

BAC

MURAL SUBCOMMITTEE MINUTES

WEDNESDAY, MARCH 16, 2016

6:30 to 8:30pm

PB&R CONFERENCE ROOM

1980 Francisco Blvd.

Agenda:

1. **Welcome and Roll Call:** Co-Chair Jaquith welcomed those present to the first Mural Subcommittee meeting.
2. **Introductions:** Members introduced themselves and shared their interest in serving on the mural subcommittee. Members present included: Kathleen Manning, Linda Jonas, Paul Slavin, Peter Menard, Amy Boinski, Alan Ernat, Gwen Urie, Cindy Abbott, Ginny Jaquith.
3. **Background and Purpose of the Mural Subcommittee:** Ginny reviewed the background of the Beautification Advisory Committee and how the Mural Subcommittee was formed including the charge to the Mural Subcommittee to:
 - Identify the level of interest in and feasibility of a coordinated public mural program for the implementation of public art murals in the community in the context of the goals of the Beautification Advisory Committee roles and responsibilities.
 - Identify specific sites/locations for potential mural projects.
 - Determine an appropriate process for the themes, design, approval, implementation guidelines and sponsorship opportunities/funding sources for the mural sites identified.
 - Consider other public art opportunities as may be determined.
 - Prepare a final report/plan and timeline for the implementation of a mural program for consideration by the BAC and City Council or a recommendation to not proceed with project or suggestions for alternative implementation processes.
4. **Roles and Responsibilities of the Subcommittee Members:** Ginny also reviewed the basic roles and responsibilities of the subcommittee based on the above committee charge prepared by the BAC.
5. **Discussion of Subcommittee Process:** The committee held a general discussion related to murals, public art, the scope of committee work, and the impacts of murals and public art on the community. The following is a brief review of the discussion:
 - Murals are public art and positively impact tourism, economic development, the general landscape and cultural arts.

- The Economic Development Committee has discussed the idea of public art on utility boxes.
- Need for a public art map of the community.
- Need to map what currently exists in the community.
- A base map could be developed showing available locations.
- Other communities have brochures, guides for their murals and public art.
- Need to identify process before we approach businesses or others to get involved.
- Cost of supplies will be covered by groups sponsoring mural.
- Mural themes could vary depending on location.
- Artist contest or call for entries could be used to obtain artists.
- Other cities have public art programs such as cows in Chicago, hearts in SF and past surfboards in Pacifica.
- Public buildings and bus stops could be considered.
- Need to produce a “how to” manual identifying steps to do a mural.
- Need to identify permits required and notification process.
- Good to collect feedback from community.
- Vandalism and graffiti issues need to be discussed.
- Maintenance and safety issues also need to be discussed.
- Need to develop strategies that engage community and create ownership.
- Themes could be driven by site.
- Need to develop approval process.
- Insurance, bonds, liability and inspection issues need to be addressed.
- Contracts with artists, sponsors, businesses need to be developed.

All of these items will need to be addressed as the subcommittee continues its work to develop a recommendation and/or plan for BAC and City Council review and approval.

6. **Organization Structure of Subcommittee:** The committee decided as a first step to conduct a survey of existing murals and potential sites in the community. Committee will note location and theme of existing mural. Committee members will note the location, direction, visibility, levels of foot and driving traffic, and general description of each potential site. Pictures should be taken and sent to Ginny by April 10th to be included in a power point presentation. If not, members can bring photos on flash drive to present to the committee at the next meeting. Committee members will cover areas of the community as follows:
 - Paul: Sharp Park Road south to Rockaway Beach Avenue
 - Kathleen and Linda: Linda Mar area from Crespi Drive south and east
 - Peter: Sharp Park Road to Talbot on east side of freeway and Fairmont area
 - Alan: Pedro Point
 - Amy: East side of freeway from Manor Drive south to Talbot/Eureka Square area
 - Gwen: West side of freeway north from Manor Drive to Daly City
 - Cindy: West Sharp Park from golf course to Manor Drive
7. **Next Steps:** Committee will review site survey results at the next meeting.
8. **Brown Act requirements:** As the subcommittee is a city committee it must comply with all Brown Act requirements, including posting of agendas, minutes and public participation in meetings.

9. **Items for future agendas:** Ginny will talk with the Planning Director regarding a presentation of planning permit processes and building code requirements related to murals.
10. **Adjournment:** Meeting was adjourned at approximately 8:00pm.

Next meeting scheduled for Wednesday, April 20, 2016 from 6:30 to 8:30pm at PB&R Conference Room.

Respectfully submitted:

Ginny Jaquith,
Co-chair, Mural Subcommittee

MURAL SUBCOMMITTEE ROSTER

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