



CITY OF DUBLIN
HERITAGE & CULTURAL ARTS COMMISSION
REGULAR MEETING AGENDA

THURSDAY, MAY 11, 2017 at 7:00 PM
DUBLIN CIVIC CENTER, 100 CIVIC PLAZA

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ORAL COMMUNICATIONS**
 - 3.1 **Introduction – Georgan Von Heeder-Leopold**

Staff will introduce Georgan Von Heeder-Leopold, who has been appointed to complete Commissioner Frank He’s term, following his resignation in January.
 - 3.2 **Public Comments**

At this time, the public is permitted to address the Heritage and Cultural Arts Commission on non-agendized items. The Commission must, however, comply with all State Laws in regard to items not appearing on the posted agenda. The Commission may respond to statements made or questions asked, or may request Staff to report back at a future meeting concerning the matter. Any member of the public may contact the Office of the Parks and Community Services Department related to the proper procedure to place an item on a future Heritage and Cultural Arts Commission agenda. The exceptions under which the Heritage and Cultural Arts Commission MAY discuss and/or take action on items not appearing on the agenda are contained in GC 54954.2(b)(1)(2)(3).
4. **MINUTES OF THE REGULAR MEETING**
 - 4.1 **Minutes of the March 9, 2017 Regular Meeting**

The Commission will consider approval of the minutes of the March 9, 2017 Regular Meeting.
STAFF RECOMMENDATION:
Approve the minutes of the March 9, 2017 Regular Meeting.
5. **WRITTEN COMMUNICATIONS** – None.
6. **PUBLIC HEARING** – None.
7. **UNFINISHED BUSINESS** – None.
8. **NEW BUSINESS**
 - 8.1 **Winter Quarter Report**

The Commission will receive a report on Heritage and Cultural Arts activities during the winter 2017 quarter.
STAFF RECOMMENDATION:
Receive the Report.
 - 8.2 **Utility Box Art Pilot Project Report**

The Commission will receive a report on the Utility Box Art Pilot Project and consider whether to recommend City Council continue the project, and if so, which areas and themes to consider.
STAFF RECOMMENDATION:
Recommend to City Council to continue funding Utility Box Art at a rate of six boxes per year, with the Public Art Fund serving as the fund source, and if desired, recommend an area for the next cluster of six utility boxed and/or a theme.

This AGENDA is posted in accordance with Government Code Section 54954.2(a)

If requested, pursuant to Government Code Section 54953.2, this agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Section 12132), and the federal rules and regulations adopted in implementation thereof. To make a request for disability-related modification or accommodation, please contact the Office of Parks and Community Services (925) 556-4500 at least 72 hours in advance of the meeting. A complete packet of information containing Staff Reports and attachments related to each item is available for public review at least 72 hours prior to a Heritage & Cultural Arts Commission Meeting or, in the event that it is delivered to the Commission less than 72 hours prior to a Heritage & Cultural Arts Commission Meeting, as soon as it is so delivered. The packet is available in the Parks & Community Services Department at Civic Center.

8.3 Dublin Camp Parks Military History Center Opening

The Commission will receive a report on the Dublin Camp Parks Military History Center exhibit installation and opening.

STAFF RECOMMENDATION:

Receive the Report.

9. OTHER BUSINESS

9.1 Brief Informational–Only Reports

Brief INFORMATIONAL-ONLY reports from Commissioners and/or Staff, including Reports by Commission related to Meetings Attended at City Expense (AB 1234).

9.2 Discussion of Future Agenda Items

Staff will offer a preview of agenda items expected in the next two months. The Commission may suggest topics it would like to see added to future agendas with consensus of the majority of the Commission.

10. ADJOURNMENT



STAFF REPORT HERITAGE AND CULTURAL ARTS COMMISSION

DATE: May 11, 2017

TO: Honorable Chair and Commissioners

FROM: Tegan McLane, Cultural Arts & Heritage Manager

SUBJECT: Minutes of the March 9, 2017 Regular Meeting

EXECUTIVE SUMMARY:

The Heritage & Cultural Arts Commission will consider approval of the minutes of the March 9, 2017 Regular Meeting of the Heritage and Cultural Arts Commission.

FINANCIAL IMPACT:

None.

RECOMMENDATION:

Approve the minutes of the March 9, 2017 Regular Meeting of the Heritage and Cultural Arts Commission.

DESCRIPTION:

The Heritage and Cultural Arts Commission will consider approval of the minutes of the March 9, 2017 Regular Meeting of the Heritage and Cultural Arts Commission.

NOTICING REQUIREMENTS/PUBLIC OUTREACH:

None.

ATTACHMENTS:

1. Draft Minutes of the March 9, 2017 Regular Meeting of the Heritage and Cultural Arts Commission.



HERITAGE AND CULTURAL ARTS COMMISSION

REGULAR MEETING

Draft Minutes

CITY OF DUBLIN

March 9, 2017

The March 9, 2017, Regular Meeting of the Heritage and Cultural Arts Commission was called to order at 7:03 PM at the Dublin Civic Center, Dublin, California, by Vice Chair Bennett.

Commissioners (Cm.) Present: Bennett, Blackburn, Lau, Peesapati, Rawal
Commissioners Absent: Szollos

PLEDGE OF ALLEGIANCE

Vice Chair Bennett led the Pledge of Allegiance.

ORAL COMMUNICATIONS

3.1 Public Comments – None.

APPROVAL OF MINUTES

4.1 Minutes of the February 9, 2017 Regular Meeting

On a motion by Cm. Blackburn, seconded by Cm. Lau, and by a vote of 5-0-0 with Chair Szollos absent, the Commission took the following action:

ACTION:

Approved the minutes of the February 9, 2017 Regular Meeting as presented.

WRITTEN COMMUNICATIONS – None.

PUBLIC HEARING – None.

UNFINISHED BUSINESS – None.

NEW BUSINESS

8.1 Preliminary Discussion of Public Art Master Plan Update

Ms. Tegan McLane, Cultural Arts and Heritage Manager, presented the specifics of the item as outlined in the Staff Report.

Ms. McLane explained that the current master plan is now ten years old and due for an update. City Council requested a report on sections of the public art master plan that Staff recommends revising or adding. At the February 21, 2017 City Council meeting, Councilmembers provided additional direction on items they would like considered during an update.

Ms. McLane stated that Staff feels that the original art program goals and many procedures are still adequate. She identified opportunities for improvements to the Plan, and asked the Commission to provide input on items Commissioners would like considered in the Public Art Master Plan update.

A discussion ensued on the items the City Council considered exploring, particularly using the public art funds in a different manner. Ms. McLane assured the Commission of the purpose of the funds and cited a paragraph from the Public Art Master Plan, that such funds shall be used to acquire, place and maintain public art projects located at public buildings or on public grounds, or at the private development site from which the funds were received.

ACTION:

The Commission requested the following items be considered by City Council in updating the Public Art Master Plan:

- Engagement – Actively involve the public including non-profit arts organizations in the public art process.
- Promotion – Actively advertise the public art collection as a cultural resource for the public.
- Temporary Art Locations - Identify locations where temporary public art could be displayed.
- Define Public Art for the purposes of defining use of funds allocated for public art.

OTHER BUSINESS

9.1 Brief Information-Only Reports from Heritage & Cultural Arts Commissioners and/or Staff

Cm. Rawal expressed excitement about the upcoming St. Patrick's Festival.

Cm. Bennett said the Dublin High Music Boosters is having a fundraiser that he will attend after this meeting.

Ms. McLane provided details about the upcoming festivities for St. Patrick's Day Celebration. She also announced other upcoming events to watch out for: Art Space Grantee East Bay Marathi Mandal's concert on March 25, and a City-produced performance on April 6.

9.2 Discussion of Future Agenda Items

Cm. Blackburn inquired about several agenda topics previously suggested: Heritage Trees; Draft Donation and Sponsorship Policy; and Cultural Arts Database. Ms. McLane replied that the Draft Donation and Sponsorship Policy item is expected to be on the April agenda. She does not have the other items calendared yet. Regarding the Cultural Arts Database, Ms. McLane explained that because the Website and Social Media Policy restricts the City from sharing individual's contact information, the City Attorney's Office is being consulted.

Cm. Blackburn discussed the need to update the Cultural Arts Master Plan. Ms. McLane replied that Staff focus at the moment is the Public Art Master Plan, but the Cultural Arts Master Plan will be addressed in the future.

By majority, the Commission requested Staff to provide information regarding pending past agenda items.

ADJOURNMENT

Being no further business, the meeting adjourned at 8:13 PM.

Minutes prepared by Yashin Griffith, Recording Secretary.

Chairperson

ATTEST: _____

Tegan McLane
Cultural Arts and Heritage Manager



STAFF REPORT HERITAGE AND CULTURAL ARTS COMMISSION

DATE: May 11, 2017

TO: Honorable Chair and Commission Members

FROM: Tegan McLane, Cultural Arts & Heritage Manager

SUBJECT: Winter Quarterly Report

EXECUTIVE SUMMARY:

The Commission will receive a report on Cultural Arts class and program attendance and Special Events attendance during the winter quarter, January-March 2017.

RECOMMENDATION:

Receive the Report.

FINANCIAL IMPACT:

None.

DESCRIPTION:

The Heritage and Cultural Arts Division fosters meaningful connections through engaging programs, memorable experiences and inspiring spaces that celebrate our diverse community and rich heritage. The following is a summary of Cultural Arts classes, programs and events offered by the Division to meet these goals during the winter quarter, January through March 2017. (Heritage programs are covered in an annual report, usually presented in September.)

CULTURAL ARTS CLASSES

Cultural Arts Classes provide a unique social setting for meeting new people or sharing cultural arts experiences with friends and family members. The variety of classes offered provides opportunities for community members of all ages to attempt new experiences or refine current artistic and performance skills. Classes are taught by contracted specialty instructors and are typically offered from four to eight weeks in duration. A total of 303 participants registered for Cultural Classes during the winter months.

Cultural Arts class surveys were sent to participants enrolled in the Fall/Winter session. Fifty-eight surveys were returned. Sixty-nine percent (69%) of participants rated their overall experience as “excellent,” 24% as “good,” and 7% rated between “average” and “fair.” Of the 58 responses, 76% rated their instructor as “excellent,” 15% as “good” and 9% between average and fair. Sixty-nine percent (69%) stated they would take the class again, 59% stated they would take another class with the instructor and 38% said they would take a similar class. Staff uses survey feedback to work with current instructors on expanding their programs

to include new and fresh versions of their current classes or working with them to expand their current, popular programs. All expansions are reliant on room availability.

Attendance Type	2017	2016	2015	2014	2013
Resident	267	291	236	165	168
Non-Resident	36	41	39	21	37
Total Registration	303	332	275	186	205
Courses Held	41	37	34	28	27
<i>Ang. Registration/Class</i>	7.4	9	8	6.6	7.59

CULTURAL ARTS PROGRAMS

City-Presented Performances

In January, the City presented its first performance at Dublin High School Center for the Performing Arts and Education. A small, but enthusiastic audience of 80 people attended "Journey of the Silk Road," featuring internationally acclaimed performer and dance ethnologist Farima Berenji and multi-instrumentalist Gabriel Gold, along with members of the Simorgh Dance Collective and Caravan El Noor. Staff received positive comments from attendees who expressed appreciation to the City for offering the opportunity to see and hear top-quality cultural arts performances at a Dublin venue.

SPECIAL EVENTS

St. Patrick's Day Celebration

An estimated 80,000 people celebrated at the Dublin St. Patrick's Day Festival March 18-19. In addition to ever-popular Irish music, dance, food and drink, the San Francisco Gaelic Athletic Association offered demonstrations of popular Irish sports, Gaelic Football and Hurling, and the City sponsored a scavenger hunt search for 35 pots of leprechaun gold hidden throughout the festival. Approximately 150 children claimed prizes in the contest.

NOTICING REQUIREMENTS/PUBLIC OUTREACH:

None.

ATTACHMENTS:

None.



STAFF REPORT HERITAGE AND CULTURAL ARTS COMMISSION

DATE: May 11, 2017

TO: Honorable Chair and Commission Members

FROM: Tegan McLane, Cultural Arts & Heritage Manager

SUBJECT: Utility Box Art Pilot Project Report

EXECUTIVE SUMMARY:

The Commission will receive a report on the Utility Box Art Pilot Project and consider whether to recommend City Council continue the project, and if so, which areas and themes to consider.

RECOMMENDATION:

Recommend to the City Council to continue the Utility Box Art Project at a rate of six boxes per year, with the Public Art Fund serving as the fund source, and if desired, recommend an area for the next cluster of six utility boxes and/or a theme.

FINANCIAL IMPACT:

Expenses for the proposed Utility Box Art Program are budgeted at \$6,900 (\$6,000 in professional services fees for artists, \$900 in supplies for box preparation and anti-graffiti coating). Continuing the project would require the City Council to allocate an expenditure of \$6,900 from the Public Art Fund. The current Public Art Fund balance is \$4,103,494 and there are eight public projects in the adopted five-year Capital Improvement Program encumbering approximately \$1.83 million of that amount. The remaining fund balance of approximately \$2.27 million is available to be used for future projects and maintenance.

DESCRIPTION:

At the March 1, 2016 meeting, the City Council approved and funded a Utility Box Art Pilot Project to paint six boxes in the Village Parkway District and Dublin High School neighborhood. On January 10, 2017, the City Council approved the Commission's recommendations for professional artists to paint the Pilot Project boxes, and work began in February. Four of the six boxes have been completed. The remaining two boxes are scheduled to be completed by June.

Response from the public has been overwhelmingly positive. Staff and artists report dozens of favorable comments from passersby, including drivers honking and giving thumbs up signs, neighboring homeowners coming out to check the progress, and pedestrians stopping to chat with the artists at work. In addition, many people have mentioned it at City Hall and in passing that they have seen and appreciated the boxes.

Staff has received inquiries from two local artists who would like to apply to paint boxes and from one art teacher who would be interested in serving as the supervising artist for her high school students. Artist

Suzanne Gayle, who painted two boxes near Dublin High, said several students expressed that they would be interested in painting a box in the future, if their art teacher would support them.

During the Pilot Phase, the artist submission and selection process functioned well and needs no alteration.

The box preparation, painting and sign-off process was refined and now seems to be functioning well also and needs no additional alterations. Staff provides artists with a basic supply kit that includes all materials necessary to clean, sand and prime the box, following environmental guidelines. Artists provide their own supplies for the completing the artwork and may use any of several approved brands of paint. Following completion of the painting, the artwork is inspected by the City's public art manager. Upon approval, the City provides anti-graffiti clear coating for the artist to apply to the finished work.

The number of boxes in the first grouping, six, was very manageable and easily finished in a fiscal year cycle. The schedule of soliciting artist proposals in September-October, making selections in December, and beginning work in February for completion by June 30 worked well and will allow for student artist teams to participate, should any apply and be selected.

Staff recommends that this program be continued at a rate of six boxes per fiscal year, with the Heritage and Cultural Arts Commission recommending locations and themes annually for City Council approval.

Possible Locations

Staff suggests that boxes be considered in clusters. Boxes are more likely to be noticed when they are in proximity to each other, and be recognized as part of a City program.

Staff recommends that only City-owned traffic signal boxes be considered at this time. Obtaining permission to paint from non-City owners, such as Pacific Gas and Electric or AT&T, can be challenging and would require a long lead time. There are City-owned boxes at every intersection that has a stoplight, so there are plenty of options available that do not require permission of another property owner.

Because painted utility boxes are seldom vandalized, many cities add utility box art programs with intention of reducing existing graffiti problems, since the large blank boxes are prime targets for taggers. While Dublin has considerably less graffiti than some of the larger Bay Area cities, utility box graffiti does occur. Based on information from the City's Code Enforcement Officer, areas that have been tagged and could benefit from painted boxes are:

- Dublin Boulevard from Scarlett Drive to San Ramon Road
- Amador Valley Boulevard from Stagecoach Road to San Ramon Road (particularly the box at Iron Horse Trail)
- Central Parkway (particularly the box at Emerald Glen Park)

In addition to these locations, a member of the public suggested Tassajara Road at Rutherford Drive. Another caller expressed interest in having painted boxes in the West Side residential neighborhoods.

Possible Themes

Staff recommends a theme be identified with each call for utility box art submissions, as that gives artists a starting place for proposing designs and highlights for the community showing how differently artists can interpret the same idea. The theme need not be the same every year.

However, it might be desirable to identify themes for particular sections of the community, as that could add to a sense of "unique character" for those districts. This would dovetail with goals identified for the upcoming revision of the Public Art Master Plan.

During Commission discussion for a theme for the boxes to be decorated during the Pilot Project, the following themes were discussed:

- Flowers
- Historical scenes in *trompe l'oeil* style
- Variations on a shamrock theme
- Historical photos printed and wrapped onto the boxes

‘Variations on a shamrock theme’ was chosen for the Pilot Project because it was most specific to Dublin and offers the widest possible opportunity for artist interpretation. This theme could be repeated, or a different theme could be identified.

The flower theme, while likely to generate bright and attractive artwork, has been done in nearby cities, including Pleasanton. A call for historic scenes in *trompe l'oeil* style will severely limit the artist pool, and may preclude some very talented local artists who do not work in that style.

The historical photo option, while attractive and educational, may not qualify for use of public art funds. The Public Art Master Plan currently requires all artwork to be “designed by professional visual artists.” Historical photos alone would not qualify. However, historical photos could be considered if embellished or turned into a collage by a visual artist. If ‘embellished or collaged historical photos’ is selected as a theme, Staff recommends covering the boxes with printed wraps to ensure that the photos are accurately reproduced. Wraps are typically affixed by a sign maker, so the artists would not be part of the installation process. Some nearby cities that have used the wrap method are now finding the wraps are peeling off their boxes.

In addition to the previously suggested topics, a member of the public has proposed future boxes have United States flags as a theme.

Staff recommends that the Commission:

- Recommend to City Council to continue the Utility Box Art Project at a rate of six boxes per year, with the Public Art Fund serving as the fund source.
- If desired, recommend an area in the community for the next cluster of six utility boxes and/or a theme.

NOTICING REQUIREMENTS/PUBLIC OUTREACH:

None.

ATTACHMENTS:

None.



STAFF REPORT HERITAGE AND CULTURAL ARTS COMMISSION

DATE: May 11, 2017

TO: Honorable Chair and Commission Members

FROM: Tegan McLane, Cultural Arts & Heritage Manager

SUBJECT: Dublin Camp Parks Military History Center Opening

EXECUTIVE SUMMARY:

The Commission will receive a report on the Dublin Camp Parks Military History Center exhibit installation and opening.

RECOMMENDATION:

Receive the Report.

FINANCIAL IMPACT:

Operating expenses for the Dublin Camp Parks Military History Center are included in the Heritage Park and Museums program budget, funded from the General Fund. Annual operating expenses are budgeted at \$4,879. As this facility is free to the public, the only income is from donations and sponsorships, budgeted at \$1,000 annually. One-time expenses of \$3,000, related to the Ribbon Cutting event, are included in the Special Events budget, under Park and Facility Dedications, funded from the General Fund. No new expenses or revenue are proposed in this report.

DESCRIPTION:

The Dublin Camp Parks Military History Center, located on the backside of the Camp Parks Visitor Center just outside the Parks Reserve Forces Training Area Main Gate, is scheduled to open May 25, 2017, with a 10:00 AM ribbon cutting ceremony. The History Center is located on the back side of the Parks Reserve Forces Training Area (PRFTA) Visitor Center, where guests check-in to obtain clearances before going on base.

The ceremony will tentatively include welcomes by Mayor David Haubert and Parks Reserve Forces Training Area Commander Lt. Col. Gerald J. Hall. After the ribbon is cut, guests can explore the display at their own pace and enjoy refreshments. Local historian Steve Minniear, who previously served on the Heritage and Cultural Arts Commission and is president of the Dublin Historical Preservation Association, will give a short talk on Dublin's military history at 10:45 AM.

As parking at the Visitor's Center is very limited, the City is providing a complimentary shuttle bus from City Hall from 9:30 AM to 1:00 PM. The shuttle will run every 10 minutes, with the last shuttle departing the History Center at 12:50 PM.

The facility's normal open hours will be daily 11:00 AM - 5:00 PM.

The Dublin Camp Parks Military History Center was designed as an unstaffed facility with self-guided exhibits. City staff will recruit and train volunteers, and to the extent possible, volunteers will greet History Center visitors during peak visitation times. City Heritage Staff and volunteers are responsible for maintaining the collection and cleaning exhibits monthly, changing temporary exhibits at least twice a year, and organizing special programs there on an occasional basis.

PRFTA Visitor Center staff or other PRFTA personnel will open and lock the exhibit space, maintain the building, including utilities, and provide security.

As the meeting space portion of the facility is open to the exhibit space and available for use by the City, Army or community groups authorized by the Army, any user groups holding events will be responsible for clean-up and re-setting furniture after their meetings.

NOTICING REQUIREMENTS/PUBLIC OUTREACH:

A copy of this report was sent to Parks Reserve Forces Training Area Command Staff.

ATTACHMENTS:

None.