



Special Meeting AGENDA

San Benito County Arts Council

City of Hollister Public Art Review Committee

***ANYONE WISHING TO ADDRESS THE PUBLIC ART REVIEW COMMITTEE
PLEASE STEP FORWARD AND STATE YOUR
NAME AND ADDRESS TO THE SECRETARY***

Persons who wish to speak on matters set for Committee Meeting will be heard when the presiding officer calls for comments from those persons who are in support of/or in opposition hereto. After persons have spoken, the hearing is closed and brought to Committee level for discussion and action. There is no further comment permitted from the audience unless requested by the Chairman.

DATE: Friday, February 26, 2021

TIME: 8:30 a.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/88648529362>

Meeting ID: 886 4852 9362

Call to Order

Verification of Agenda Posting

Roll Call: Members: Daisy Uranda, Chair; Kate Wilbur, Vice Chair; Jennifer Laine, Secretary; Arturo Rosette, Corey Shaffer, David Huboi, Sal Duran

Oral Communications: Audience comments not related to a General Business item. *No action may be taken. Speakers will be limited to 2 minutes.*

Approve Minutes from January 22, 2021

General Business (45 min)

1. Update from Tina Garza, City of Hollister Recreation Department, on the new Arts & Culture Commission (Uranda)
2. Discussion on future role of PARC (Uranda/Laine)
3. Discussion on next steps for GPAC policy recommendations (Laine/Huboi)

February 26, 2021

Announcements (5 min)
Open Forum (time permitting)
Adjournment

NEXT REGULAR MEETING: TBD

Materials related to an item on this Agenda submitted to the Committee after distribution of the agenda packet are available for public inspection at the San Benito County Arts Council Office, 240 Fifth Street, Hollister. Please contact the Arts Council at 831.636.2787 for office hours and information.

Such documents are also available on the City of Hollister website at www.hollister.ca.gov subject to staff's ability to post the documents before the meeting.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office at (831) 636-4304. Notification of 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28 CFR 35.102-35.104 ADA Title II].

***Si desea información en español por favor llame al 636-4360 o visítenos al 339 Fifth St.
(Calle Cinco) Hollister, CA***

ATTACHMENT A

**DRAFT PARC Policy Recommendations
Hollister General Plan Update**

Commission the development of a Creative Placemaking Master Plan, using interactive and collaborative stakeholder engagement to develop a planning document that leverages art and design to promote a rich and diverse urban/rural economy.

Recognize the rich artistic, cultural and historic traditions in our City by providing adequate funding for public art, cultural festivals and arts-based community development that will benefit artists, creatives and local businesses.

Create a staff-level position within the City to promote arts, culture and recreation; **serve as a staff liaison to the new Arts & Culture Commission**; and administer funds that support the creative economy.

Allocate resources to the management of the City's existing public art collection such as resources to manage public art archives and inventory, to develop an interactive public art walking tour map and to maintain the quality and condition of existing artworks. Allocate resources to the development of the City's public art collection, including tools for the development of artist contracts, an artist directory, signage and plaques and the costs of installation.

Embed arts elements into all future planning and development, including both public and private. Identify ways to generate revenue to support the arts through a Percent for the Arts Ordinance.

Conduct targeted outreach to Hollister's arts and culture communities to ensure the representation and inclusion of diverse voices and perspectives in the development of the General Plan Update.

Include a survey of spaces and neighborhoods currently not served by public art and identify ways to enrich these areas. Identify ideas for creative arts options for vacant buildings and sites and the formation of a downtown Cultural District.

Explore ways to bring in or embrace the high-tech creative industries, such as the role of an economic development director along with creative, permissive uses in the industrial zoning.