

# MEMORANDUM

*Office of Economic Development*

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**To:** Honorable Mayor and City Council  
**Through:** Tom Williams, City Manager  
**From:** Diana Whitecar, Economic Development Manager *DW*  
**Subject:** **Semi-Annual Public Art Fundraising Report**  
**Date:** January 24, 2007

In accordance with the Public Art Ordinance, the Public Art Committee is to provide a Semi-Annual Fundraising Report to the City Council and establish a Fundraising Subcommittee to determine fundraising strategies for 2007. These two items were addressed at the Committee's September 25, 2006 meeting and approved by the Committee in November 2006. The Committee proposes two activities: a Cookbook and continuation of "Tea in the Trees".

"The Art of Cooking in Milpitas" would include recipes from the community and photos of Milpitas' public art would be incorporated throughout the book. The cookbook would be bound and artistically assembled to make for a nice gift or collectors item. The cookbook would be sold for \$10.00 each by Public Art Committee Members and throughout the year at various City buildings and events. All proceeds would be deposited into the Public Art Fund.

"Tea in the Trees" would be held in December 2007, similar to the event hosted by the Arts Commission in 2005. At that time the event raised \$850. Tickets would be sold to the event and attendees would enjoy an evening of tea, food and entertainment.

The Committee estimates fundraising \$5,000 to \$7,000 in 2007 from the above events, which would be earmarked for artwork maintenance costs and future public art projects.

APPROVED MINUTES  
PUBLIC ARTS COMMITTEE  
CITY OF MILPITAS

**Minutes:** Meeting of the Public Art Committee (PAC)  
**Date of Meeting:** Monday, November 27, 2006  
**Place of Meeting:** Milpitas City Hall, 455 E. Calaveras Blvd., Committee Room

**I. Call to Order** Chair Foulk called the Meeting to Order at 7:00p.m.

**II. Pledge of Allegiance** Chair Foulk led the Committee in the Pledge of Allegiance

**III. Roll Call** Committee Members Present: Butler, Cherry, Ettinger, Foulk, Hays, Ogle, McGuire, Rabe, Voellger, Alternate I Tsuei, Alternate II Asif

Committee Members Absent: Lawson, Moss

City Staff Present: Recreation Services Supervisor, Kathleen Yurchak, Public Services Assistant, Tirzah Cedillo

City Council Liaison Present: Council Member Giordano

**IV. Seating of Alternates** No Alternates were seated.

**V. Approval of Agenda** **MOTION** to approve the agenda of November 27, 2006.  
M/S: Hays/Ettinger Ayes: All

**VI. Approval of Minutes** **MOTION** to approve the minutes of September 26, 2006.  
M/S: Ogle/Butler Ayes: All

**VII. Public Forum** None.

**VIII. Announcements/Correspondence**

Recreation Services Supervisor, Kathleen Yurchak passed around a mailer to the Committee from the City of Walnut Creek on their Public Art program. She also distributed a memo from the City Attorney's office. The City Attorneys office intended that each Committee Member receive the memo prior to the meeting. She stated the memo states 'Privileged and Confidential' and since it's not agendaized, the memo cannot be discussed at tonight's meeting.

**IX. Old Business**

**1. Public Art Master Plan Draft - Staff**

Recreation Services Supervisor, Kathleen Yurchak stated included in your agenda packet the Public Art Master Plan Recommendations. The same Master Plan draft from the September meeting, out for discussion, specific areas of concern is Pinewood Park because it's not in the Redevelopment Area and the directional signs. She stated the parks within RDA are: Gill, Hidden Lake, Strickroth, Jones, Sandalwood, Escuela, Curtis (E/Middle/West), and the Library and City Hall.

Supervisor Yurchak stated the Milpitas Alliance for the Arts is moving forward with their project 'Art in the Park' at Pinewood. So, if this Committee would like to include a park as one of their locations to be included in the Master Plan we might want to consider one of the other parks in the RDA, so the Public Art fund money could be utilized for that project.

Supervisor Yurchak stated the other questionable project was the directional signs. The Committee could strategically place the directional signs at key points throughout the City within RDA.

Committee Member Voellger stated since we cannot discuss the City Attorney memo in this meeting, we cannot continue with this agenda item. Committee Member Cherry added that the agenda mentions the City Attorneys memo. Supervisor Yurchak responded it's a Client/Attorney document and it reinforces the Public Art Ordinance and how the money is spent. The Master Plan goes to City Council at their second meeting January, so the Committee won't go to City Council until April if this item is delayed. The Committee needs to either: brain storm to figure it all out, take Pinewood out of the Master Plan, or go back to the Master Plan Subcommittee. Chairperson Foulk and Committee Member Rabe recommended changing the Master Plan Draft to delete Pinewood Park.

**MOTION** to approve the Public Art Master Plan with the deletion of anything referring to Pinewood Park.

M/S: Rabe/McGuire

Ayes: All

**2. Implementation Timeline – Staff**

Recreation Services Supervisor, Kathleen Yurchak stated included in your agenda packet is the Public Art Committee Implementation Timeline. She stated she moved all the projects listed out one month.

Note. Receipt. File.

**3. Establish a Library Public Art Project Subcommittee - Staff**

Recreation Services Supervisor, Kathleen Yurchak asked the Committee for volunteers to form the Library Public Art Project Subcommittee to work on the public art project for the new library. Supervisor Yurchak stated previously Committee Member Moss volunteered to be on the subcommittee. Committee Members Ogle, Cherry, Hays, and Voellger all volunteered.

Supervisor Yurchak stated she would send out an email to the subcommittee members for the date of the Library Public Art Project Subcommittee meeting.

Note. Receipt. File.

**X. New Business**

**1. Fundraising Subcommittee Update - Subcommittee**

Committee Member Cherry stated both herself and Committee Member Rabe have been working on the Fundraising Subcommittee that last met on November 6, 2006. In that subcommittees meeting two fundraising ideas were brought up: 'Tea in the Trees' and 'Art of Cooking' (cookbook). She continued to say for the 'Art of Cooking' the recipes are from community members and would make great Mother's Day gifts because copies would be printed by April 15, 2007. She's also distributed recipe forms where the community could write their names and comments. The 'Art of Cooking' cookbook price is based on number of pages in the cookbook. For instance two hundred pages, the cost to us would be \$2.65 and we could probably sell them for \$10.00 each. The cookbooks would include:

(8) personal pages	artist work	photographs (color optional)
advertisement (optional)	black/white pages	one color custom page
six dividers	(8) personal pages	index
plastic comb binding	color proof given	white paper, black ink
on-line order option		

Also, the Committee doesn't need to pay the printer until thirty days after receipt. Committee Member Voellger suggested to do ethnic recipes because we have such a huge ethnic group in the community.

The Fundraising Subcommittee will schedule their next "Art of Cooking" cookbook subcommittee meeting in January 2007.

Note. Receipt. File.

## **2. Consideration of Expansion of the Public Art Program to the Private Sector - Staff**

Recreation Services Supervisor, Kathleen Yurchak stated the Public Art Ordinance section V-20-710: Program Expansion. The Committee discussed the consideration of expanding the public art program to the private sector, but felt they are not ready to expand the program at this time. Council Member Giordano stated we've talked about pushing it out to the next fiscal year.

**MOTION** to postpone discussing the Public Art Program and the expansion of the Public Art Program to the private sector until fiscal year 2007/2008.

M/S: Rabe/Ogle

Ayes: All

## **XI. Staff/Commission Reports and Discussion Items**

### **City Council**

City Council Liaison, Giordano announced the following:

At the November 7, 2006, Council meeting:

- Financial Status report: first three months of FY 2006/2007 revenues 1.75 million below revenues received for same time last year, sales tax decreased by \$325,000, and building permit revenues decreased by \$364,000.
- Appointments to Community Advisory and Youth Advisory Commission completed.

At the November 21, 2006, Council meeting:

- Presented seven Neighborhood Beautification Awards.
- Public Hearing on proposed merger amendments for the Redevelopment Project area No. 1 and Great Mall Redevelopment Project area.
- Approved amendments of regulatory agreement Terrace Gardens.
- Received progress report on library/parking garage on the time and budget.
- Directed staff to work with City Officials in Fremont concerning the possibility of Oakland A's moving to Fremont.
- Contracted consultant to study water utility rates/per Proposition 218.

## **XII. Future Agenda Items**

None

## **XIII. Adjournment**

**MOTION** to adjourn the meeting at 7:42 p.m., to the next regularly scheduled meeting on January 22, 2007.

Respectfully Submitted,

Tirzah Cedillo  
Public Services Assistant