

**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 Herrera, Edwards and Secretary Justice.

ABSENT

Commissioners Cassidy and Ott-Davis
District 3 - VACANT

APPROVAL OF AGENDA OF JULY 13, 2016

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

APPROVAL OF MINUTES OF APRIL 13, 2016

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

GUEST PRESENTATIONS

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

- It was reported that there is a push from the Community to emphasize Public Art in San Leandro. Currently there are the Monarch Butterflies, Art work overpass near Marina and the creation of the Arts Commission.
- Art and Culture are going to be enhanced in San Leandro.
- There are going to be 3 Revenue Measures-These measures are going to support: art, culture, money for programs, and projects. It is not being used for staffing.
 - Taxes that will increase: Hotel Tax 10% to 14%, Cannabis tax, Business License Tax.
- Who is most likely to support? Polled 500 people and these were the results. They do have a 5% error rate.
 - 67% Cannabis tax
 - 59.6% Business License Increase
 - 65% TOT Increase
- Who is paying?
 - Visitors of San Leandro and mostly the business owners.
- It is being recommending to the Council that they do a general measure (50% +1). This money is being used for the City not to pay staff. This measure is about maintaining and establishing things within the City.

B. Katie Bowman, Lars Halle Community Development Department & Cynthia Batterburg and Sorell Tsui, Contractor.

- Katie Bowman Business Development program from the City of San Leandro. The program is working on several murals as a pilot throughout the City. Murals are a good opportunity to display art, make a big impact and continue the art momentum in the City. Some are in Industrial Areas to liven them and make them more welcoming and in the neighborhoods to add aesthetic.

- Lars Halle presented updates on the utility box project. For the first pilot project they used Earth Island Institute. They will be used again for the second installation. They have partnered with Sorell Tsui and Streets Alive. Sorell has a strong partnering with mural installations in Oakland and wanted to make it work for the City of San Leandro. Mural art turns a blank wall into a canvas of something beautiful, something that is engaging and that you want to look at. It also engages and changes our look and feel of community, while enhancing our culture and the arts. In addition it is hoped that San Leandro becomes a destination place for mural art. There are many benefits to having mural art: reduces the amount of graffiti, inspire other property owners in the industrial area to do similar things,
- Sorell Tsui, the founder and director of a local contemporary art gallery in Downtown Oakland, has monthly showings of local art at the gallery. They are very active in public art and utility box programs. The working relationships that they have allows them to reach out to international artists with national acclaim at a reasonable rate. It was asked, if an RFP is going to be submitted and what people are thinking. **

PUBLIC COMMENTS

None

CORRESPONDENCE

- A. Secretary Justice handed out the official roster.

ORAL REPORT OF SECRETARY

- A. Secretary Justice reported the Arts Commission has a vacancy representing District 3 (Councilmember Thomas) as Commissioner Harlow-Schott has resigned. She requested Commissioners please share the vacancy information with their networks and that the official notice and application are available online.
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 the Departments Special Events: Siempre Verde Park Rededication on September 10th and the Family Bike Party on September 11th. Looking to Commissioner Pershing for ideas.

COMMITTEE REPORTS

None

UNFINISHED BUSINESS

- A. Gail M. Goldman Associates, LLC Public Art Master Plan Consultant Update
Gail visited July 6th and 7th. She met with the Council, Mayor, City Staff, many Arts Commissioners, and a variety of Stakeholders to begin her research on public art in San Leandro. She was very well received and excited to be leading this process.

NEW BUSINESS

- A. Dark in August.

REPORT OF CHAIR

- A. Won Five Ribbons at the Alameda County Fair

COMMISSION COMMENTS

ADJOURNMENT

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

Respectfully submitted,

Dena Justice, Secretary