

MINUTES

SAND CITY ARTS COMMITTEE

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

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

THIS MEETING WAS 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.

1. CALL TO ORDER: The meeting called to order by Chairperson Gregory Hawthorne at 11:07 a.m.
2. ROLL CALL: Committee Members Present: Chairperson Gregory Hawthorne, Shelby Hawthorne, Brian Clark, and Dawn Peters. Absent: None. Others: Mayor Mary Ann Carbone, City Manager Aaron Blair, Hunter Stevens, Shelby Gorman, and Pat Milbery.
3. ANNOUNCEMENTS BY COMMITTEE MEMBERS: There were no announcements by committee members.
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 Clark, seconded by Committee Member S. Hawthorne. AYES: Committee Members Hawthorne, Hawthorne, Clark, and Peters. NOES: None. ABSENT: None. ABSTAIN: None. Motion carried.

- b. we. mural festival 2020

Blair provided the committee with an update on the process that the committee and City Council has gone through related to we. murals thus far. He shared the draft event map that will include local attractions and current public art locations. Milbery provided the committee with an individual update on each of the artist pairings, and discussed the possible mock-up ideas for each pairing based on conversations with the artists and property owners. Hawthorne mentioned that the diversity mix of the artists was wonderful, and that he felt like the process thus far has been done well. Hawthorne

mentioned adding a Hispanic based artist in the future to add to the mixture of art produced. Blair mentioned that pre-covid that we had intended to have to Hispanic artists involved, and that they will be included in the future. S. Hawthorne asked about t-shirts, hats, stickers, and other promotion items. The Committee had Milbery said that he will share with the committee some of the design that they have been working on. Blair mentioned that we will work the local sand city screen printing shop on Ortiz for these items.

Peters mentioned that she would love to work with volunteers, and in the future corporate sponsors. She also mentioned that we need to make sure that we continue to use the @sandcityart Instagram account for marketing. Hawthorne reminded the committee that we need to follow the Art Policy process for the mock-ups which includes art committee approval followed by City Council.

c. West End Celebration 2020

Blair reminded the committee that the West End Celebration has been cancelled for 2020.

6. NEW BUSINESS:

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

i. Art Park (Carroll Property Outdoor)

Blair presented a plan for the conversion of the outdoor parking area to be used as an outdoor art park. The goal is to create a creative space, community space, open-air art gallery, food trucks, outdoor entertainment, incubator of artist culture, art market, events, and theater. Blair said this would be a great space to fill with local artwork. Clark mentioned Spit Ball in London as a great example to look at. The Committee supported the idea of the outdoor Art Park. S. Hawthorne mentioned that she feels like encouraging food trucks on a regular basis would be important.

ii. West End Artist Co-op RFP (Carroll Property Building)

Blair presented a plan for the repurpose of the Carroll Property. He mentioned that an RFP would be issued for the oversight of the Carroll Building itself. The goal would be to offer affordable small working studios for local artist. Clark mentioned a couple other similar ideas that may be worth looking as we go forward. The Committee supported the idea of the RFP and asked staff to forward it to City Council.

b. Call for Artists Art Park.

Blair presented the draft local Call for Artists. There was a discussion about the timeline for submissions, selection process, and wall location. The Committee supported the Call for Artists and asked staff to forward it to City Council.

Peters said she has heard from some local artist that would like to participate in the mural festival, and she said she has encouraged them to reach out to the City Manager and to attend the Art Committee meetings. Blair stated that he would love to speak with them, and asked that Peters share his contact information with them. Clark mentioned that Fisk painting would be a good partner, and Milbery said he will work with Fisk to get most, if not all, of the non-spray paint.

7. ADJOURNMENT:

On a motion by Peters and seconded by Clark, the meeting was adjourned at 12:18 p.m.

we.
SAND CITY, CALIFORNIA



BACKGROUND

December 18, 2019- Art Committee discussed the desire for a mural festival, sponsorship of said event, and the need for an organization with the unique experience to oversee such an event.

January 17, 2020- Art Committee walking tour to discuss possible walls and festival timeline and goals. 20 Artist and 10 Walls. So-Gnar Creative Introduction, Artist Procurement and Curation Background, and large-scale public mural experience.

January 2020 – “Hyper Cat” mural painted

February 28, 2020- Reviewed a deck of 28 non-local potential artist. Local Artist would be discussed at a future date, but we will be including. Art Committee recommends approval of West End Mural Festival Artist Procurement and Curation Service Agreement with So-Gnar Creative based on their unique qualifications.

*March 2020 - West End Mural Festival Artist Procurement and Curation Service Agreement – City Council
May 2020 – Public Art Policy Adopted - City Council*

June 16, 2020- Art Committee made a date change due to COVID, and reduce to 10 local, regional, and national artist and 5 walls.

July 2020 – Second phase of the “Hyper Cat” mural painted



TIMELINE GOING FORWARD

July 2020 – September 2020 – Sponsors and In-kind donations.

We. mock-ups and paint supplies list due August 15, 2020. Art Committee and Property Owner approval and then City Council Approval

Sand City Call for Artist due August 21, 2020. Final selection September 2020

Wall Prep September 19, 2020 – September 26, 2020

Muralist arrive September 26, 2020 – September 27, 2020

Muralist painting September 28, 2020 – October 5, 2020



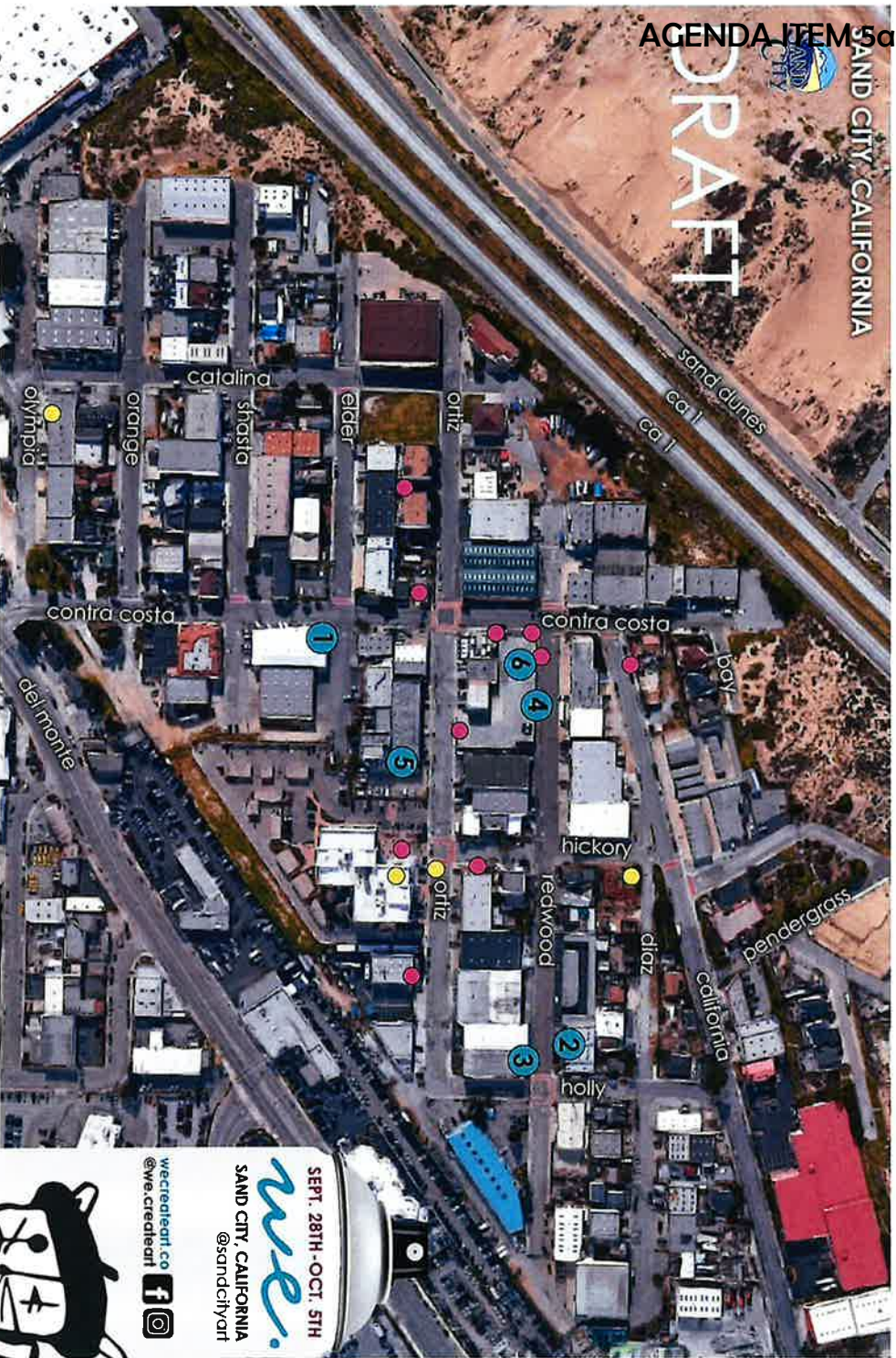


Come join us (socially distanced of course) and watch the artists paint live in the West End!



SAND CITY, CALIFORNIA

DRAFT



- we. murals 2020
- 1 Amanda Valdes . Hannah Eddy
 - 2 Casey Kawaguchi . Nathan Brown
 - 3 Hiero Velga . Thomas Evans

- 4 Kenton Hoppas . Bryan Gadge
- 5 Pat Millbery . Andrea Von Bujdoss
- 6 Sand City Artist 1 . Artist 2

- Existing art & murals
- Community Garden
- Sweet Elena's Bakery
- Food Truck
- Post No Bills Craft Beer

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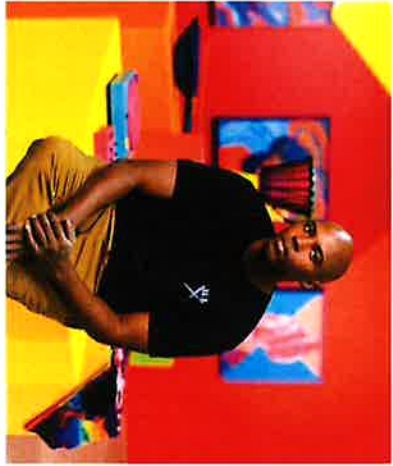


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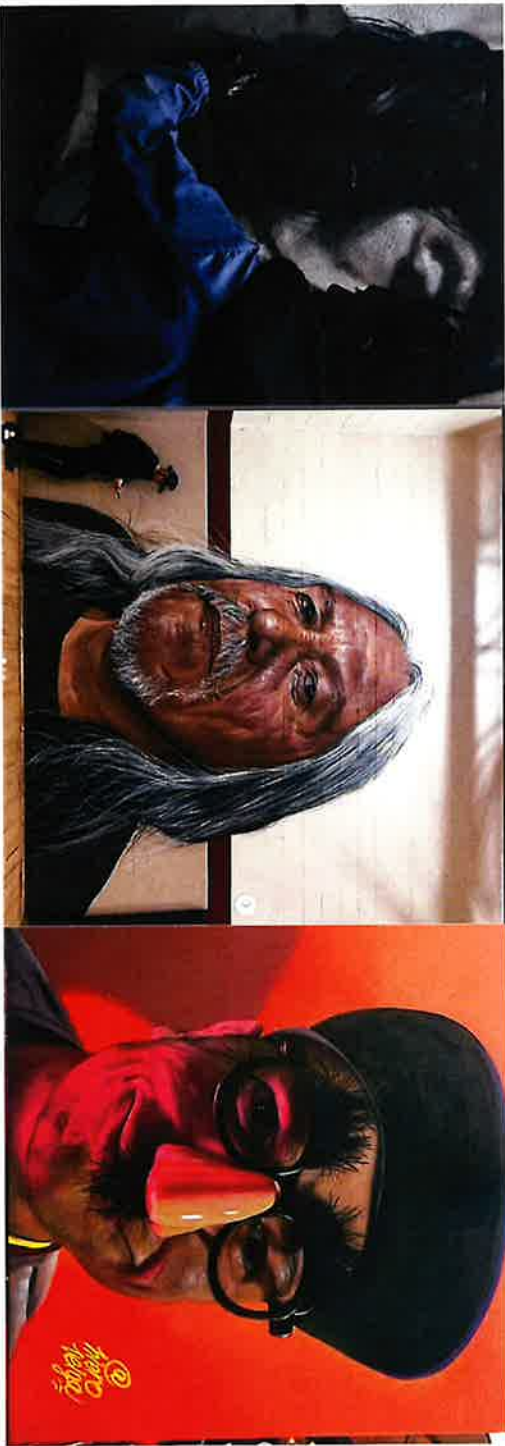

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AGENDA ITEM 5a(i)



Thomas Evans



Hiero Veiga



AGENDA ITEM 5a(i)



Amanda Valdes

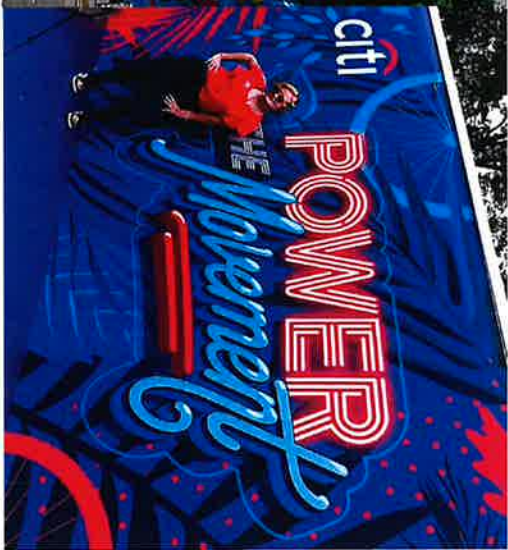


Hannah Eddy





Pat Milbery



Andrea Von Bujdoss



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Kenton Hoppas



Bryan Gage

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Casey Kawaguchi



Nathan Brown




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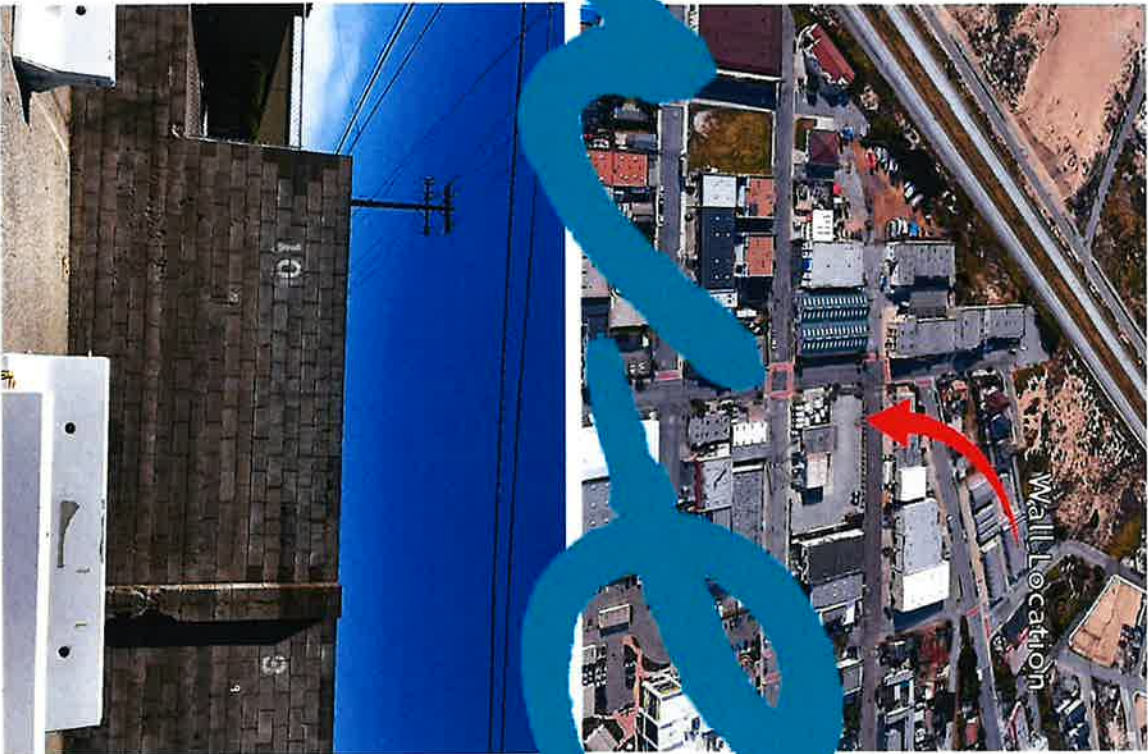
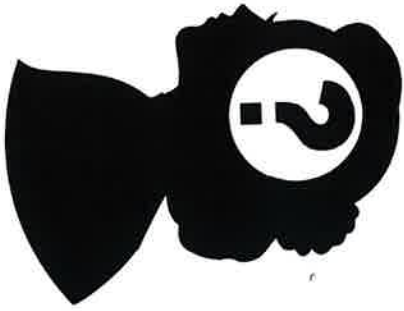


AGENDA ITEM 5a(i)

Local Artist 1



Local Artist 2



Local Call for Artist

A logo for "we." featuring a stylized, high-contrast face with a wide, toothy grin and a black beret. To the right of the face are icons for Facebook and Instagram. Below the icons is the text "wecreateart.co @we.createart".

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REPURPOSE: CARROLL PROPERTY

Using arts-based initiatives as an economic development tool



THE IDEA

REPURPOSE: CARROLL PROPERTY

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.

THE GOAL

REPURPOSE: CARROLL PROPERTY

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



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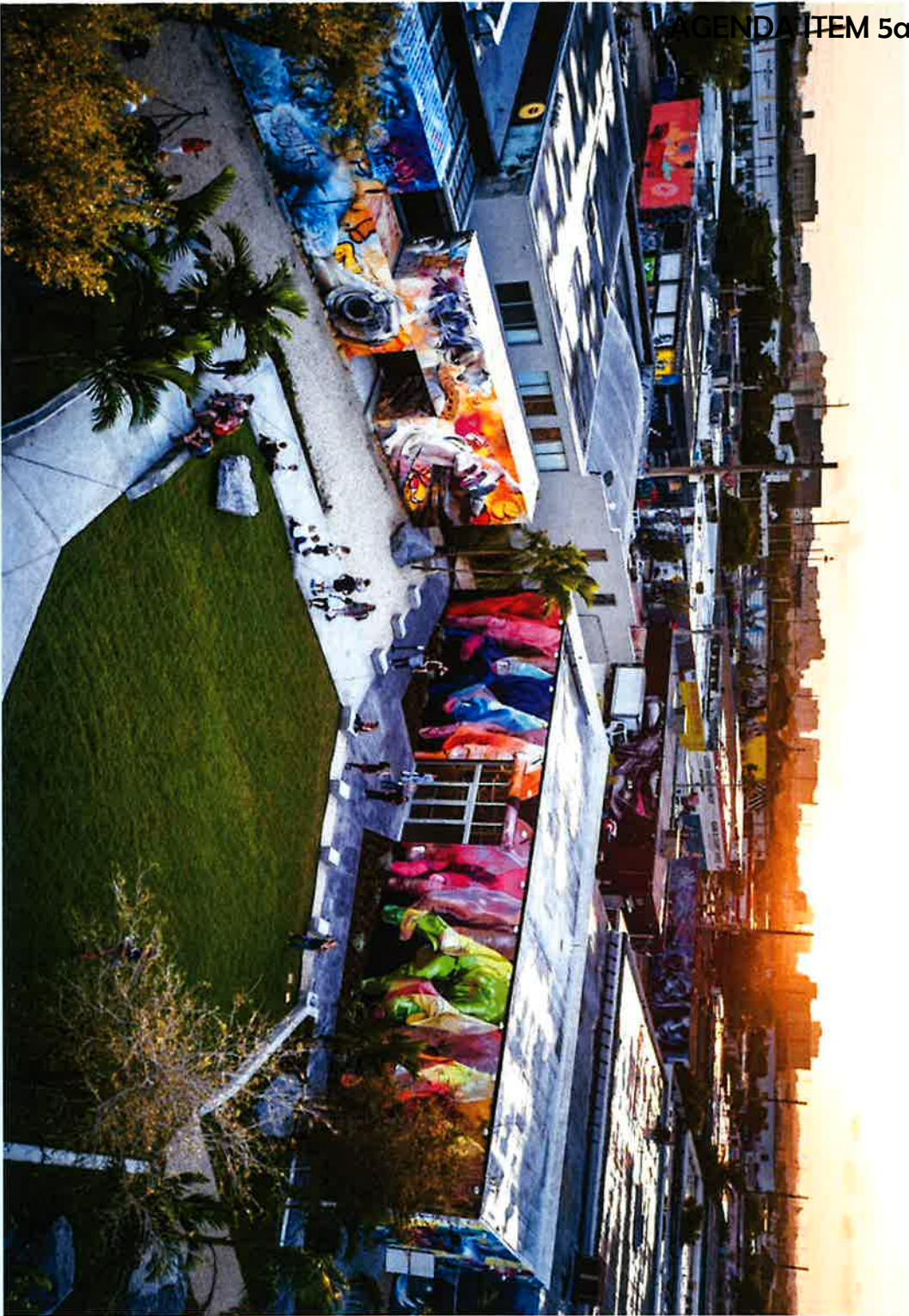
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WYNWOOD WALLS MIAMI



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PALLET PAVILION – NEW ZEALAND
Transform a space by using simple objects



FOOD TRUCK POD – PORTLAND



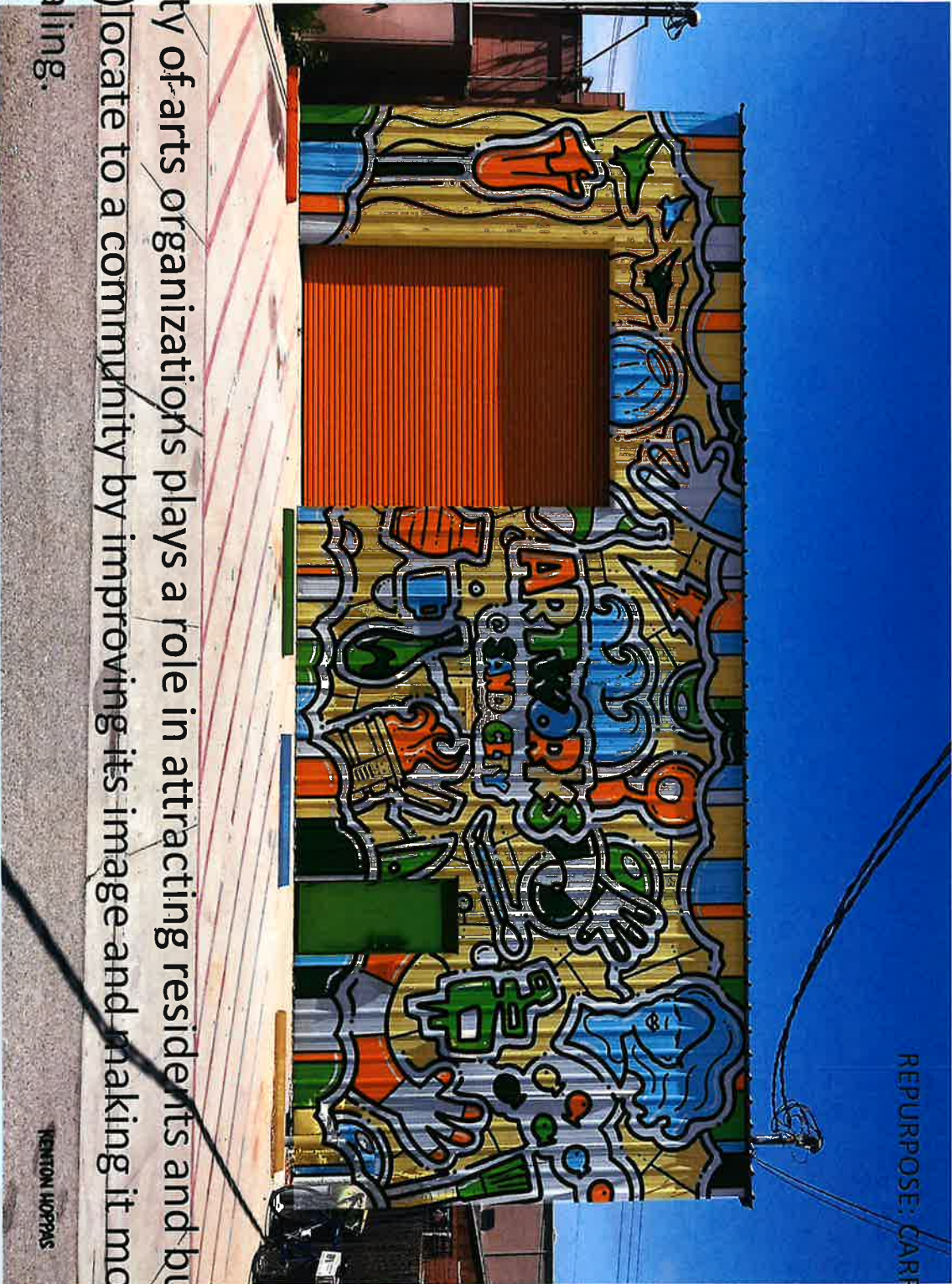
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Density of arts organizations plays a role in attracting residents and businesses to (re)locate to a community by improving its image and making it more appealing.



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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

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

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

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.



NEXT STEPS

ART PARK PREPARATION

REPURPOSE: CARROLL PROPERTY
CIP ITEM #6 CARROLL PROPERTY REPURPOSE \$50,000
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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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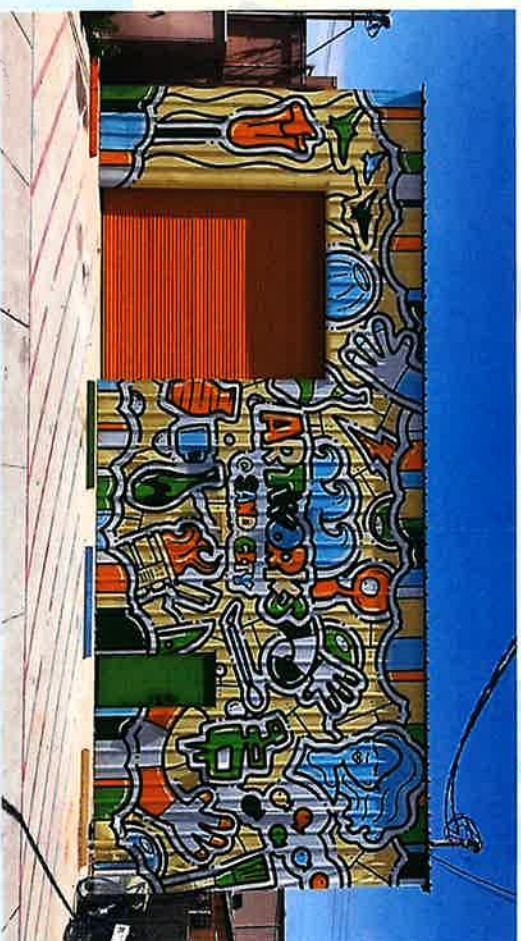


NEXT STEPS

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

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



REPURPOSE: CARROLL PROPERTY

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Questions?

