



**AGENDA FOR REGULAR MEETING
PUBLIC ART COMMITTEE (PAC)**
Tuesday, July 25, 2023 at 3:00 pm
City Hall Large Conference Room, 2nd Floor
1243 National City Blvd., National City CA 91950

Open to the Public

Call to Order

Pledge of Allegiance to the Flag

Roll Call

Non-Agenda Public Comment: See "PUBLIC COMMENTS" section below on how to submit public comments.

Approval of Minutes – April 25, 2023

Presentations

1. None

Action Items

1. None

Non-Action Items

1. Introduction of New Alternate Member, Catrina Bush
2. Arts & Economic Prosperity Survey Update – Joyce Ryan, Myra Martinez
3. Baldessari Commemoration Project Discussion – Joyce Ryan, Charles Reilly, James Halliday
4. A Reason to Survive Update – James Halliday
5. Port of San Diego, Arts, Culture and Design Committee Update – Augustine Buelna, Jr.

City Staff Comments

Committee Member Comments

Date and Time of Next Meeting – The next Regular Meeting of the PAC is scheduled for Tuesday, October 24, 2023 at 3:00 p.m.

Adjournment

PUBLIC COMMENTS: The Public Art Committee (PAC) will receive public comments via e-mail at ParPubComment@nationalcityca.gov regarding any matters within the jurisdiction of PAC. Written comments or testimony from the public (limited to three minutes) must be

submitted via e-mail by 2:00 p.m. on the day of the PAC meeting. All comments received from the public will be made a part of the record of the meeting.

Participate in live public comment during the meeting: Each speaker is allowed up to three (3) minutes to address the Public Art Committee. Please be aware that the Chair may limit the comments' length due to the number of persons wishing to speak or if comments become repetitious or unrelated. All comments are subject to the same rules as would otherwise govern speaker comments at the meeting.

Upon request, this agenda will be made available in an appropriate alternative format to persons with a disability. Contact the Library & Community Services Department at (619) 470-4289 to request any disability-related modification or accommodation, including any auxiliary aids or services, that may be required by a person with a disability who requires such a modification or accommodation in order to participate in the public meeting.

AFFIDAVIT OF POSTING
MEETING AGENDA

STATE OF CALIFORNIA)
COUNTY OF SAN DIEGO) SS
CITY OF NATIONAL CITY)

I, Myra M. Pina, Management Analyst II of the City of National City, hereby declare under penalty of perjury that a copy of the above Agenda of the Regular Meeting of the Public Arts Committee of the City of National City, California, was delivered and/or notice by email no less than 72 hours, before the hour of 6:00 P.M. on July 20, 2023, to the members of the Public Arts Committee, and caused the agenda to be posted on the City's website at www.nationalcityca.gov and at National City Hall, 1243 National City Blvd., National City, California 91950.

/s/: Myra M. Pina

Myra M. Pina, Management Analyst II



Public Art Committee Minutes of the Regular Meeting of April 25, 2023

The Regular Meeting of the Public Art Committee was called to order by Chair William Virchis at 3:05 PM in the Literacy Conference Room at the National City Public Library.

ROLL CALL

Committee Members Present: William Virchis, José A. López, Charles J. Riley, Jacqueline Schliapnik, Ryan Johnson

Committee Members Absent: None

City Staff: Joyce Ryan and Sarah Ruiz

Guest: James Halliday

NON-AGENDA PUBLIC COMMENT

Augustine Buelna, on the Board of San Diego Arts, Culture, and Design Committee emailed a comment indicating that he could not make the April PAC meeting. He indicated that the Port of San Diego, Art, Cultural, and Design Committee is scheduled to meet on May 18, 2023 and he will provide updates at the following meeting.

MINUTES OF PREVIOUS MEETING

Approval of Minutes with revisions for the meeting held on January 25, 2023; 1st López, 2nd Schliapnik; motion carried 4-0.

PRESENTATION

1. None

ACTION ITEMS

1. None

NON-ACTION ITEMS

1. Baldessari Commemoration Project Discussion – Director Ryan and Member Reilly gave updates on the Baldessari Plaque project. Members discussed ideas for the commemorative medallion, sources of funding, maintenance, and vendors for the item. Members also discussed various additional formats the commemoration could take, such as internships or annual events. Director Ryan and ARTS will explore these ideas and come back to the Committee at its next regularly scheduled meeting.
2. A Reason to Survive Update – James Halliday discussed the upcoming STEAM Day event to be held on April 29, 2023 at ARTS. The event is scheduled for 10 a.m. - 2 p.m. and 15 of our partners will attend.
3. Port of San Diego, Arts, Culture and Design Committee Update – No update

STAFF COMMENTS- no comments

COMMITTEE MEMBER COMMENTS- no comments

ADJOURNMENT

The meeting was adjourned at 3:59 p.m. to the next Regular Meeting scheduled for July 25, 2023 at 3:00 p.m.



STAFF REPORT Public Art Committee

Prepared by: Joyce Ryan, Library & Community Services Director Meeting Date: 7/25/23

SUBJECT: Americans for the Arts – Arts & Economic Prosperity Study

RECOMMENDATION: Staff recommends Public Art Committee members receive and file report.

BOARD/COMMISSION PRIOR ACTION: None

STATEMENT ON SUBJECT: On August 17, 2021, the San Diego County Board of Supervisors voted unanimously to approve the reestablishment of an Arts and Culture Commission. This would help to bring new sources of funding for arts in the County. From an economic standpoint, the U.S. Bureau of Economic Analysis reports that the arts and culture sector contribute \$185.5 billion to California's economy, representing 7% of our state's GDP. City staff were recently alerted to the Arts & Economic Prosperity Study that is available through Americans for the Arts.

City staff were alerted in 2021 to the Arts & Economic Prosperity Study that was available through Americans for the Arts. This study's purpose was to measure the economic impact of spending by the nation's nonprofit arts and cultural organizations and the event-related spending by their audiences during fiscal year 2023. This quantifiable impact can help to identify arts and culture as a driver of community and economic development. The cost for the study was \$2,475 and was approved by this body and the City Manager to facilitate our participation. Participation in the study entailed data collection through surveys of attendees and participants of arts-related programming. ARTS and City staff worked together to capture the survey information and submit the data to Americans for the Arts. The study results are due to be released in late October 2023.



STAFF REPORT Public Art Committee

Prepared by: Joyce Ryan, Library & Community Services Director Meeting Date: 7/25/23

SUBJECT: John Baldessari Commemoration Project

RECOMMENDATION: Staff recommends Public Art Committee members receive and file the update regarding the John Baldessari Plaque project.

BOARD/COMMISSION PRIOR ACTION: At the January 26, 2021 meeting, PAC members voted on the language for the plaque. At the July 27, 2021 meeting, the Public Art Committee voted to fundraise for the plaque and to work with ARTS as the fiscal agent for this project.

STATEMENT ON SUBJECT: The Public Art Committee has been working towards the goal of placing a plaque by the local house immortalized in John Baldessari's famous work, "Wrong." Baldessari, born and raised in National City, was a leading figure in the conceptual art movement in Postwar America. The design for the plaque had been approved at a prior meeting. Fundraising and the fiscal agent, ARTS, had also been approved. The Committee raised \$2,000 for the creation and installation of the plaque, with an additional \$500 pledged.

At the April 25, 2023 meeting, discussion included the plaque design as a bronze marker in the sidewalk. In addition, there was discussion regarding more meaningful ways to commemorate the work of John Baldessari in the community with a more people-focused approach. City staff and ARTS staff are hoping to have cost estimates for the bronze medallion and installation at the July meeting.