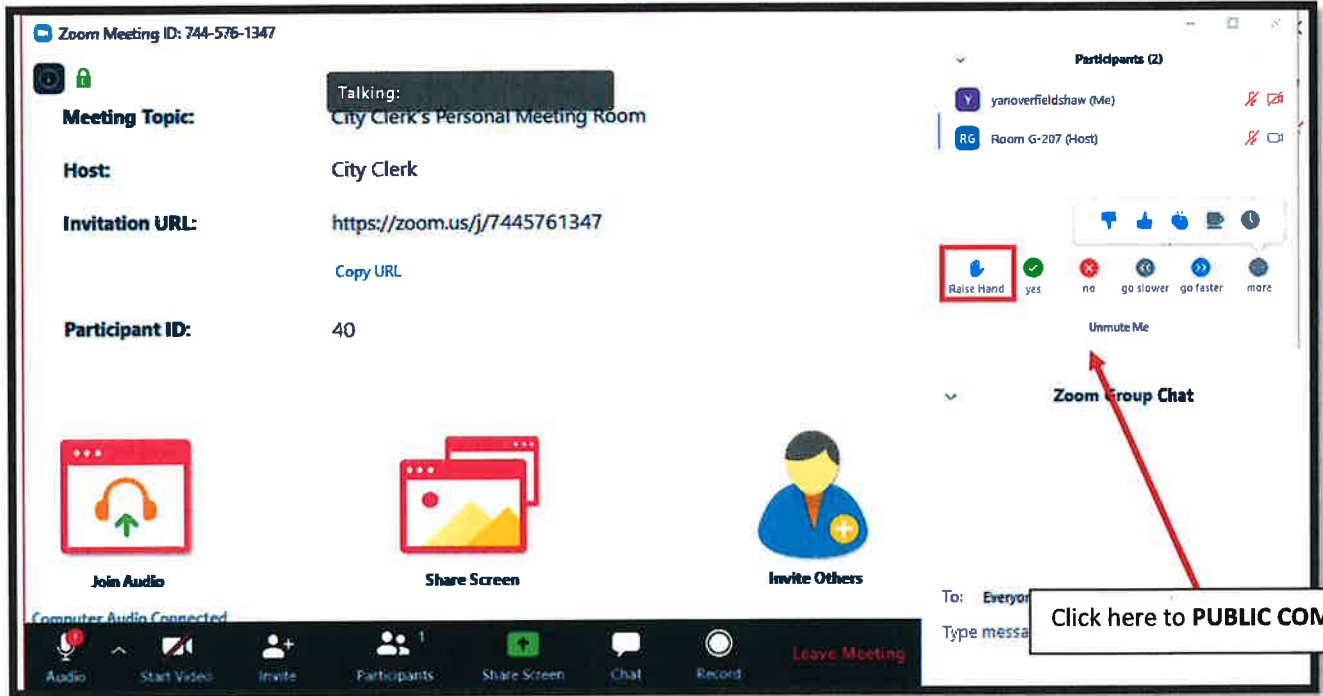
5b

Phone Call

Phone # on agenda



6



3. Use icon **RAISE HAND** to provide Public Comments. You will be unmuted and called upon on in the order received.

SEE WEBSITE LINKS BELOW FOR MORE TUTORIALS

<https://support.zoom.us/hc/en-us/articles/201362193>

<https://support.zoom.us/hc/en-us>

AGENDA ITEM

5a

MINUTES

SAND CITY ARTS COMMITTEE

Tuesday, June 16, 2020 10:30 A.M.

Sand City Hall, 1 Pendergrass Way, Sand City, CA 93955

1. **CALL TO ORDER:** The meeting called to order by Chairperson Gregory Hawthorne at 10:38 a.m.
2. **ROLL CALL:** Committee Members Present: Chairperson Gregory Hawthorne, Shelby Hawthorne, Brian Clark, and Dawn Peters. Absent: None. Others: Don Davis, Mayor Mary Ann Carbone, City Manager Aaron Blair, Hunter Stevens, Yvonne Bowen, and Pat Milbery.
3. **COMMUNICATIONS:** There was a brief discussion on COVID-19 and all of the event cancellations around the Monterey Peninsula. Peters mentioned that she hopes the City Council does not cancel the West End Celebration due to COVID-19. Mayor Carbone stated that the Council will discuss this item at their meeting this evening.
4. **PUBLIC COMMENT**
There was no public comment.
5. **OLD BUSINESS:**
 - a. Approval of minutes.

Motion to approve the minutes was made by Committee Member Peters, seconded by Committee Member Hawthorne. AYES: Committee Members Hawthorne, Hawthorne, Clark, and Peters. NOES: None. ABSENT: None. ABSTAIN: None. Motion carried.
 - b. we. mural festival 2020

Milbery provided the committee with an update on the progress that had been made since their last meeting. There was a robust discussion around making changes to the event due to COVID-19 restrictions. Due to travel restrictions and gathering restrictions, it was suggested that the event be moved to late September/early October, a focus be made on local, regional, and national artist only, and a reduction of the number of walls to 5 and artist to 10. Milbery shared that all the walls have been confirmed with the property owners, and that all property owners are supportive of the artist assigned to their buildings. He stated that zoom meeting between the property owner and artist will occur over the next couple weeks. Hawthorne asked that Milbery bring back event details outlining what the event will look like with the updated changes from COVID-19. Peters offered to help coordinate any volunteers needed for the event. The committee agreed to proceed with the proposed event changes due to COVID-19.

Davis made a public comment encouraging the Committee to reach out to Granite about a possible mural on their large tower. He also mentioned possibly reaching out to Jose Ortiz about doing a mural in Sand City.

c. West End Celebration 2020

Blair mentioned that there will be an update on this after the City Council meeting tonight. He stated that it will most likely be postponed, but until Council makes a decision nothing is set in stone.

6. NEW BUSINESS:

- a. Discussion on the fiscal year 2020-2021 budget funding and COVID-19 budget amendments

Blair mentioned that the committee currently has \$15,000 in its 2020/2021 Budget Art Committee line item, and \$50,000 in the Public Art Program that was carried over from the previous fiscal year to be used for wall murals. He also mentioned that the City Council has yet to approve the final budget and capital improvement plan funding for the fiscal year 2020/2021, but he felt good about these items remaining in the final approved budget.

b. Discussion on the repurpose of the City owned Carroll Property.

Blair presented his idea on the repurposing of the City owned Carroll property in an outdoor Art Park. He shared his PowerPoint with the Committee, and received feedback on his proposal. Blair also mentioned his desire to work with an existing art organization to convert the existing building currently used by Public Works into an artist studio co-op. He mentioned that the Arts Council of Monterey County have expressed interest, but that a proper request for proposals would need to happen. Mayor Carbone mentioned that the Forest Guild Theater has expressed interest on doing event in the proposed outdoor art park. Yvonne Bowen from the Forest Guild Theater made a public comment in support of the proposed Art Park.

7. ADJOURNMENT:

On a motion by Peters and seconded by Hawthorne, the meeting was adjourned at 12:05 p.m.

AGENDA ITEM

6a (ii)



REQUEST FOR PROPOSAL (RFP)
SAND CITY WEST END ARTIST CO-OP

The City of Sand City is pleased to announce a Request for Proposals to lease and manage the West End Artist Co-Op at the Sand City Art Park. We are looking for experienced non-profit organizations who will expand the current creative uses within the West End and provide affordable studio opportunities to sand city artist and local individual artists throughout the community. With the goal of strengthening the west end artist network in collaboration with the Sand City Art Committee, the applicant will oversee the artist selection processes, programming, and coordination. This is a terrific opportunity for a professional non-profit organization who is dedicated to supporting individual artists and interested in the continued growth the arts in the West End of Sand City.

Deadline for submissions is **September 1, 2020**. Interested applicants are also encouraged to schedule a site tour, and to learn more about the proposed West End Art Park, which will by appointment only.

A. BACKGROUND

The West End is home to the largest concentration of artists working in Sand City with artist and creative studios spread throughout. Our Artist are viewed as a vital asset to the city, and we are looking to expand opportunities to ensure that artists can continue to have a presence in Sand City as cost of living continues to rise throughout the Monterey Peninsula.

In May 2020, the City Council of Sand City adopted a public art policy to further support and provide procedures for the acquisition, removal and maintenance of public art in within the City.

B. PROJECT DESCRIPTION / SCOPE OF WORK

Applicants will oversee all aspects of the operations of the West End Artist Co-Op as further described below including programming to serve the artist tenants, non-tenant artists, and the general public. Applicants will report to City Manager and the Sand City Art Committee regarding the programming, oversight, selection, and coordination of the tenants.

This is an annual lease and applicants should be an experienced non-profit organization.

SCOPE OF WORK

Applicant(s) will oversee the following:

Artist selection:

- Develop and oversee a process for selecting new tenants for the West End Artist Co-Op as studios become available. The process should include specific criteria for selecting artists and be guided by the recommendations to:
- Prioritize: 1) Sand City Artist, 2) artists who are actively pursuing their career/practice, 3) increasing diversity in all respects, and 4) artists with a demonstrated need for work space, over traditional notions of artistic excellence
- Offer each tenant an opportunity for feedback on a regular basis

Programming:

- Develop and offer programming to provide growth opportunities for artists (both tenant and non-tenant), attract patrons, and enrich the general public. Such programming may include:
- Exhibitions of tenant artists including an ongoing opportunity for tenants to exhibit on the walls outside their studios
- Public programming in common spaces such as exhibitions of tenant and non-tenant artists, lectures, artist talks, multidisciplinary performances, and open studios
- Monthly event at the outdoor Art Park
- Professional development such as workshops, peer-learning, and/or mentorship
- Hands-on arts workshops for the public taught by tenant and non-tenant artists

Coordination:

- Support the Annual we. street and public art festival and West End Celebration
- Utilize a shared event calendar to avoid conflicting events and challenges at the Sand City Art Park
- Facilitate regular gatherings to build the Sand City art community
- Explore deeper partnerships with other creatives throughout the West End

Tenant Relationships:

- Ensure that all current tenants are made to feel welcome

- Implement opportunities for dialogue with the tenants such as a quarterly meeting
- Encourage collaboration with other West End artist and creatives
- Work closely with Sand City Art Committee to advocate for Sand City artist

Accountability:

- Meet annually with Sand City Art Committee to share goals, objectives, and deliverables for the year

C. EVALUATION CRITERIA AND SELCTION PROCESS

Staff will review the proposals for completeness and to verify that both the applicant and the proposed respond to the requirements of this RFP. Proposals determined to be non-responsive will not be considered or evaluated. City staff and the Sand City Art Committee will review and evaluate all responsive proposals received by the due date based on the following criteria:

Evaluation Criteria (100 points maximum)

- Ties to the local art community (20 points max.).
- Experience in working with Public Agencies (15 points max.).
- Previous experience developing artist studio spaces (25 points max.).
- Property management experience (20 points max.).

At the discretion of City, they may contact references and industry sources, investigate previous related projects and current commitments, and take any other information into account in their evaluation of the responses. The City reserves the right to request clarification or additional information from respondents. Based on their evaluations, a “short list” of the highest scoring applicants will be prepared. The short-listed applicants may then be interviewed by the Sand City Art Committee, and ultimately a preferred applicant(s) will be selected.

The selected applicant(s) will be brought before the City Council as a staff recommendation for approval. The applicant will enter into an Lease Agreement with the City while negotiating the terms of an annual lease that will ensure that the West End Artist Co-Op remains affordable for artist.

Any agreements which may be entered into between the applicant(s) and the City, are subject to approval by the City Council.

D. CONFLICTS

In the interest of a fair, equitable selection process, applicants shall not have or obtain any prohibited conflicts of interest.

E. LIABILITY AND INSURANCE REQUIREMENTS

The selected applicant will be required to maintain General Liability, Worker's Compensation, Automobile Liability, Professional Liability, and other form of insurance with firms authorized to do business in the State of California, during the duration of performance of activities pursuant to this RFP. Endorsements naming the City as additional insured and waiving rights of subrogation against City will be required. All policies, endorsements, certificates and/or binders shall be subject to approval by the City Attorney as to form, content, and appropriate coverage limits.

AGENDA ITEM

6b



CALL FOR ARTISTS (RFP)

DEADLINE: Applications must be submitted by August 9, 2020 at 11:59pm to be considered.

SUMMARY: The Sand City Public Art Program uses arts-based initiatives to encourage a sense of magnetism, promote reinvestment, and create a shared cultural experience for the community. Murals play an intricate role in conveying the history of our community, beautifying the City, and advancing the arts.

PROJECT DESCRIPTION: The Sand City Art Committee is seeking proposals from artists to submit mural proposals that will celebrate the history and culture of Sand City, its residents, and the larger community. Artists who have experience designing projects with a similar budget and scope are encouraged to apply. The selected mural will be displayed in the City's Art Park (currently under development), and stand as the first of a tradition of art created by the community, for the community, and proudly displayed in a space dedicated entirely to the community. The location is a smooth wall, approximately 9' by 10'.

EVALUATION CRITERIA: The selection of an artist, or artist team, will be based upon

- Artistic merit of the design.
- Appropriateness of the design for the location, including the scale, content, color and design in relation to the site.
- Concept promotes themes stated in project description.
- Artist's qualifications.
- Originality of the design.

SELECTION PROCESS: All submitted proposals will be reviewed by City Staff to ensure completion of application. The top two (2) complete applications based on online public voting and a review by the Sand City Art Committee will be forwarded as a recommend to the City Council for final selection. The successful submission will be awarded \$1,500, inclusive of the design and painting supplies.

TIMELINE:

- August 9, 2020, 11:59pm Deadline for submission of proposals.
- August 9, 2020 – September 1, 2020 Review, online public voting, selection, and contracting of the artist/artist team.
- The piece will be installed over a week from September 28, 2020 through October 4, 2020. No time extensions will be given.

DRAFT

The mural will be a part of the City's first annual we. street and public art festival*. The festival will bring together two artists on one wall to celebrate and merge their individual styles, creating unique public masterpieces for all to enjoy. The festival will build the foundation for the most accessible public art gallery on the peninsula and produce quality art that creates conversation and allows artists to fully express themselves. It will be a thoughtful and intentional mix of national and international artists who have a solid following and something to say. The curation of each artist and artist pairing will be intentional and designed to put artists together who may not have had or will have the chance to work together.

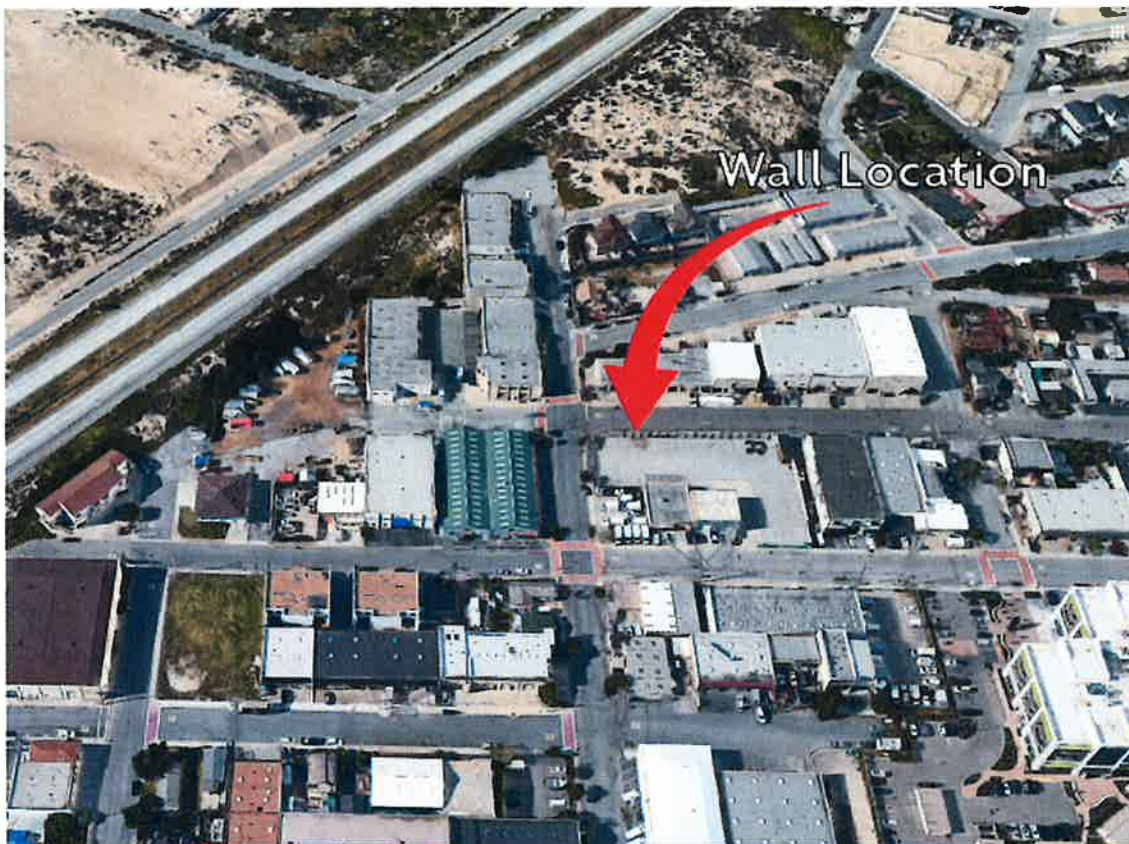
SUBMISSION GUIDELINES: Multiple designs may be submitted and must include:

- A preliminary concept drawing and narrative. The narrative should convey the artistic intent, colors, style of work, etc.
- Contact Information
- Examples of other relevant works and/or reviews of similar work.

Please submit proposals by August 9, 2020 by 11:59pm to:

Sand City Mural Project
c/o Shelby Gorman
1 Pendergrass Way
Sand City, CA 93955
Or email: shelby@sandcityca.org

*NOTE: Due to COVID-19 restrictions all ancillary activities associated with the we. street and public art festival have been cancelled for 2020.





SUBMISSION FORM

CONTACT INFORMATION

Artist 1 Name _____

Current City _____ Hometown _____

Artist 1 Phone _____ Email _____

Artist 2 Name _____

Current City _____ Hometown _____

Artist 2 Phone _____ Email _____

ARTWORK INFORMATION

Title _____

Description _____

Please attach:

- Examples of previous work
- A scale mockup, in color
- List of supplies