

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 he has spoken to local artists Brian Gage and Kenton Hoppas about collaborating on one of the walls. Blair mentioned that he would like to include a Sand City Artist only "call for artist" for an additional wall (6th) that will be part of a proposed project that he will discuss later in the agenda. Milbery shared

that all the walls have been confirmed with the property owners, and that all property owners are supportive of the artist assigned/requested 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 we. murals. He also mentioned that the City Council has yet to approve the final budget and capital improvement plan funding for the fiscal year 2020/202, 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 covert the existing building currently used by Public Works in to an affordable 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. Blair stated that the outside murals and art park would be a great opportunity for our local artist to showcase local art. He mentioned that the Sand City Artist only "call for artist" wall would be the first mural within the proposed Art Park project. Mayor Carbone mentioned that the Forest Guild Theater has expressed interest on doing event in the proposed outdoor

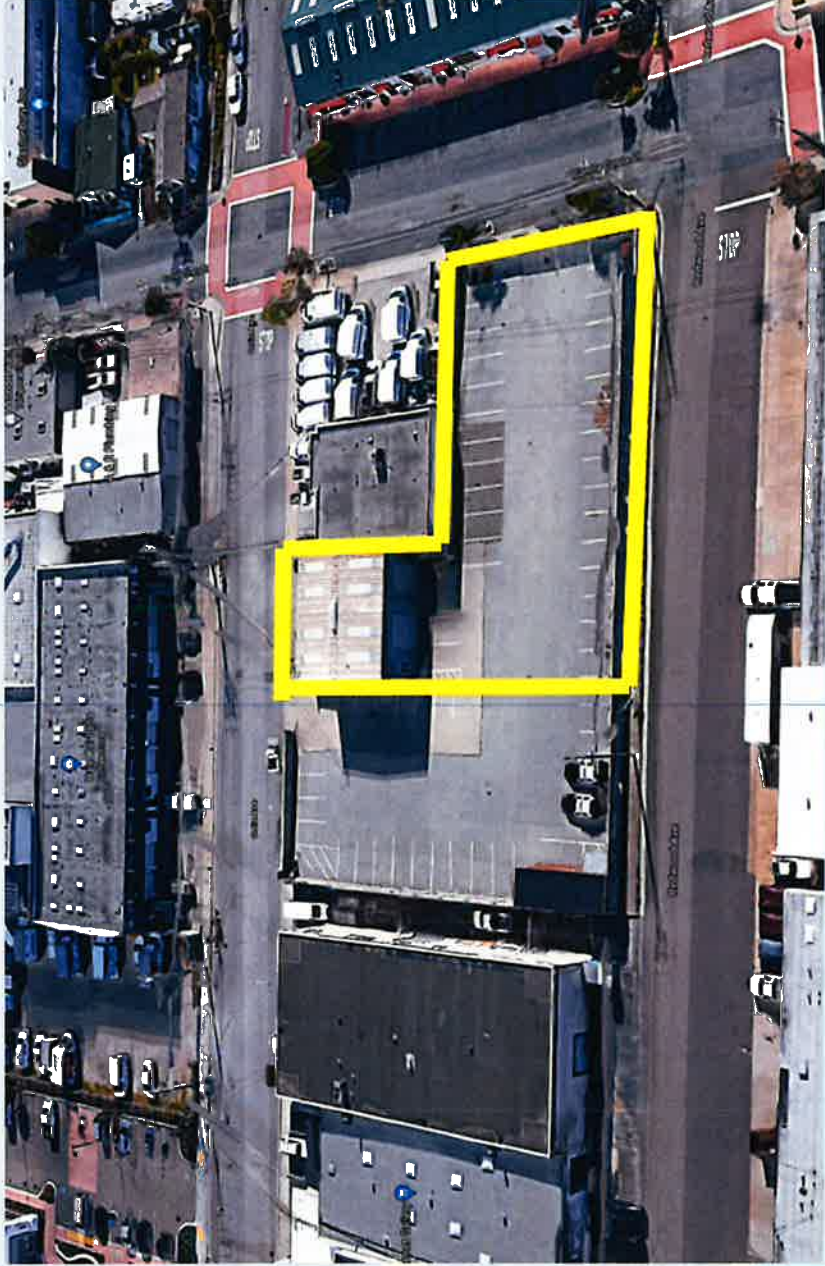
art park. Yvonne Bowen from the Forest Guild Theater made a public comment in support of the proposed Art Park.

7. **ADJOURNMENT:**

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

REPURPOSE: CARROLL PROPERTY

Using arts-based initiatives as an economic development tool



REPURPOSE: CARROLL PROPERTY

THE IDEA

Activate a rarely used city-owned space in the heart of the west end. Create instant energy, regional exposure, and a much needed community space.



THE WHY

Arts programs and quality-of-place initiatives are critical when competing for new businesses and investment.

Community murals and other arts initiatives encourage a sense of excitement among the citizens and promote reinvestment.

Expanding the cultural offerings of the community in order to create the kind of place where residents and visitors are eager to live and visit.

Arts are an export industry. Arts drive tourism. Arts strengthen the community connection. Arts turn ordinary buildings into notable architecture.

THE WHY

TANGIBLE CITY BENEFITS OF MURALS:

Murals Enhance Community.

Studies have found that “at the most basic level, the arts provide opportunities for people to come together through their attendance at art based events and classes, mural festivals, and arts fairs.

Murals Benefit Local Businesses

Murals increase magnetism to a location, boost business and social media tagging for business locations, and cause bumps in most annual business revenues.

THE WHY

TANGIBLE CITY BENEFITS OF MURALS:

Murals Boost Tourism

Tourists who visit a community to see its works of art tend to also shop, eat, and stay at a hotel in the community. High concentrations of artists and/or high-skilled workers create a feedback loop, where businesses are drawn to an area because of the availability of creative talent and/or high-skilled workers, and that talent is consequently drawn to that area because of those businesses.

REPURPOSE: CARROLL PROPERTY

THE GOAL

creative space. community space. open-air art gallery. food trucks. outdoor entertainment. incubator of artist culture. art market. events. theater.



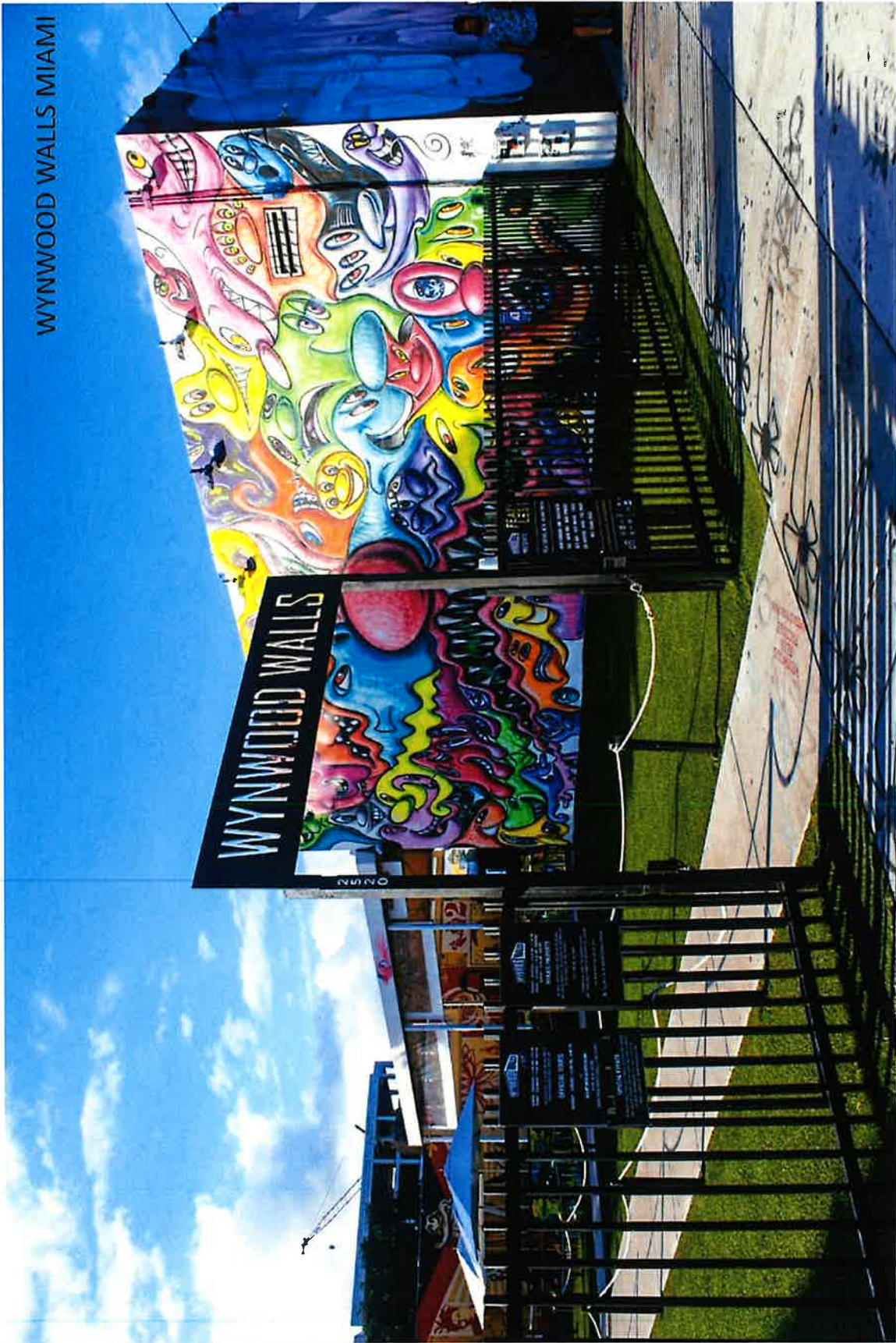
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WYNWOOD WALLS MIAMI

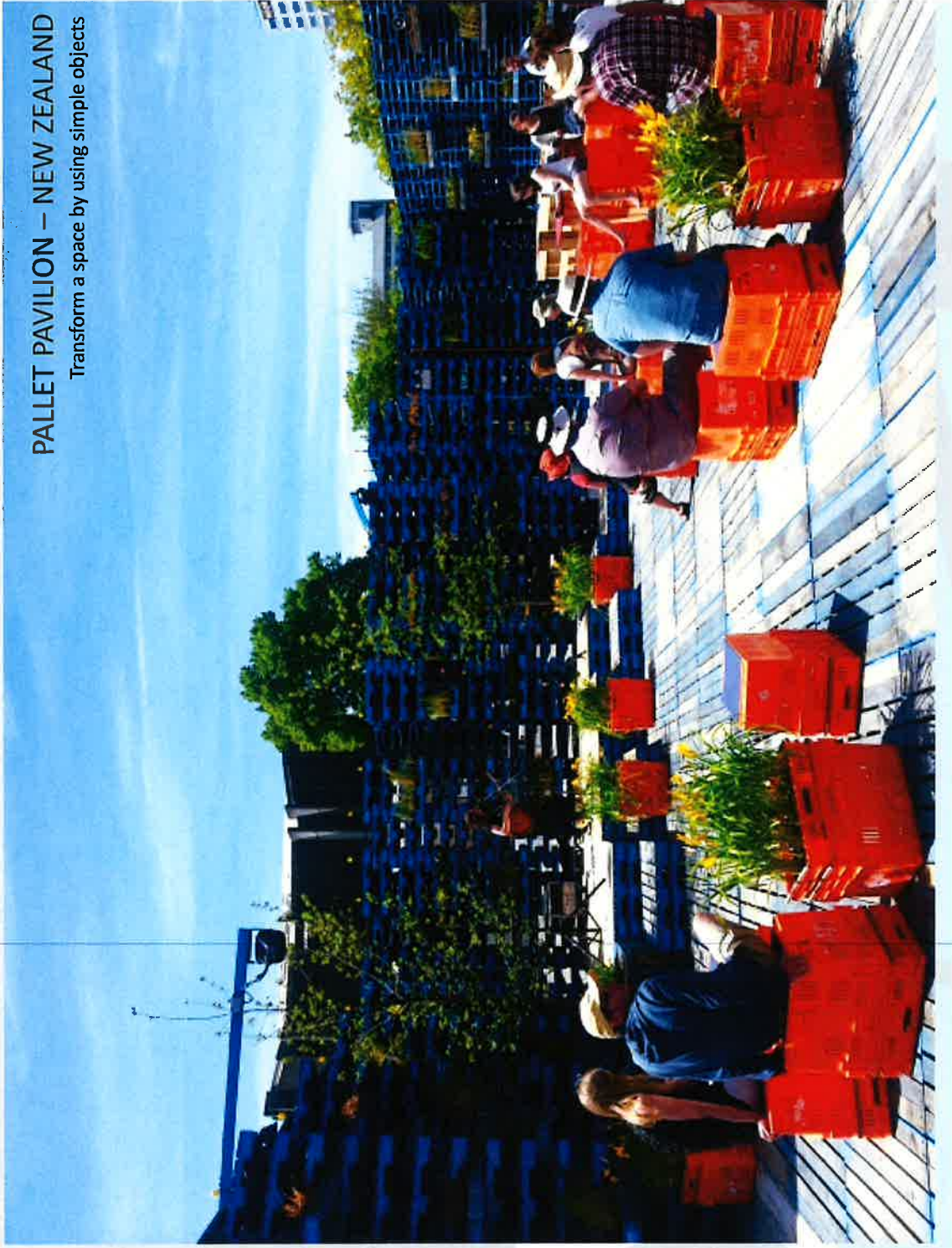


WYNWOOD WALLS MIAMI



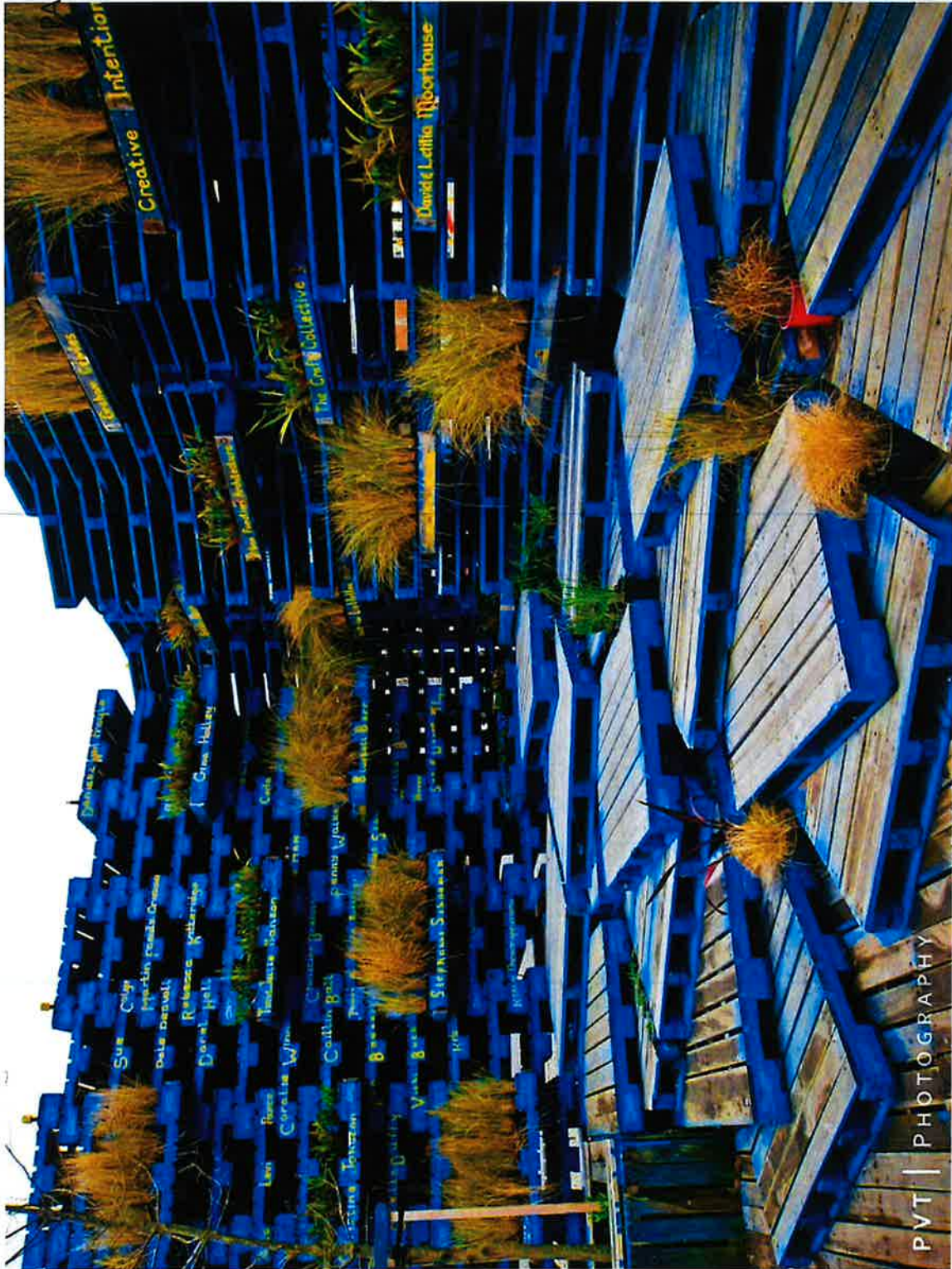
PALLET PAVILION – NEW ZEALAND

Transform a space by using simple objects



ALLEY PAVILION – NEW ZEALAND

Transform a space by using simple objects



FOOD TRUCK POD – PORTLAND



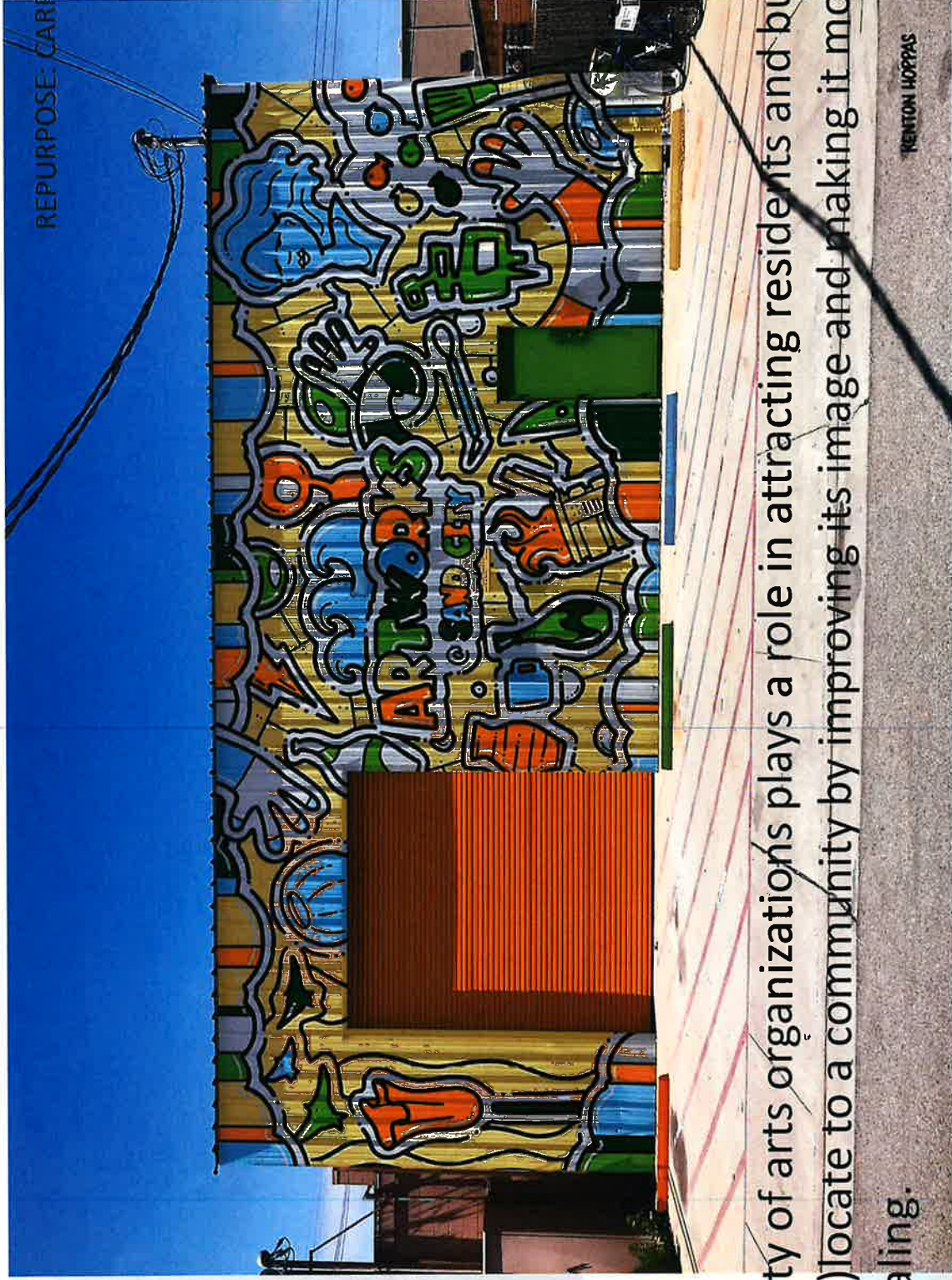
REPURPOSE: CARROLL PROPERTY



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Density of arts organizations plays a role in attracting residents and businesses to (re)locate to a community by improving its image and making it more appealing.



REPURPOSE: CARROLL PROPERTY

KENTON HOPPAS

Density of arts organizations plays a role in attracting residents and businesses to (re)locate to a community by improving its image and making it more appealing.

ARTSPACE @ SAND CITY

An injection of creativity & entrepreneurship.

Example is Art Space P.G. - Arts Council of Monterey County

The purpose of this is to provide affordable working studios, and continue to develop Sand City artist. The space will be used as studio space, and a gallery for visual artists to do and display their work.

Support the Art Park by holding monthly events.

ARTSPACE @ SAND CITY

REPURPOSE: CARROLL PROPERTY

An investment into creative economic development.

Artist will be charged a low monthly rent per square foot. Each artist sets up their own studio space, most of which range from 100 to 400 square feet, using their art pieces, equipment and tools to create it.

All rent revenue from the artists would go to cover marketing, utilities, staff, and supplies.

ArtWorks @Pacific Grove has been very successful so they have a proven track record. A RFP will be needed to move forward.

NEXT STEPS

ART PARK PREPARATION

- Call for Sand City artist to begin the transformation of the walls.
- Replace Entry Gate. Work with a Sand City creative to produce something.
- Shipping Containers to define the space and to be used for event storage and pop-up events.
- Ensure adequate electric for events and lighting.
- Temporary restrooms or add outdoor access to existing building.

REPURPOSE: CARROLL PROPERTY
CIP ITEM #6 CARROLL PROPERTY REPURPOSE \$50,000
CIP ITEM #7 PUBLIC WORKS BUILDING \$80,000



NEXT STEPS

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NEXT STEPS

ART PARK ACTIVATION

- Outdoor movies and plays through a possible new partnership with the Forest Theater Guild.
- Monthly live art events on the Walls & Art Market
- Community Yoga & Zumba
- Cornhole Tournaments
- 2-3 truck food truck pod
- Street Art 101 classes
- Special events. Opportunity for our creatives get more exposure.



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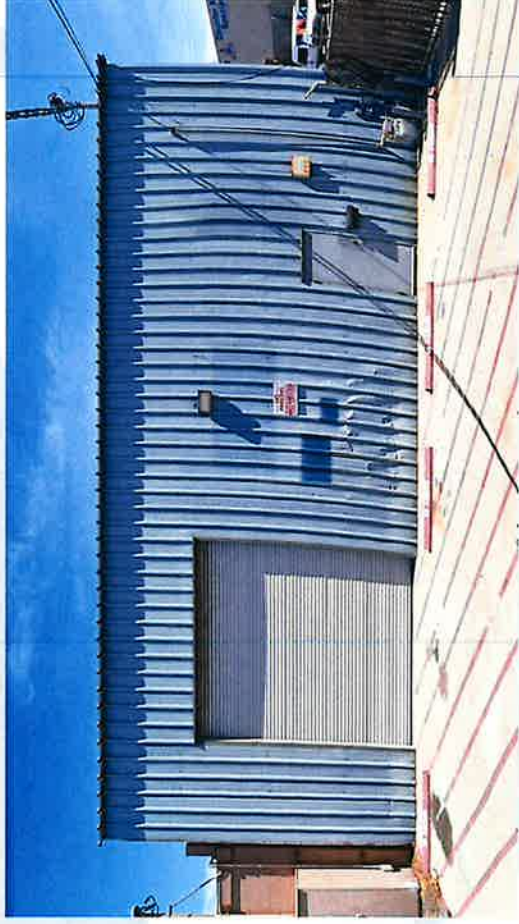


NEXT STEPS

ART PARK BUILDING PREPARATION

- Façade mural (below is from local artist Kenton Hoppas)
- City to ensure building is a safe useable shell (Electrical, Leaking roof,..)
- RFP for ArtWorks @ Sand City
- Move Forward with a new PW metal building

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Questions?

