

## **AGENDA**

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REGULAR MEETING – WEDNESDAY, JUNE 8, 2022  
VIRTUAL MEETING WITH NO PHYSICAL MEETING LOCATION  
6:00 P.M.

During this declared State of Emergency, this meeting will be conducted in accordance with California Government Code Section 54953(e), as authorized by resolution of the City Council. Please contact [city.clerk@mountainview.gov](mailto:city.clerk@mountainview.gov) to obtain a copy of the applicable resolution. All members of the Visual Arts Committee (VAC) will participate in the meeting by video conference, with no physical meeting location.

Members of the public wishing to comment on an item on the agenda may do so in the following ways:

1. Email comments to [john.lang@mountainview.gov](mailto:john.lang@mountainview.gov) by 5:00 p.m. on the meeting date. Emails will be forwarded to the VAC and City staff. Please identify the Agenda Item number in the subject line of your email.
2. Provide oral public comments during the meeting.
  - **Online:** You may join the Zoom Webinar using this link: <https://mountainview.gov/meeting> and entering Webinar ID: 824 9942 9246. You may be asked to enter an email address and a name. Your email address will not be disclosed to the public.

When the Chair announces the item on which you wish to speak, click the “raise hand” feature in Zoom. Speakers will be notified of their turn shortly before they are called on to speak. For instructions on using the “raise hand” feature in Zoom, visit [https://mountainview.gov/raise\\_hand](https://mountainview.gov/raise_hand).

- **By phone:** Dial: 669-900-9128 and enter Webinar ID: 824 9942 9246. When the Chair announces the item on which you wish to speak, dial \*9. Phone participants will be called on by the last two digits of their phone number. When the Chair calls your name to provide public comment, if you are participating via phone, please press \*6 to unmute yourself.

When called to speak, please limit your comments to the time allotted (up to three minutes, at the discretion of the Chair).

1. **CALL TO ORDER**

2. **ROLL CALL**—Committee members Cliff Bryant, Susi Merhar, Regina Sakols, Tootoo Thomson, Don Whitebread, Vice Chair Toni Hsu, and Chair Jesse Cupp.

3. **MINUTES APPROVAL**

The minutes for the April 27, 2022 and May 11, 2022 meetings have been delivered to Committee members and copies posted on the City Hall bulletin board. If there are no corrections or additions, a motion is in order to approve these minutes.

4. **ORAL COMMUNICATIONS FROM THE PUBLIC**

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Committee from acting on nonagenda items.

5. **UPCOMING AGENDA TOPICS**

This portion of the agenda is reserved for identification of agenda items for future meetings.

6. **UNFINISHED BUSINESS**

6.1 **CIP PUBLIC ART PROJECT UPDATES**

Staff will provide updates on Pyramid Park (CIP Project 17-34), Mora Park (CIP Project 17-46), Rengstorff Park Aquatics Center (CIP Project 18-38), Fayette Park (CIP Project 20-48), and Rengstorff Park Maintenance and Tennis Buildings (CIP Project 21-48).

7. **NEW BUSINESS**

7.1 **DEACCESSIONING POLICY OR GUIDELINE DISCUSSION**

Staff will introduce best practice research and discuss elements of a deaccessioning policy or guidelines. The Committee will have a discussion and provide feedback to staff or further policy refinement and development.

7.2 **FISCAL YEAR 2021-22 ACCOMPLISHMENTS**

The Committee will discuss Fiscal Year 2021-22 accomplishments.

**7.3 REVIEW DRAFT FISCAL YEAR 2022-23 ANNUAL VAC WORK PLAN**

As required by the City Council, the Committee will prepare an annual work plan to submit to City Council for review and approval in fall 2022. Staff will seek input and develop a work plan for Fiscal Year 2022-23.

**7.4 OTHER PUBLIC ART STRATEGY CONSIDERATIONS**

Staff will reintroduce topics and areas of suggestion that have were raised by the VAC from prior meetings as part of the process of developing certain policies and guidelines. The Committee will have a discussion and provide feedback and direction to staff for further policy refinement and or development.

**8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS**

No action will be taken on any questions raised by the Committee at this time.

**9. ADJOURNMENT**

JL/1/CDD

819-06-08-22A

### **AGENDAS FOR BOARDS, COMMISSIONS, AND COMMITTEES**

- The specific location of each meeting is noted on the notice and agenda for each meeting which is posted at least 72 hours in advance of the meeting. Special meetings may be called as necessary by the Committee Chair and noticed at least 24 hours in advance of the meeting.
- Questions and comments regarding the agenda may be directed to the Community Development Department at 650-903-6306.
- **SPECIAL NOTICE—Reference: Americans with Disabilities Act, 1990**  
Anyone who is planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance should call the Community Development Department at 650-903-6306 48 hours in advance of the meeting to arrange for assistance. Upon request by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format.
- The Board, Commission, or Committee may take action on any matter noticed herein in any manner deemed appropriate by the Board, Commission, or Committee. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.
- **SPECIAL NOTICE**—Any writings or documents provided to a majority of the Visual Arts Committee regarding any item on this agenda will be made available for public inspection in the Community Development Department, located at 500 Castro Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

### **ADDRESSING THE BOARD, COMMISSION, OR COMMITTEE**

- Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.
- Anyone wishing to address the Board, Commission, or Committee on a nonagenda item may do so during the “Oral Communications” part of the agenda. Speakers are allowed to speak one time on any number of topics for up to three minutes.



## **MINUTES**

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SPECIAL JOINT MEETING – WEDNESDAY, APRIL 27, 2022  
VIDEO CONFERENCE WITH NO PHYSICAL MEETING LOCATION  
10:00 A.M.

**1. CALL TO ORDER**

Vice Chair Baird of the Downtown Committee called the meeting to order at 10:03 a.m.

**2. ROLL CALL**

**VISUAL ARTS COMMITTEE**

**Present:** Committee members Cliff Bryant (arrived at 10:05 a.m.), Jesse Cupp, Susi Merhar, Regina Sakols, and Tootoo Thomson (arrived at 10:05 a.m.).

**Absent:** Vice Chair Don Whitebread (unexcused) and Chair Toni Hsu (excused).

**DOWNTOWN COMMITTEE**

**Present:** Committee members Erik Cormier, Maria Lange, Kira Pascoe, Jamil Shaikh, Merry Yen, and Vice Chair Pamela Baird.

**Absent:** Chair Mike Kasperzak (excused) and Raghav Gupta (unexcused).

**Staff Present:** John Lang, Economic Vitality Manager; and Tiffany Chew, Business Development Specialist.

**3. INTRODUCTIONS**

Members of both committees introduced themselves along with their length of time with the Committee they serve and their role.

**4. ORAL COMMUNICATIONS FROM THE PUBLIC**

Jean from Red Rock Coffee would like to see a nearby utility box painted as part of the Art Box program. Jean asked that the Visual Arts Committee (VAC) consider or recommend that Public Art should be included as a component into roadway design (signs) and landscaping, especially in terms of complete street projects.

David Lin suggested making Castro Street more beautiful by reducing sign clutter as well as the flashing red signals.

## 5. **NEW BUSINESS**

### 5.1 **ACTIVATING VACANT STOREFRONT WINDOWS WITH ART OR ART INSTALLATIONS**

Staff provided a brief verbal summary of the staff report on the recent experience with activating a vacant storefront downtown.

Kira Pascoe provided observations on Mountain View's experience as she was the main point of contact. Kira was able to connect with 8 of 10 property owners. General concerns from property owners were around liability and access to the building. One property owner, Nancy Gee, provided access to one of her spaces to activate a storefront window with Lizard Boy Costumes for the upcoming theater production. The Chamber of Commerce covered the cost of electricity during the time of the display along with covering insurance.

Committee members provided the following comments on the topic:

- Would like to see art or maps with more historical context and references to downtown throughout.
- Use more translucent prints to liven up dark windows:
  - What about projecting art in building/on building?
  - Could storefront windows be painted?
    - o Inside;
    - o Outside;
    - o Any regulations on percentage of coverage?; or
    - o Transparent film on window with art.
- Engage property owners with both occupied and unoccupied properties.
- Engage other community partners to activate windows with content:

- Engage students groups or school advisory committee to participate in activating windows.
- How can we engage schools in developing art?
- Like to see underutilized space as a phantom art gallery:
  - Hosting a reception related to phantom art gallery.
- Pop-up and holiday activations/galleries:
  - Could this program be throughout the year?
- Paint on the sidewalk and street (Wayfinding and art).
- Align several programs as a spring cleaning effort and unify as an art activation.
- Do larger activations under a unified theme (e.g., holidays, etc.).

Public Comment:

Jean from Red Rock Coffee asked if owners could be compelled to participate in programs. Also, could Mountain View's larger companies sponsor artwork?

**5.2 ART BOX PROGRAM AND OTHER ART INSTALLATIONS/FURNITURE**

Staff provided a brief verbal summary of the staff report on street furniture opportunities.

In response to a question from the Committee, staff can identify/inventory signal utility boxes in downtown that could be eligible in an art box program.

In response to a question from the Committee regarding future funding for all of these ideas, staff responded with a range of resources for consideration as part of implementing a public art strategy:

- Increase direct funding from the City.
- Pursue grants through the National Endowment of Arts and other art grant-making institutions.

- Establish a fund that seeks financial donations.
- Secure sponsorships.
- Better alignment of projects to the Capital Improvement Program.
- Develop an in-lieu fee or art in Private Development.

Committee members provided the following comments on the topic of expanding and evolving an art box program:

- Want more artistic bike racks and other street furniture:
  - What about crosswalk painting or murals in intersections?
- Create unified themes and consistency for benches (seating areas) bike racks and planters:
  - Can themes be more reflective of Mountain View history versus landscape concepts?
- What about multifunctional furniture/benches?
  - What about structures for children?
- Is it possible to paint private utility boxes?
- Paint bollards:
  - For safety purposes, paint bollards fluorescent.
- Santa Monica has good examples of pedestrian malls and street furniture.
- Mini-art galleries in vacant news racks.
- Pocket park within Castro Street.
- Consider creating a downtown ambiance committee.
- Develop a fundraising program that allows for the painting and auctioning of art (examples include Art in the Park-Chatham, Sharks in Downtown San Jose,



Peanuts characters in Santa Rosa, hearts in San Francisco, and bears in Los Altos).

- More planters and flowers.
- Create incentive program for downtown merchants for best storefront program.
- Use paint on side streets to connect to Castro Street downtown (i.e., wayfinding for downtown).
- Use twinkle lights throughout the year.

Public Comment: None.

### 5.3 MURALS ON PRIVATE DEVELOPMENT

Staff provided a brief verbal summary of the staff report on murals on private development.

Committee members provided the following comments on the topic:

- Murals be done on public property:
  - Murals on downtown parking garage.
  - Murals on City Hall.
- Murals on streets.
- Provide a clear and consistent mural process:
  - Create different fee structure for nonprofit organizations who are interested in murals.
  - Better understand what is prohibited and allowed.
  - Better consistency around a mural program.
- Reduce the number of designs required by City for mural consideration.
- Landscaping/vegetation mural (breezeways).

- Future considerations for murals:
  - Post Office.
  - Communications Building.
  - Building with Eureka.
  - Building with Red Rock Coffee.

Public Comment: Carol Donahue inquired about the preservation of the mural located at the Chase Bank site redevelopment on 749 West El Camino Real. The mural was initially installed when the building was developed. A Zoom community meeting on the development project is scheduled for May 11, 2022 at 7:00 p.m. Zoom meeting number is 902 9110 867.

#### 5.4 **OTHER PUBLIC ART CONSIDERATIONS FOR DOWNTOWN DISCUSSION**

A Committee member asked about attracting art galleries in downtown Mountain View. Staff will follow up on the inquiry.

A Committee member asked how public art could be used to improve public safety, including barriers.

A Committee member would like to see more music and entertainment in downtown.

Public Comment: None.

#### 6. **COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS**

A Committee member asked about interest in doing another joint committee meeting. There was concurrence from attending members.

#### 7. **ADJOURNMENT**

The meeting was adjourned at 12:15 p.m.



## MINUTES

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REGULAR MEETING – WEDNESDAY, MAY 11, 2022  
ATRIUM CONFERENCE ROOM AT CITY HALL – 500 CASTRO STREET  
6:00 P.M.

1. **CALL TO ORDER**

Chair Jesse Cupp called the meeting to order at 6:02 p.m.

2. **ROLL CALL**

**Present:** Committee members Cliff Bryant, Susi Merhar, Regina Sakols, Tootoo Thomson, Don Whitebread, and Vice Chair Toni Hsu.

**Absent:** None.

**Staff Present:** John Lang, Economic Vitality Manager; and Tiffany Chew, Business Development Specialist.

3. **MINUTES APPROVAL**

The minutes of the April 6, 2022 meeting were distributed prior to the meeting and approved as distributed.

**Motion—M/S** Whitebread/Bryant—Carried 7-0—Approve the April 6, 2022 meeting minutes as presented.

4. **ORAL COMMUNICATIONS FROM THE PUBLIC**

April Webster, a resident of Mountain View, asked for the Committee's support for an outdoor piano project. She has been in communication with City staff and the Chamber of Commerce about having a piano donated to the City in order for it to live outdoors to allow the public to use the piano. The initial site location would be to place it in Pioneer Park. These types of projects have occurred in other places, including San Francisco and Palo Alto.

**DATE:** June 8, 2022

**TO:** Visual Arts Committee

**FROM:** John Lang, Economic Vitality Manager

**SUBJECT:** **Deaccessioning Policy or Guidelines Discussion**

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**PURPOSE**

Introduce and discuss elements of a Deaccessioning Policy or Guidelines.

**BACKGROUND**

Deaccession is the procedure for the removal of an artwork owned by the City and the determination of its future disposition. Having a deaccession policy allows a careful and impartial evaluation of artwork to avoid the premature removal of artwork.

General conditions with deaccession should be considered:

- Artwork's physical and structural condition poses a threat to public safety.
- Artwork requires excessive maintenance, has faulty design or workmanship, and repair or remedy is impractical or unfeasible.
- Artwork has been damaged and repair or remedy is in gross excess of aesthetic value, or restoration would prove either infeasible or misleading.
- Significant, adverse public reaction to the artwork has occurred for a period of time.
- The artwork is proved to be inauthentic or in violation of laws.

A deaccession policy makes clear under which conditions art can be removed, and the process and procedures to make that happen.

**NEXT STEPS**

Committee to provide input and feedback to staff on criteria and considerations for the developing a policy or guidelines for inclusion in a Public Art Strategy.

**DATE:** June 8, 2022

**TO:** Visual Arts Committee

**FROM:** John Lang, Economic Vitality Manager

**SUBJECT:** **Draft Visual Arts Committee Work Plan—Fiscal Year 2022-23**

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**BACKGROUND**

City Council Policy A-23, “Work Item Referral Process for Council Advisory Bodies and Councilmember Committees,” requires all Council advisory bodies to annually prepare work plans for Council review and approval. Council review and adoption of proposed advisory body work plans for Fiscal Year 2022-23 is scheduled for fall 2022. Based on the direction provided by the City Manager’s Office, the format of the Visual Arts Committee’s (VAC) proposed work plan requires identification of key milestones and dates to plan and monitor the VAC’s process in achieving its ongoing work items and the specific fiscal year tasks and responsibilities assigned to the VAC by the City Council.

The draft VAC Fiscal Year 2022-23 Work Plan is attached as Attachment 1. The proposed work plan integrates the role and responsibilities of the VAC and includes ongoing work items the VAC oversees on an annual basis, upcoming projects and programs which require review and discussion by the Committee, and specific work items for the new fiscal year.

**NEXT STEPS**

Staff requests the VAC provide input regarding items to be added, augmented, or deleted from the draft Fiscal Year 2022-23 Work Plan so that the work plan can be presented, along with other draft advisory work plans, to the City Council in fall 2022 for review and approval.

JL/1/CDD  
819-06-08-22M-1

Attachments: 1. Draft Visual Arts Committee Work Plan—Fiscal Year 2022-23  
2. Visual Arts Committee Work Plan—Fiscal Year 2021-22

**VISUAL ARTS COMMITTEE WORK PLAN  
Fiscal Year 2022-23**

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
<b>Ongoing Work Items</b>			
<p>A. Recommend visual art for the Center for the Performing Arts (CPA) Visual Art exhibition. Promote the CPA visual arts exhibit to the community.</p>	<p>Review and select artists. Promote art exhibitions.</p>	<p>Review and selection of new artists—fall 2022.</p>	<p>New selection process for 2023 exhibits will take place in fall 2022.</p>
<p>B. Provide the City Council with recommendations on the selection of art and artists for qualifying capital improvement projects.</p>	<p>Continue to receive progress updates on Mora Park, Pyramid Park, Fayette Park, Rengstorff Park Aquatics Center, and Rengstorff Park Maintenance and Tennis Buildings.</p> <p>Coordinate grand opening and art unveiling for Mora, Fayette, Pyramid, and Rengstorff Parks.</p> <p>Recommend public art for Hope Street Park.</p>	<p>Mora—fall 2022. Pyramid—summer 2022. Fayette—winter 2022. Rengstorff—spring 2023. TBD TBD</p>	

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
	<p>Recommend public art for Villa Street Park.</p> <p>Recommend public art for the Public Safety Training Facility.</p>	<p>TBD</p> <p>TBD</p>	
<p>C. Continue to collaborate with private and nonprofit organizations on visual arts opportunities.</p>	<p>Discuss and provide recommendations on partnership opportunities.</p>	<p>Ongoing</p>	<p>Continue to build partnership with the Chamber of Commerce to enhance/arts organizations/activate downtown storefronts.</p>
<p>D. Increase outreach for Call for Artists opportunities.</p>	<p>Continue to expand list of local artist groups/organizations interested in visual arts opportunities.</p> <p>Update the City's artist registry tool.</p>	<p>Ongoing</p>	<p>Continue to market and expand list of artists available to participate in requests for art.</p>

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
<b>Fiscal Year 2022-23 Work Items</b>			
1. Continue to develop a Public Art Strategy.	Review and discuss the draft strategy.  Provide input on the proposed strategy.  Assist with community outreach efforts.  Develop a work plan for implementation of the Public Art Strategy.	Winter 2022	Provide input into a range of strategic initiatives and policy issues dealing with fostering public art in Mountain View.
2. Continue implementation of the Sidewalk Studio Pilot Program.	Develop Phase 2 of the pilot program, including locations.  Review, select, and promote the artwork/program.	Spring 2023  Spring 2023	Following the completion and adoption of the Public Art Strategy.
3. Collaborate with the Downtown Committee and Chamber of Commerce (Downtown Advisory Board) on COVID-19 response and recovery initiatives.	Identify opportunities to support the community recovery process through public art.  Develop a Downtown Storefront Pilot Program.	Ongoing  Fall 2022	Continue to build partnership with the Chamber of Commerce to enhance/activate downtown storefronts.



Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
	Explore Phantom Gallery opportunities for vacant downtown properties	Spring 2023	
4. Review Council Policy K-5 associated with capital improvement projects upon completion of public art strategy to ensure alignment with strategy recommendations.	Provide input on Council Policy K-5 augmentations.	Spring 2023	
5. Review VAC Bylaws for consistency with public art strategy to ensure alignment with recommendations and initiatives.	Align Bylaws with findings and recommendations from Public Art Strategy.	Spring 2023	
6. Identify different funding opportunities and options (grants, donations, sponsorships, and in-lieu funds) available to support art activations and installations.	Develop funding strategy(ies) to support range of public art programs	Spring 2023	

**VISUAL ARTS COMMITTEE WORK PLAN**  
**Fiscal Year 2020-21**

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
<b>Ongoing Work Items</b>			
<p>A. Recommend visual art for the Center for the Performing Arts – Visual Art Exhibition.</p>	<p>Review, select, and promote art exhibition.</p> <p>Explore options for virtual exhibits for the local artist community.</p>	TBD	
<p>B. Provide the City Council with recommendations on the selection of art and artists for qualifying capital improvement projects.</p>	<p>Continue to receive updates on public art for Wyandotte Park, Mora Park, and Pyramid Park, including grand opening.</p> <p>Recommend public art for the Rengstorff Park Aquatics Center Project.</p> <p>Recommend public art for the Shoreline Boulevard Pedestrian Overpass.</p> <p>Recommend public art for the Public Safety Training Facility.</p>	<p>Fall 2020/Spring 2021</p> <p>TBD</p> <p>TBD</p>	

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
C. Continue to collaborate with private and nonprofit organizations on visual arts opportunities.	Receive information at VAC meetings and discuss partnership opportunities or provide recommendations.	Ongoing	
D. Increase outreach to the arts community for Call for Artists.	Identify local artist groups/organizations who would be interested in receiving the Call for Artists opportunities.	Ongoing	
<b>Fiscal Year 2020-21 Work Items</b>			
1. Continue to develop a Public Art Strategy.	Review and discuss the draft strategy.	Fiscal Year 2020-21	
2. Continue implementation of the Sidewalk Studio Pilot Program.	Develop Phase 2 of the pilot program, including locations.	TBD	
	Review, select, and promote the artwork/program.	TBD	

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
3. Find opportunities to utilize public art for COVID-19-related response and recovery initiatives.	<p>Rethink and reinvent public art opportunities in the community.</p> <p>Identify opportunities to support the community recovery process through public art.</p> <p>Develop a Downtown Storefront Pilot Program.</p>	<p>Ongoing</p> <p>TBD</p>	
4. Host end-of-year art celebration for the Center for the Performing Arts exhibition.	Provide event planning assistance.	TBD	
5. Planning and implementation of the El Camino Real Boulevard Light Pole Banner project.	Review, select, and promote the artwork/program.	TBD	