

CIVIC CULTURAL COMMISSION

MINUTES OF THURSDAY, JANUARY 5, 2012

COMMISSIONERS PRESENT: Chairperson Cortez, Vice Chairperson Dale, Commissioners Beard, Fischer and Newblanc

COMMISSIONERS ABSENT: None

GUESTS PRESENT: None

STAFF PRESENT: Director Chris Beth, Administrative Assistant Denise Monroe

The regular meeting of the Civic Cultural Commission was called to order at 7:01pm by Chairperson Steve Cortez in Room 5 of the Community Activities Building, 1400 Roosevelt Avenue, Redwood City, California.

APPROVAL OF MINUTES

The minutes of the November 3, 2011 meeting were approved as mailed.

CORRESPONDENCE

- Newsletters and flyers were received from various organizations.
- Vice Chairperson Dale invited the Commissioners to attend the "I Love Bookworms" event on February 8 at the Fair Oaks Library.
- The Commissioners were also invited to attend a fundraiser sponsored by the Peninsula Symphony to benefit the Music in the Schools Program at the Fox Theater on January 22 at 4:00pm.
- It was noted that a writer from San Jose Mercury News listed his Top 10 Music Events for 2011 and two of the events were held at the Fox Theater.

Oral Communications

None

The following items were taken out of order:

ITEM 2 –DISCUSSION OF BIRDS ON BROADWAY PUBLIC ART PROJECT

Director Beth spoke about the Birds on Broadway public art project and explained that the project will need to be brought to the City Council for approval. The Commission will need to make a presentation at either the January 23 or February 6 Council meeting. Director Beth will work on developing the Council report with Chairperson Cortez and Commissioner Fischer.

ITEM 3 – BIRD BATH PROJECT

Director Beth announced that staff is working on the plans for renovating for Mezes Park and Jardin de Ninos Park. Several community meetings have been held to obtain feedback from park neighbors on what they would like to have included in the park designs and a stakeholder group has been identified for each park project. Director Beth stated that staff sees an opportunity for incorporating a bird bath in the park designs and the construction could be done through our Engineering Department as part of the project, and the Bird Bath account would be utilized.

Director Beth said the renovation of Jardin de Ninos is moving ahead and shared pictures of some of the proposed design as well as elements that were suggested at the community meetings. He suggested commissioning an artist who could work with the Jardin de Ninos stakeholder group. The Commissioners agreed with the idea of including a bird bath in the park renovation and using funds in the Bird Bath account.

**M/S Fischer/Dale: To authorize use of the Bird Bath funds for the project at Jardin de Ninos.
Motion passed unanimously.**

**M/S Dale/Fischer: To authorize staff to work with the Engineering Department in the development of a bird bath for the Jardin de Ninos Park renovation and to include the Civic Cultural Commission in the design process.
Motion passed unanimously.**

The artist selection process will be added to February agenda. Vice Chairperson Dale volunteered to facilitate a future meeting with the artist and the stakeholder group.

ITEM 4 – SUB-COMMITTEE REPORTS

-Budget

Director Beth will be holding a meeting this month with groups involved with downtown events to discuss many items including the recent decision by the State to eliminate the Redevelopment Agency.

-Cultural Commission – Sponsored Concerts

Director Beth said staff will be sending out sponsorship letters for Stafford Park and Marlin Park Concert Series. Neighborhood surveys indicated that 70% of the respondents rated the downtown events the second highest service in Redwood City (Fire Department was first). He noted that although we brought in \$262,000 in sponsorships and income for downtown events this year, the cost for the downtown events was \$450,000. Director Beth stated staff will be looking at trimming expenses by reducing the concert season to June to August or September. The skate rink has been very successful and has brought in \$40,000 in sales and over 5,500 people have used the rink.

The Commissioners requested that a letter be sent to the Port requesting funding for the 2012 Stafford Concert Series. Chairperson Cortez suggested having a Commission-sponsored "Chef Challenge" fundraising event.

-Cultural Commission – Sponsored Cultural Events

Art Contest, Select Theme, Review Process

Administrative Assistant Denise Monroe announced the Art Contest theme needs to be finalized by the February 2 Commission meeting. Vice Chairperson Dale is working with the Redwood City Together organization and suggested a theme such as "where my family came from". The Commissioners suggested talking to teachers about how to word the theme so that younger students could understand it. The Commissioners were asked to email Denise with theme suggestions and she will develop a list and forward it to the group.

Communication/Calendar/Website

No report.

-Public Art

Commissioner Newblanc gave an update on the Commercial Way mural project and suggested that we change the mural approval process. This matter will be placed on the February agenda.

-Results & Advocacy Ad Hoc Committee

No report.

-Website

Commissioner Newblanc asked the Commissioners to send him information that they would like added to the website.

ITEM 1 – MURAL APPROVAL

The Commissioners were advised that the owner of the Sabor Restaurant at 2053 Broadway had painted a small mural on the exterior of his building. Community Development staff requested that the Architectural Advisory Committee and the Civic Cultural Commission review the mural and give their approval. The Commissioners were provided with color pictures of the mural and several viewed the building in person and all were pleased with the mural.

**M/S Newblanc/Dale: To approve the mural at 2053 Broadway.
Motion passed unanimously.**

ANNOUNCEMENTS

-Chairperson Cortez announced a reception for Mayor Aguirre on Friday, January 27 from 6:00-8:00pm the Little Fox.

Vice Chairperson Dale invited the Commissioners to attend a Bluegrass Gospel Concert at Woodside Methodist Church on Sunday, January 29 at 6:30pm.

Director Beth announced that the Parks and Arts Foundation officially filed their paperwork and are working on creating a logo.

Chairperson Cortez stated the Library is looking for Commission representatives to participate on an art jury panel on February 3 from 7:00-9:00pm at the Veterans Memorial Senior Center. Commissioners Beard and Fischer volunteered to participate.

ITEMS FOR FEBRUARY AGENDA

-Election of Officers, Art Contest Theme, Mural Guidelines

The regular meeting of the Civic Cultural Commission was adjourned at 8:30pm to be reconvened at 7:00pm on Thursday, February 2, 2012 to be held at the Community Activities Building, 1400 Roosevelt Avenue, Redwood City, California.