

MINUTES

SAND CITY ARTS COMMITTEE - WALKING TOUR

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

1. CALL TO ORDER:
The meeting called to order by Chairperson Gregory Hawthorne at 11:30 a.m.
2. ROLL CALL: Committee Members Present: Chairperson Gregory Hawthorne, Shelby Hawthorne, and Brian Clark. Absent: Don Davis and Dawn Peters. Others: Mayor Mary Ann Carbone, City Manager Aaron Blair, Pat Milbery, and Mark Baer.
3. PUBLIC COMMENT
There was no public comment.
4. OLD BUSINESS:
 - a. Approval of minutes.
Motion to approve the minutes was made by Committee Member Clark, seconded by Committee Member Hawthorne. AYES: Committee Members Hawthorne, Hawthorne, and Clark. NOES: None. ABSENT: Don Davis and Dawn Peters. ABSTAIN: None. Motion carried.
5. NEW BUSINESS:
 - a. Introductions and Presentation. Pat Milbery introduced himself and provided the committee with background on his past experience as an artist, his portfolio, and expertise in curating mural festivals and large-scale public art. He provided his relevant experience, and why he thought this type of investment would be good for the West End. There was a discuss on the possible festival, theme, purpose, and timeline for the event. The committee suggested that the week before the WestEnd Celebration be looked at for a date.
 - b. WESTEND WALKING TOUR: The group walked the Westend district to discuss possible mural locations that would have a high visible impact. There was a discussion about producing a couple small scale murals to promote the WestEnd image, and the possible mural festival. Pat Milbery agreed to donate his time to produce a WestEnd "Zebra Cat" mural. Milbery agreed to get back to the committee in February with a budget, timeline, and festival layout.
6. ADJOURNMENT: The walking tour ended at 1:05 p.m.

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.

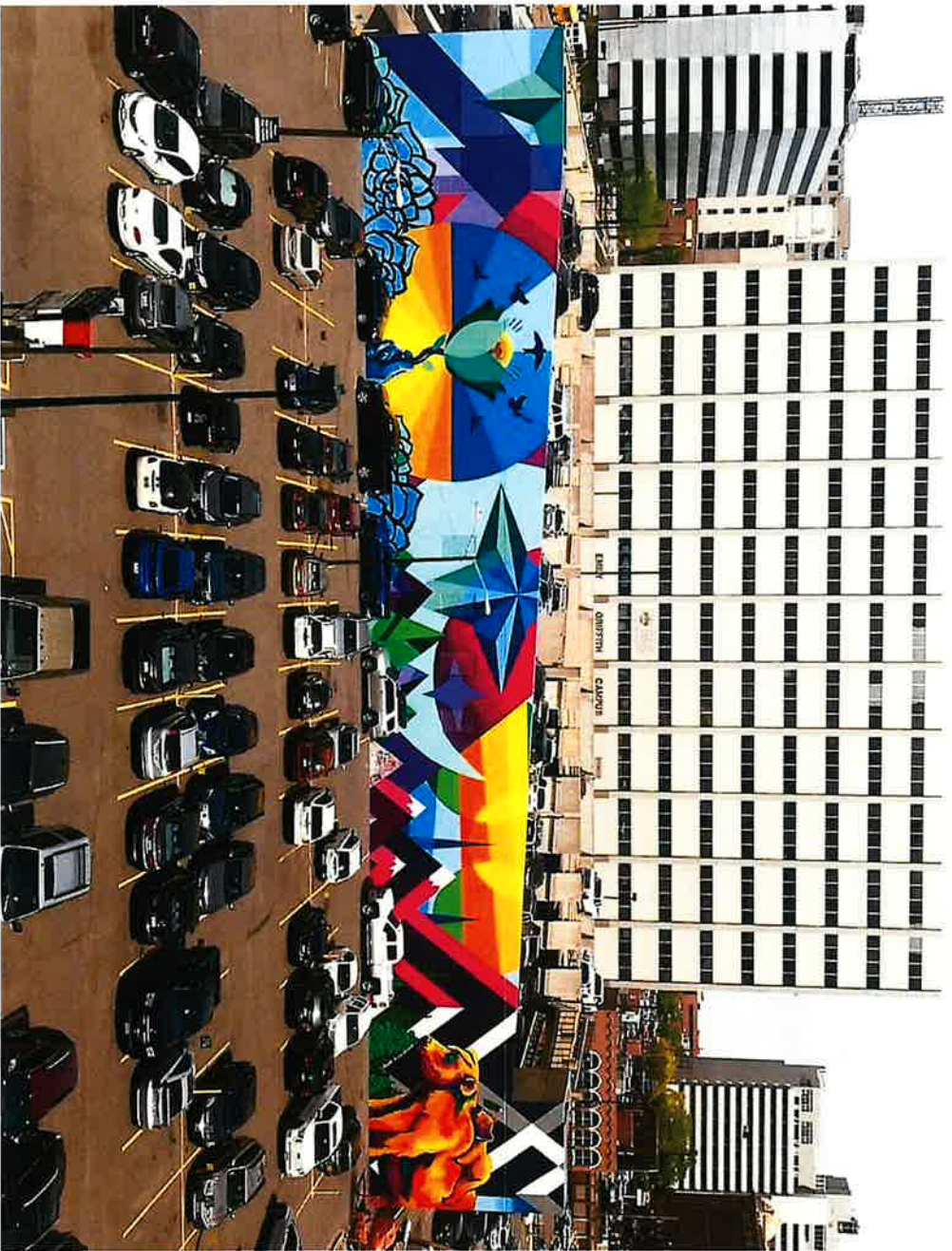
Having designed snowboard, goggle, outerwear and binding graphics for years, Pat ventured into the art world with So-Gnar, an umbrella collective he founded that spawned a streetwear apparel line, event production, the camp tour and most importantly...art!

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. Connect
- we. Grow
- we. Surf
- we. Burn
- we. Believe
- we. Speak
- we. Rise
- we. Respect
- we. Can
- we. Skate
- we. Explore
- we. Dream
- we. Build
- we. Share

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:

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