Minutes: Meeting of the Public Art Committee (PAC)
Date of Meeting: Monday, March 26, 2007
Place of Meeting: Milpitas City Hall, 455 E. Calaveras Blvd., Committee Room

I. Call to Order
Chair Foulk called the Meeting to Order at 7:02 p.m.

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

III. Roll Call
Committee Members Present: Butler, Cherry, Foulk, Hays, Lawson, McGuire, Moss, Ogle, Rabe, Voellger, Alternate I Tsuei, Alternate II Asif
Committee Member Excused Absence: Ettinger
City Staff Present: Economic Development Manager, Diana Whitecar, Public Services Assistant, Tirzah Cedillo
City Council Liaison Present: Council Member Giordano

IV. Seating of Alternates
None.

V. Approval of Agenda
MOTION to approve the amended agenda of March 26, 2007 to reflect under New Business, Item #3, to read Library Art Subcommittee and Fundraising Subcommittee’s Actions.
M/S: Cherry/Ogle  Ayes: All

VI. Approval of Minutes
MOTION to approve the minutes of January 22, 2007.
M/S: Voellger/Hays  Ayes: All

VII. Public Forum
Mr. Robert Burrill, 817 Calero Street, Milpitas spoke about the closure of Handcraft Tile located on Yosemite Drive, Milpitas. The co-owners of Handcraft Tile were Shirley Dinkins and Frank Patitucci. Handcraft Tile was established in 1926 and moved to Milpitas in 1931. Handcraft Tile was the oldest tileyard on the west coast. Malibu Ceramic Works of Topanga, California, bought out the company and its main factory will be in Long Beach. Mr. Burrill displayed several of the tiles he purchased.

VIII. Announcements/Correspondence
Ms. Whitecar reminded the Committee to RSVP to the 2007 Commissioners’ Recognition Event to be held on Wednesday, April 18th.

IX. New Business
1. Form 700 Presentation – Mary Lavelle, City Clerk
Ms. Mary Lavelle, City Clerk, spoke to the Public Art Committee members about the Form 700. Ms. Lavelle stated a resolution was adopted by City Council to disclose conflicts of interest. The City Attorney recommended that all PAC members complete this form and return by April 2nd, 2007.

2. Milpitas BART Station Public Art Presentation – Gail Collins & Jack Mackie of VTA
Mr. Jack Mackie of Valley Transportation Authority (VTA) presented to the Public Art Committee members a brief overview of the new BART Station and how to develop/select art projects and chooses artists for the station. The station
would be located on the south side of Montague Expressway and across Montague from Piper Drive. VTA has committed $500,000 for public art at the station. He suggests artists to work as a team to really influence how people connect to the station. He’s asked the Committee members to think about ways to present a theme or ideas on how to direct artist’s work. Mr. Mackie added he wants to work with the Committee to develop the art for the station. He distributed an overview of the project with suggestions on the selection process; a) Open call, or, b) Use of the San Jose Arts Commission “Pre-Qualified Artist Pool” or something similar.

Mr. Mackie suggested the Committee members ask themselves what are the important buildings in Milpitas, key ideas of Milpitas, important festivals, to come up with the bullet point concepts and ideas for use in developing a theme for the BART Station. Committee Member Voellger suggested to add a ‘special’ meeting for one hour on Monday, April 23rd, 2007 to discuss the ideas the Committee thought of for the last (30) days. Ms. Gail Collins of VTA stated she would compile all the ideas prior to the next meeting as suggested.

Note. Receipt. File.

3. Library Art Subcommittee and Fundraising Subcommittee’s Actions – Staff.

Committee Members suggested that the Agenda indicate to which subcommittee’s members belong.

Library Art Subcommittee: Ms. Whitecar stated the Library Art Subcommittee scheduled meeting on April 16th, 2007 with Ms. Lynn Baer a consultant who’s assisted with artist recruitments for the Milpitas Alliance for the Arts. Ms. Baer will talk about the process for the exterior of the Library and tower and soliciting artists. The Library architect cannot make the meeting of April 16th. Ms. Whitecar indicated that she would find another time for the Subcommittee to meet with the Library architect and staff.

Committee Member Cherry stated Ms. Baer could walk the subcommittee thru the artist selection process. Committee Member Rabe asked would the consultant’s fee come from the Public Art Committee. Ms. Whitecar responded she would discuss fees and her expectations with Ms. Baer during the meeting. Committee Member Cherry stated the first time the Milpitas Alliance for the Arts used her cost $2,000.00.

Ms. Whitecar asked the Library Subcommittee members if they could attend a meeting at 6:00pm on April 3rd, 2007 to meet with the Library architect. Subcommittee members Lawson, Moss and Voellger all said they were not available. All subcommittee members including Lawson, Moss, Ogle, Foulk, Cherry and Voellger asked to have the Library Subcommittee meeting moved to later in April.

Fundraising Subcommittee: Committee Member Cherry stated the Fundraising Subcommittee includes Committee Members Lawson, Rabe and herself. She then suggested that the Committee members choose to fulfill the construction and completion of the cookbook. She outlined seven suggested roles from the ‘cookbook’ company to be filled:

Collecting receipts and Distribution | Foulk
---|---
Proof reading | Ogle
Sorting recipes in appropriate categories | Butler
Design cover & dividers | Voellger

Approved Minutes
March 26, 2007
Page 2 of 3
Assist with final decision          Lawson/Hays
Advertising, selling & distribution   collaborative effort

Chairperson Foulk volunteered to distribute blank recipe forms to the community. Committee Member Rabe suggested and volunteered to write a cover letter that would be included with the blank recipe forms. Chair Foulk indicated that the mailer be kept to one page. Distribution volunteers included: Voellger and McGuire to the Arts Groups; Moss to the Schools; Hays to the grocery stores; Rabe to City Commissions; Whitecar to city staff.

MOTION to not include paid advertisement in the ‘cookbook.’
M/S:  Rabe/Voellger

Ayes:  Butler, Cherry, Moss, Ogle, Alternates Tsuei

Nos:  Hays, Foulk, Lawson, McGuire

4. Art Maintenance Update – Staff
Ms. Whitecar stated both herself and Committee Member Moss met with Mr. Eddie Loredo, Facilities Supervisor regarding the ‘Flute Player’ statue in front of the City Hall Building. Mr. Loredo will have the statue repaired in late May 2007.

Committee Members Voellger and Cherry stated Mr. Craig Wisneski, Parks & Landscaping Maintenance Supervisor, is working with the Star Bench in Starlite Park to have it repaired.

5. Use of Transient Occupancy Tax (TOT) for annual art fund ($125,00) – Staff
Ms. Whitecar stated 2% of TOT (Transit Occupancy Tax) of each person that pays on a hotel fee here in Milpitas would be set-aside for the Library and cultural programs. The next $125,000.00 should come from TOT and not from the redevelopment monies to create more flexibility in the Art Funds. Chairperson Foulk stated these monies would be for art maintenance and not have the restrictions from the redevelopment area.

X. Staff/Commission Reports and Discussion Items
None

XII. Future Agenda Items
BART Station Art Ideas
Library Subcommittee Update
Fundraising Subcommittee Update

XIII. Adjournment
MOTION to adjourn the meeting at 9:10 p.m., to the ‘special’ scheduled meeting on April 23, 2007.

Respectfully Submitted,

Tirzah Cedillo
Public Services Assistant