

## MINUTES

### SAND CITY ARTS COMMITTEE

Wednesday, September 23, 2020 2:30 P.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 was called to order at 2:37 p.m.
2. ROLL CALL: Committee Members Present: Chairperson Gregory Hawthorne, Shelby Hawthorne, Brian Clark, Kristen (KRIMP) Fuentes, and Dawn Peters. Absent: None. Others: City Manager Aaron Blair, Mark Baer, and Don Davis.
3. ANNOUNCEMENTS BY COMMITTEE MEMBERS: Peters shared that she has been sharing a lot of information on the Sand City Arts Instagram page. She said she stopped into Post No Bills to make sure they were aware of the mural installations. Hawthorne mentioned that he stopped by and met with local artists Bryan Gage and Kenton Hoppas, and shared their excitement to be part of the we murals.
4. PUBLIC COMMENT  
Baer mentioned that he submitted some images to Blair and Milbery, and expressed interested in participating in the future.
5. ORDERS OF BUSINESS:
  - a. Approval of Sand City Arts Committee minutes
    - i. July 28, 2020
    - ii. August 6, 2020
    - iii. August 17, 2020

On a motion by Peters, seconded by Clark the minutes were approved.

- b. Private Mural Application 613 Ortiz Ave

Blair went through the private mural application details, and shared the submitted mock-up. He stated that the application was complete as far as the requirements of the public art policy. Clark stated that given that the existing mural is apparently somewhat

controversial, and since the residents of the Independent are impacted the most by the design, should the committee ask the applicant to submit a sign off from the residents of the Independent. S. Hawthorne mentioned that she didn't personally like the mural design or execution, and expressed concerns about the quality of the installation. Clark shared that he didn't care for the design, but thought it would be best to let the public weigh in. Peters shared that when the initial mural went in that she received a lot of complaints from residents at the independent, and that she cannot support approval of the mural based on that. Fuentes mentioned that since she is included as one of install artists that she will abstain from voting. S. Hawthorne mentioned that she prefers the other design that the applicant submitted for 1738 Hickory better, and hoped for something like that. Peters mentioned that viewing the walls from the Independent you can see that the side wall where the mural has already been installed has much taller trees and is a larger wall. She mentioned that the front of the building has a dropped roof line that makes the wall much smaller. Peters shared that you have tall trees on the side in the existing mural, and then you will have half-sized trees across the front which is throwing the scale of the mural design off. Hawthorne shared that he feels like the design and quality of the installation is poor, and he cannot support extending the existing mural to the front of the building. He recommended that the applicant do something different on the front. Fuentes mentioned that the artist has some really amazing older designs, and she wondered if the committee should ask the applicant to bring forward a different design from the artist. Hawthorne agreed; it was a worthy idea, and that he has known the artist of design for a long time as a sculptor not a painter. He suggested asking the applicant to get a design from another Sand City artist instead to add diversity to the murals within the West End. Peters shared that she thought since this artist of design has an amazing legacy maybe it would be better to do a 30-day show showcasing her work at the art park. Blair asked the committee if they would be ok with him asking the applicant to submit a different design based on the positive comments Fuentes made about some of her older designs. Hawthorne shared that again that the artist of design does amazing sculptures, but he still would like to see a design from another Sand City artist. S. Hawthorne mentioned that she feels that someone who is a professional muralist should always be involved to ensure professional and safe installations. Blair said that he will share the feedback to the applicant to see if a new design can be submitted. Clark mentioned that a big concern isn't so much the design, but that the execution on the original mural is poor. Clark made a motion to deny the application based on a poorly scaled design. Clark mentioned that there has been a good amount of negative public feedback due to the poor installation of the existing mural. He said he would like to support the applicant's desire to add more public art thus he would like to encourage the applicant to bring forward a new design from the artist or another Sand City artist. Peters shared

that we should strongly encourage the applicant to attend the meeting to share their vision for the mural. Hawthorne seconded the motion, and the motion passed with Fuentes abstaining.

- c. Discussion and consideration of a property owner approved we. mural mock-up.  
Artist: Pat Milbery + Frank Signs.

Blair shared all the mural locations and artists assignments. He shared that the goal was to increase walkability and to draw attention to local businesses like Sweet Elena's and Post No Bills. He shared that some of our local artists have asked to start a couple days early to ensure that they can complete their work on time. Blair shared a couple photos of the progress that the local artists who started early have made. He stated that City staff and So-Gnar staff have been putting in a lot of time preparing for the installations, and making sure that all the proper precautions are in place for the event. Blair shared some of the site poster designs, artists site bio posters, walking maps, and branding items. He stated that long-term plaques will be placed on the murals with a QR code that is connected to artist video interviews.

Blair went through the we mock-up with the Committee. The Committee had a discussion on the submitted mock-up, and shared their comments with Blair on the designs. The Committee was excited to see the collaboration between Frank Signs and Milbery. On a motion by Peters and seconded by Clark, the mock-up was unanimously supported with a recommendation of approval to be forwarded to City Council.

Clark mentioned that he supports the idea of Mark Baer participating in a future mural installation. Peters mentioned that she loves what Hunter from So-Gnar creative has been doing with the social media. Hawthorne confirmed that all of the t-shirts will say Sand City on them. Blair confirmed that is true.

6. ADJOURNMENT:

On a motion by Clark and seconded by Peters, the meeting was adjourned at 3:40 p.m.