

Agenda

Arts Commission Meeting

June 26, 2006
City Hall Committee Room
455 E. Calaveras Blvd.
7:00 p.m.

“The Milpitas Arts Commission, in order to enhance the quality of life in its community, shall promote, provide and encourage the arts in the City of Milpitas.”

- I. Call to Order**
- II. Flag Salute**
- III. Roll Call**
- IV. Seating of Alternates**
- V. Approval of Agenda: June 26, 2006**
- VI. Approval of Minutes: April 24, 2006**
- VII. Public Forum**

Members of the audience are invited to address the Commission on any subject not on tonight’s agenda. Speakers must supply their name and address for the record and limit their comments to three minutes. Commissioners cannot respond to issues brought forward, but may request that the matter be placed on the agenda of a future meeting.

VIII. Announcements/Correspondence

Relay For Life Event
4th of July Event Update
Sunnyhills Neighborhood Association returns CASP Funding

IX. Old Business

1. Work Plan – Chairperson Rabe

Background: Provide necessary updates on items on the 2006 Work Plan and identify items that have not yet been assigned to a Commissioner.

Recommendation: Receive updates on Work Plan items and identify items that have not yet been assigned to a Commissioner.

2. Cataloging City of Milpitas Public Art Update – Chairperson Rabe

Background: At the April 24, 2006, Arts Commission meeting, the Commission discussed cataloging the City's current public art. Cataloging includes photographs of each piece of art and specific details about the piece including artist, installation and maintenance information. Commissioners Rabe and Ogle have been working on the project and will provide an update to the Commission.

Recommendation: Receive update on the Cataloging of City of Milpitas Public Art.

X. New Business

1. Phantom Art Gallery Review – Staff

Background: The City of Milpitas, Recreation Services Division, created the Milpitas Phantom Art Gallery in an effort to provide visual art experiences for the Milpitas Community. Artists submit an official Milpitas Phantom Art Gallery Application, which is reviewed by the Milpitas Arts Commission. Each approved Artist will display his/her work for up to two (2) months.

For review are two artists; Anuradha Raja is presenting her framed oil and acrylic landscapes and Beverly Nash is presenting her oil and acrylic artwork.

The following questions will be discussed in determining the applicant's eligibility:

- 1) Is there anything in particular that you liked or disliked about this artwork?
- 2) Is the artwork appropriate for public viewing?
- 3) Can the artist fulfill the obligations set out in the Artist Application?

Should the artist's applications be approved, their Gallery Exhibits would be scheduled as follows: Anuradha Raja Marh 26 – May 11, 2007 and Beverly Nash June 25 – August 17, 2007.

Recommendation: Review Artist's work and make recommendation's based on the established set of questions to either approve or deny each artist's application.

2. Cultural Arts Support Program 2005-06 Grant Review – Staff

Background: Included in the Commission's Agenda packet is a binder with the nine (9) Cultural Arts Support Grant Applications that were submitted for consideration. Two additional applications were received from GENCO and Cal Rep Theatre, however they did not meet the criteria for grant review. The CASP Subcommittee met on June 5, 2006, to review and make funding recommendations on the nine (9) qualified grant applications. The Subcommittee considered both the In Kind Services and monetary funding of the eligible nine (9) applications, which are listed below. The City Council will review the Arts Commission's recommendations and make the final approval at the August 7, 2006, City Council meeting.

The CASP Subcommittee recommends approving the following grant applications for a total of \$11,380.00:

Bay Area Showcase Chorus

In Kind Services: Performance Space and Printing Services, as requested

Monetary Funding: \$1,000 (Artistic Salaries, Music, Marketing)

*Subcommittee recommends programming the concert in February, November, March or April and marketing to Milpitas High School, local colleges and universities, Rancho and Russell Junior High Schools, Milpitas Alliance for the Arts, the Milpitas Teen Center and Milpitas Rainbow Theatre. The Subcommittee also requests that the concert be free, with donations accepted at the door.

Fancy Dancers Inc.

In Kind Services: All

Monetary Funding: \$1,500 (Marketing/Promotions, Rental of sound system, stage, music, partial Artistic Salaries)

Filipino American Association of Milpitas

In Kind Services: All

Monetary Funding: \$500

*The Subcommittee recommends using Cardoza Park to hold the event and will consider granting more money for the rental of tents and other supplies that would be necessary for the change in venue.

Fremont Symphony Orchestra

In Kind Services: All

Monetary Funding: \$2,000

*Subcommittee recommends that the Fremont Symphony Orchestra outreaches to Milpitas children in their Young Composers Competition and recommends marketing to seniors and especially parents to bring the experience home. The Subcommittee further requests that the Arts Commission members be used as ushers or volunteers for the event.

Milpitas Alliance for the Arts

In Kind Services: All

Monetary Funding: \$1,500 (Advertisement, Entertainment, Guest Speaker Fees, Flyers & Mailers)

*The Subcommittee recommends that the Milpitas Alliance for the Arts form partnerships with the local Universities, Library Commission, Borders Books and Music and/or Book clubs to garner a larger audience. It further recommends that the author be selected early in the process, to assist with more successful marketing.

Milpitas Camera Club

In Kind Services: All

Monetary Funding: \$2,000

San Jose Wind Symphony

In Kind Services: All

Monetary Funding: \$1,500 (Partial Artistic Salaries, New Music, Truck Rental)

*The Subcommittee requires that the ticket prices be fixed at \$5, as indicated in the CASP application.

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In Kind Services: Marketing, Printing Service

Monetary Funding: \$1,380 (Performance Space Rental, Other expenses)

The CASP Subcommittee recommends denying the following grant applications:

- The Lively Foundation

Recommendation: Review and approve the CASP Subcommittee's recommendations for the Cultural Arts Support Program Grant 2006-07 funding cycle for 11,380.00.

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3. Review a Nomination for Recognition of Outstanding Artists – Chairperson Rabe

Background: Enclosed in the Commission’s packet is a nomination form for Frank Torres to be considered for a Certificate of Achievement for Recognition of Outstanding Artists. Mr. Torres meets the eligibility of the program based on his contributions to the arts. The Commission should review the application and approve or deny the nomination for Recognition of Outstanding Artists.

Recommendation: Review and approve the Nomination Forms for Recognition of Outstanding Artists for Mr. Torres.

4. Review City of Milpitas Streetlamp Banners - Staff

Background: Currently, the City has 157 street light poles with banner hardware to accommodate banner installations located along Calaveras Boulevard from Park Victoria to 880 and on Main Street from Carlo Street to Curtis Avenue. Currently four banner themes are rotated throughout the year: Arbor Day, 4th of July, ARTitude and Holiday. Over the last several months, staff has met to discuss strengthening the current banner program to publicize and celebrate Milpitas’ recreational, residential and service amenities. As these discussions ensued, staff realized that by using additional street light poles owned by both the City and Caltrans, a stronger City gateway could be created without significant expense. As a result, a series of banner designs that focus not on a specific program or event, but rather on community values offered in Milpitas were created. This series captures these values with the themes:

- Live & Work
- Stay & Play
- Meet & Greet
- Stop & Shop

The banners will be used together, creating a vibrant color and message flow for vehicular travelers. The entryway banners are a part of the Economic Development Commission’s goal to improve the image of Milpitas and will demarcate entrances to the City with Meet & Greet and Stop & Shop themes. Live & Work, Stay & Play and Stop & Shop will be rotated into the current banner locations in the City for consistent display. This approach celebrates strong community values fulfilled through the City’s recreation, alternate transportation and recycling services departments.

Recommendation: Provide feedback on the banner designs.

XI. Staff Reports

Upcoming Events:

- Summer Concert Series, Hurricane Sam & the Hot Shots, June 27th, 6:00pm, Murphy Park
- June 30th, Rainbow Theatre’s 25th Anniversary Celebration, \$10, 7:00pm, Community Center
- Starlite Art in Your Park Starscape Bench Unveiling, July 7th, 6:00pm
- Sunnyhills Youth Association CASP Event, July 8th, 11am-1pm, Sunnyhills Methodist Church
- Summer Concert Series, A Touch of Brass, July 11th, 6:00pm, Murphy Park
- Summer Concert Series, Island Riddim, July 25th, 6:00pm, Murphy Park

- Summer Concert Series, Silicon Valley House Rockers, August 8th, 6:00pm, Murphy Park
- Milpitas Rainbow Singers Concert, Give My Regards to Broadway, August 18th 7:30pm, Community Center
- Summer Concert Series, Philtered Soul & Angelica del Carmen, August 22nd, 6:00pm, Murphy Park
- Bay Area Show Case Chorus CASP Event, August 19th

XII. Liaison Reports

1. City Council
2. Commissioner CASP Review & Commissioner CASP Sign Up Sheet
 - Milpitas Alliance for the Arts – Commissioners McGuire and Hays
 - Milpitas Camera Club – Commissioners Ettinger and Aragon
 - San Jose Wind Symphony – Commissioners Ogle and Rabe
 - Fil-Am – Commissioners Butler and Ogle
3. Grants
4. Community Advisory Commission
5. Senior Advisory Commission
6. Planning Commission
7. Youth Advisory Commission
8. Milpitas Historical Society
9. Parks, Recreation and Cultural Resources Commission
10. Sister Cities Commission
11. Library Advisory Commission
12. MUSD
13. Economic Development Commission

XIII. Future Agenda Items

XIV. Adjournment

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Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and the City operations are open to the people's review. FOR MORE INFORMATION ON YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE OR TO REPORT A VIOLATION OF THE ORDINANCE, CONTACT THE OPEN GOVERNMENT COMMISSION

at the City Attorney's office at the Milpitas City Hall, 455 E. Calaveras Blvd, Milpitas, CA 95035.

E-mail: rpioroda@ci.milpitas.ca.gov

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