

**CITY OF SAN LEANDRO  
ARTS COMMISSION  
WEDNESDAY, JULY 13, 2016 - 7:00 P.M.  
CITY HALL, SISTER CITIES GALLERY ROOM**

**MEETING MINUTES**

The meeting was called to order at 7:05 p.m.

**PRESENT**

Chair Pershing, Vice Chair Gonchar, Commissioners Edwards, Herrera, Wong and Secretary Justice

**ABSENT**

Commissioners Cassidy and Ott-Davis  
District 1 – VACANT  
District 3 - VACANT

**APPROVAL OF MEETING AGENDA OF JULY 13, 2016**

MSC (Herrera/Gonchar) to approve the agenda as submitted.  
(5 Ayes, 0 Nays, 2 Absent, 2 Vacant)

**APPROVAL OF MEETING MINUTES OF APRIL 13, 2016**

MSC (Herrera/Edwards) to approve the minutes as submitted.  
(5 Ayes, 0 Nays, 2 Absent, 2 Vacant)

**GUEST PRESENTATIONS**

A. City Manager's Office - Discussion of Potential Revenue Measures for November 2016  
Ballot

- Chris Zapata, City Manager, gave an overview of three potential revenue measures for the November ballot: increase Hotel Tax from 10% to 14%, Cannabis Business Tax, and a Business License Tax. These taxes would generate an estimated \$1.5-\$2 million dollars annually. Potential revenue generated by these proposed measures would support and maintain programs and projects within the City.
- City Manager Zapata reported that a poll of 500 likely voters was conducted and indicated that a majority would support the implementation of these revenue measures. Those polled were also asked additional questions to determine community support for various programs and services. Of the 15 priorities identified, enhance public art was ranked last.

B. Lars Halle, Community Development Dept., & Sorell Tsui, Contractor - Four Murals Project - Informational Presentation of Artist Portfolios for Arts Commission Consideration

- Katie Bowman, Business Development Specialist, Community Development Department, provided an overview of a pilot mural program. Four murals have been planned for three properties and the BART station.
- Lars Halle presented a brief update on the utility box project and how a partnership with Sorell Tsui was established and integrated into the mural program. Lars Halle shared the goals of the mural project and the benefits of mural art in the community. He also answered Commissioner questions pertaining to funding.
- Sorell Tsui, the founder and director of a local, contemporary art gallery in Downtown Oakland, provided an overview of his gallery's programs and his involvement within the local, international, and public art communities. Sorell Tsui's professional relationships through his gallery provide opportunities for Cities to work with well-known artists.

- Sites for the pilot mural program were selected based on impact and visibility. Property owners were allowed to select artist. Properties are located at:
    1. Interstate 880 at Marina Blvd Exit
      - a. Artist: Pastel  
Mural Concept: Native florals and plants
    2. 1800 Merced Street
      - a. Artist: Troy Lovegates
    3. 1500 Farnsworth Avenue
      - a. Artist: Kelly Ording
    4. Downtown BART Station utility building
      - a. Artist: TBD -public selection process beginning late summer and early fall
  - Next steps:
    1. Start agreement process with Sorell Tsui, Contractor for BART mural
    2. Engage other artists for private properties
- C. Arlene Lum, Asian Chamber of Commerce - Children's Art Project at Annual Moon Festival on September 11
- No presentation

**PUBLIC COMMENTS**

None

**CORRESPONDENCE**

- A. Secretary Justice distributed the updated City Council, Boards & Commissions, and City Officials roster.

**ORAL REPORT OF SECRETARY**

- A. Arts Commission Vacancies - Districts 1 & 3
- Secretary Justice reported two vacancies on the Arts Commission: District 1 and District 3. Justice asked Commissioners to share the vacancy information with their networks. The official notice and application are available on the City's website.  
Notice of vacancy: <http://www.sanleandro.org/civicax/filebank/blobdload.aspx?blobid=14291>  
Application: <http://www.sanleandro.org/civicax/filebank/blobdload.aspx?blobid=3759>
- B. Secretary Justice discussed upcoming special events: Siempre Verde Park Rededication on September 10 and the San Leandro Family Bike Party on September 11. Secretary Justice requested Commissioner assistance and input to enhancing the Family Bike Party. Chair Pershing offered to assist with formulating ideas.

**COMMITTEE REPORTS**

None

**UNFINISHED BUSINESS**

- A. Gail M. Goldman Associates, LLC Public Art Master Plan Consultant Update
- Gail Goldman, Consultant visited San Leandro on July 6 and 7. She met with Councilmembers, Mayor Cutter, Arts Commissioners, and City Staff. An extensive list of stakeholders has been identified for future visits so G. Goldman can continue her research on public art in San Leandro. G. Goldman is scheduled to return to San Leandro August 8-10, 2016. A public input meeting is tentatively scheduled for August 9 and Goldman will attend the Arts Commission meeting on August 10.

**NEW BUSINESS**

A. Dark in August

- Due to cancellation of the May and June Commission meetings and the Public Art Master Plan process is underway, Secretary Justice advised against going dark in August.

**REPORT OF CHAIR**

A. Chair Pershing shared with the Commission that she won five ribbons at the Alameda County Fair

**COMMISSION COMMENTS**

None

**ADJOURNMENT**

MSC (Gonchar/Edwards) to adjourn the meeting at 8:22p.m. (5 Ayes, 0 Nays, 2 Absent, 2 Vacant)

Respectfully submitted,

Dena Justice, Secretary