Minutes: Special Meeting of the Public Art Committee (PAC)
Date of Meeting: Monday, April 23, 2007
Place of Meeting: Milpitas City Hall, 455 E. Calaveras Blvd., Committee Room

I. Call to Order
Vice Chairperson Lawson called the Meeting to Order at 6:00 p.m.

II. Pledge of Allegiance
Vice Chairperson Lawson led the Committee in the Pledge of Allegiance

III. Roll Call
Committee Members Present: Butler, Cherry, Ettinger, Hays, Lawson, McGuire, Ogle, Rabe, Alternate I Tsuei, Voellger (left at 6:30 p.m.)
Committee Member Excused Absence: Foulk
Committee Member Absence: Moss, Alternate II Asif
City Staff Excused Absence: Economic Development Manager, Diana Whitecar
City Staff Present: Parks & Recreation Supervisor, Kathleen Yurchak, Public Services Assistant, Tirzah Cedillo
City Council Liaison Present: Council Member Giordano

IV. Seating of Alternates
No one was seated because Tsuei showed up at 6:14pm.

V. Approval of Agenda
MOTION to approve the agenda of April 23, 2007.
M/S: Hayes/Rabe
Ayes: All

VI. Public Forum
None

VII. Announcements/Correspondence
None

VIII. New Business

1. Milpitas BART Station Public Art Presentation – Gail Collins & Jack Mackie of VTA

Valley Transportation representatives Gail Collins and Jack Mackie have returned to provide the Public Art Committee an updated presentation on the Milpitas BART Station public art opportunities provided partially from the suggestions given by the Committee members. These suggestions were developed by key questions Ms. Collins and Mr. Mackie asked the Committee: what are the important buildings in Milpitas, key ideas of Milpitas, important festivals.

Mr. Mackie stated he would like to review the Committee’s responses to the questions, review the stationary boards and narrow down the Committee’s ideas related to themes and location. Mr. Mackie also reviewed the budget with the Committee, stating that the total project budget is $500,000. He stated that two projects could be completed with one project ranging between $325,000-$400,000 and the other between $100,000-$175,000.

Committee Member Cherry stated the Milpitas BART Station art should highlight our multi-cultural community. Council Member Giordano asked like a timeline. Committee Member Cherry responded it should be a progression that tells a story. Valley Transportation Authority, Mr. Jack Mackie added that it’s

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important to discuss all of the art opportunities now because of current negotiations. Committee Member Cherry stated she wouldn’t want to look for the Milpitas sign to know which BART Station terminal she was in. Committee Member Tseui asked about colors for the platforms to designate the City of Milpitas. Council Member Girdano added that the City of Milpitas foothills could be used to identify our city since we don’t have a particular color that associates with Milpitas. Committee Member McGuire suggested going through the history; the Great Mall, diversity of people, old grammar school, Ford Motor Plant and the newer industries. Committee Member Rabe suggested a mural like at the University of Santa Clara that starts with harvesting fruit to people. Committee Member Hays asked would Valley Transportation Authority be involved with all the art opportunities at the different BART Stations. Mr. Mackie responded yes, he’s working with Ms. Gail Collins on all the stations. Also, in regards to the underground stations we’re suggesting to use the ceilings for art opportunities. Committee Member Hays asked does Fremont and San Jose want to show technical. Mr. Mackie responded the Berryessa BART Station would be going environmentally ’green.’ The Alum Rock BART Station would have a cultural crossroads between art/culture/invention. Committee Member Hays asked would the City of Milpitas receive mediocre art. Valley Transportation Authority Representative, Ms. Gail Collins responded the artists’ working with a theme is very important. Mr. Mackie added all the data is for the artists to draw up many different images, no we’re not going to get mediocre art, we need critical mass in critical areas, find hot points-decisive areas, going through the different stations; street level-station below grade, entrance from west/east sides, interior platform level a lot of advertisement, ticketing area to use escalator to lower level.

Valley Transportation Authority Representatives provided each Committee Member with a color copy packet identifying various stations artwork to give members a visual on what kind of art has been used, and different areas that could be used to highlight art.

Committee Member Hays asked would people driving by the Milpitas BART Station see any of the art. Mr. Mackie responded, no.

Mr. Mackie stated looking at the Milpitas BART Station the city has some unique options. The artist selection process that the San Jose BART Station will do is a national call that will include a panel board to review the artists; (2) visual artist, (1) landscape architect, (1) architect: a. Reviewed 390 artists to keep on the list. b. Short listed artists.

Or

Short List a group of artists.

Or

A general call for qualifications that focuses on nearby artists. This includes a two round selection process and interview.

Mr. Mackie stated the most expeditious is the pre-qualified artists list from the San Jose BART Station artist selection process. Mr. Mackie stated he was part of the panel board. Valley Transportation Authority agrees with the expeditious process. He stated if the Committee has an artist you’re interested in and is not on the pre-qualified list it would be difficult to add the artist. Committee
Member Tsuei asked about conceptual artists. Mr. Mackie responded the pre-qualified artists list includes a variety of artists: photography, print makers, sculpture, and integrated artists. Committee Member Tsuei asked craftsmanship and imaging important. Mr. Mackie responded he wants the artwork to be hung up by the specific artist. Committee Member McGuire asked does the Committee need to be more specific on the art ideas. Mr. Mackie responded yes, I feel we have a direction. Ms. Collins added that Mr. Mackie would look at the themes and see what would work best.

Mr. Mackie referred to his diagram and stated Project “A” is in the riders’ range of experience; secondary piece would be in the platform area. Project “B” is open to suggestions, but the Committee doesn’t need to make a decision at this point.

Committee Member Tsuei asked substations where trains arrive are they pretty monochromatic. Mr. Mackie responded your station would be different because you could include wall advertisement. Committee Member Tsuei asked would it be concrete, plastic, steel, and tile. Mr. Mackie responded no decisions have been made yet on the materials, but in the past it’s been concrete. Committee Member Tsuei suggested that the City of Milpitas have a different way to identify our station and it’s time to have a color associated with the city. Mr. Mackie responded that the architect wants glass installed at your station to let more light in by using as much glass as possible.

Outstanding items:
1. Artist selection process (from San Jose pre-qualified list)
2. Power point presentation of images to bring more ideas

Committee Member Cherry stated she doesn’t feel the Committee needs to re-do the artist selection process. She suggests using the same process. Mr. Mackie stated he would talk with the architecture team next and bring back all the feedback back to the Committee.

Committee Member Hays asked would the Milpitas BART Station be environmentally ‘green.’ Mr. Mackie responded yes, the idea was to make all the stations green. The station would be open in 2016.

Committee Member Rabe asked that Valley Transportation Authority address all documents to the Public Art Committee and not the Arts Commission.

Note. Receipt. File.

IX. Adjournment

MOTION to adjourn the meeting at 6:59 p.m., to the scheduled meeting on May 21, 2007.

Respectfully Submitted,

Tirzah Cedillo
Public Services Assistant