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

I. Call to Order
Chairperson Foulk called the Meeting to Order at 7:38 p.m.

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

III. Roll Call
Committee Members Present: Cherry, Ettinger, Foulk, Hays, Lawson, McGuire, Moss, Rabe, Voellger, and Alternate Tsuei
Committee Member Excused Absence: Butler
Committee Member Absent: Asif, Ogle
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 agenda dated November 26, 2007.
M/S: Voellger/Hays
Ayes: All

VI. Public Forum
None.

VII. Announcements/Correspondence
None.

VIII. Old Business

1. Cookbook Update
Vice Chairperson Lawson gave an update on the status of the Public Art Committee cookbook named, ‘The ART of Cooking in Milpitas’ stating the order of (500) books should be delivered by November 27, 2007. The cookbooks would be sold at $15.00 each, checks would be written out to City of Milpitas, and each committee member would be responsible for selling (10) books.

The committee discussed various strategies to sell these cookbooks by doing the following:
- Tree Lighting event
- Pre-wrap cookbooks for holiday gifts
- Sell cookbooks while wearing chef hats and aprons
- City Council Meeting
- Chamber of Commerce
- Milpitas Rotary
- Committee Members business offices
- Advertise in Milpitas Post, Milpitas TV Channel 15
- Cookbook flyer
- Conduct a half hour show using recipes from the cookbook on Milpitas TV Channel 15
- Sell cookbooks at various City of Milpitas offices
• Receive phone orders
• Staff to send mass email to all commissioners

Committee Member Voellger asked would the committee consider giving discounts should customers want to order cookbooks in bulk. Ms. Whitecar responded she would have to refer to past minutes to see if there had been a decision made regarding discounts and report back to the committee.

Committee Member McGuire asked to give one copy of the cookbook to the cover artist, Ms. Lynn Rogers as a gift. Chairperson Foulk agreed.

**MOTION to give one free cookbook to the cover artist, Ms. Lynn Rogers.**
M/S: McGuire/Hays  Ayes: All

**MOTION to count group sells to the allotment of cookbooks that each committee member is responsible for selling.**
M/S: Voellger/Hays  Ayes: Ettinger, Foulk, Lawson, McGuire, Moss, Rabe, Tsuei
Abstain: Cherry

**MOTION for each committee member to sell (10) cookbooks by the next scheduled meeting of January 28, 2008 or return the books.**
M/S: McGuire/Voellger  Ayes: All

Committee Member Rabe volunteered to help count the cookbooks with Ms. Whitecar once the cookbooks are delivered.

2. **Library Art**
The Public Art Committee was scheduled to meet with the City Council Library Subcommittee to give recommendations for the new Library Plaza and South Tower artist at the November 26, 2007 meeting at 5:30pm. The committee members would then need to prepare a recommendation to City Council at the scheduled meeting of December 11, 2007.

Chairperson Foulk stated he attended the 5:30pm presentation to the City Council Library Subcommittee meeting, November 26th, that evening with Art Advisor, Lynne Baer.

Ms. Whitecar stated she drafted a recommendation report to City Council. The Library art budget: Plaza $100,000, Engineering $20,000, and Tower $200,000, Engineering $20,000. The recommendation report includes asking City Council to approve the artists and have the City Manager issue contracts. The committee needs to have the Mr. David Schnee, Architect from Group 4 Architecture to coordinate the water features and the electrical in the projects.

**Note. Receipt. File.**

3. **BART Art**
The BART Art Subcommittee, which consists of Public Art Committee Members Hays, Moss, Tsuei met and recommends the BART Platform artist, Ms. Amy Trachtenburg.

**MOTION to recommend accepting artist, Ms. Amy Trachtenburg for the platform for BART.**
M/S: Hays/Lawson  Ayes: All
IX. Reports & Discussion Items

- Future Meeting Agenda Items:
  - Moving the ‘Cartwheel Kids’ artpiece
  - Moving the flagpoles
  - Library Commission to discuss the interior of the Library
  - Proposal for ‘Art in the Park’ project
  - Work Plan
  - Senior Center Art

X. Adjournment

MOTION to adjourn the meeting at 8:36 p.m. to the scheduled meeting on January 28, 2008.
M/S: Hays/Voellger  Ayes: All

Respectfully Submitted,
Tirzah Cedillo
Public Services Assistant