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MINUTES

MEETING OF CITY OF HOLLISTER PUBLIC ART REVIEW COMMITTEE

March 14, 2017, 8:00 a.m.

Call to Order: Jennifer Laine called the meeting to order.

Verification of Agenda Posting: The agenda was posted at City Hall on March 9, 2017 at 4:15 p.m.

ROLL CALL:

Present:	David Huboi, Jennifer Laine, Phil Leonard, Mary Paxton, Arturo Rosette, Carla Vasquez
Absent:	Tricia Harvey

Communications from the Public: None

Approve Minutes of October 11, 2016: Committee Member Rosette moved to approve the minutes of December 13, 2016 and Committee Member Leonard second the motion. The motion passed 6-0-1.

Oral Communications: None.

General Business:

1. Review of Draft CHECKLIST for public art proposals: The Committee determined that the draft checklist would be acceptable to use in the interim for the utility box project on the agenda and that a subcommittee should be established to review the draft checklist and make recommendations to the Committee.

2. Utility Box Mural Project – Fuera De L Caja Project “Outside the Box”:

Committee Member Laine presented the submissions from the Utility Box Project. She explained there were eleven (11) submittals for utility boxes from seven artists but there is only funding for five boxes with two from the Community Foundation for San Benito County and three from private sponsors – the Arts Council, Arti-Culture and the San Benito

County Chamber of Commerce and Visitor's Bureau.

Member Laine explained there is not a protocol at this time on whether or not private sponsors would have the ability to choose the artist or the content such as the Chamber. Committee Member Rosette commented that this should be clear to sponsors in the application and perhaps there could be an initial consultation with the selected artist. There was general consensus that five artists should be selected and if funding becomes available in the future there could be another call for projects. There was general consensus that the Committee should select the artist and content but there could be an allowance for an appeals process for a sponsor.

Committee Member Laine presented the submittals. Deana Parra was present and had four submittals with the themes of Hollister Hills, the Farmer's Market, Bikers, and a scene evocative of Casa de Fruta with the words Casa de on a water tank. Committee Members Huboi and Paxton raised concerns that the words could be construed as advertising and it could conflict with sign ordinance and this would need to be reviewed with the City Attorney. Ms. Parra indicated she was amenable to removing the words if necessary. Stephanie Skow was present. She explained that her submittal was to reflect the wine country of the county with old vines. If preferred the view could be of a specific winery. Committee Member Laine presented all the utility box submittals.

Commissioner Huboi expressed a desire to have public art other than the biker image from the Hollister Motorcycle Rally. The Committee expressed a desire to avoid repetition of themes on existing utility boxes with art. The need for a map showing the location and theme of existing utility boxes was identified. Committee Member Paxton offered to assist with map preparation. Committee Member Laine explained that there is a public art walk map available. Committee Member Laine stated that the themes on the existing utility boxes are folklorico, farmer's market, La Bamba, biker, and western. There was general consensus that the submittals with the biker and farmer's market themes could be redundant. Committee Member Paxton questioned whether the climate change submittal was consistent with the call for artists because it was not representative of Hollister's history and diversity. Committee Member Rosette stated that the specification encouraged and did not require the art to be representative of Hollister's cultural history. He also stated that the artwork met the standard of being innovative and creative in design and that public art should expand beyond Hollister and explore the dreams of the community. It was noted that the mother earth was also innovative and creative in design and met the criteria in the call for projects.

Committee Member Rosette recommended the following ranking for the utility boxes:

- 1) David Gutierrez - Youth Empowerment; 2) Philip Ray Orabuena – Climate Change;
- 3) Stephanie Skow – Wine Country; 4) Marissa Duran – Youth in Arts; 5) Daena Parra – Wildlife box; 6) Victoria – Mother earth; and 7) Joel Esqueda – Poppies.

There was a motion from Committee Member Rosette to approve the ranking as proposed. Committee Member Vasquez seconded. The motion passed 5-0-1 with

Committee Member Laine abstaining.

3. Establish Sub-committee to review PARC Policies & Procedures document.

Committee Member Leonard moved to establish a subcommittee to review PARC Policies and Procedures and the Checklist in Agenda Item 1 of Committee Members Laine, Paxton and Rosette. Committee Member Vasquez second the motion. Motion passed 6-0-1

Announcements: Committee Member Huboi announced that there will be a community meeting on April 1, 2017 for the design of McCarthy Park and suggested that public art could be integrated into the design.

Committee Member Laine announced that the Arts Council for San Benito County submitted a grant application for a Dunne Park Program with the City for a small stage with an amphitheater, public art mural, a skate park and programming (e.g. Mr. O's summer music in the park).

Adjournment: Committee Member Rosette moved to adjourn the meeting to March 14th and Committee Member Leonard seconded the motion. The motion passed 6-0-1.

Chair of the Public Art Review Committee

ATTEST:

Secretary