



Regular Meeting Agenda
Library, Culture, and Arts Commission

Paul Lake - Commissioner
Norma Bussing - Commissioner
Daniel Redfield - Commissioner
Katie Khera - Commissioner
Brigitte Crawford - Commissioner
Bob Benich - Commissioner
Poonam Chabra - Commissioner

Tuesday, December 4, 2018 7:00 pm

Council Chamber
17555 Peak Avenue, Morgan Hill, CA 95037

CALL TO ORDER

ROLL CALL ATTENDANCE

DECLARATION OF POSTING OF AGENDA

Per Government Code 54954.2

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT

Members of the public are entitled to address the Commission concerning any item within the Commission's subject matter jurisdiction. Public comments are limited to no more than three minutes. Except for certain specific exceptions, the Commission is prohibited from discussing or taking action on any item not appearing on the posted agenda. (See additional noticing at the end of this agenda)

ADOPTION OF THE AGENDA

REPORTS

1. **COUNTY LIBRARY REPORT**
2. **MORGAN HILL LIBRARY REPORT**
3. **FRIENDS OF THE MORGAN HILL LIBRARY REPORT**
4. **MORGAN HILL HISTORICAL SOCIETY REPORT**
5. **CITY OF MORGAN HILL REPORT**

BUSINESS

6. **APPROVE THE NOVEMBER 6, 2018 MEETING MINUTES**

Recommendation:

Approve Minutes.

7. **SOUTH VALLEY CIVIC THEATER UPDATE**

Recommendation:

Authorize the City Manager to enter into and administer a memorandum of understanding with South Valley Civic Theater for the purpose of providing funding of \$10,000 annually to support theater programming for low-income participants.

8. **LEADERSHIP MORGAN HILL ART PROJECT FINAL REPORT**

Recommendation:

Receive final report on Leadership Morgan Hill 2018 Utility Box Art Project.

9. **COMMISSION WORK PLAN**

Recommendation:

Provide updates on Work Plan items.

ANNOUNCEMENTS

FUTURE COMMISSION AGENDA ITEMS:

ADJOURNMENT

NOTICE

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act that are distributed to a majority of the legislative body less than 72 hours prior to an open session, will be made available for public inspection at the Office of the City Clerk at Morgan Hill City Hall located at 17575 Peak Avenue, Morgan Hill, CA, 95037 at the same time that the public records are distributed or made available to the legislative body. (Pursuant to Government Code 54957.5)

PUBLIC COMMENT

Members of the Public are entitled to directly address the Commission concerning any item that is described in the notice of this meeting, before or during consideration of that item. If you wish to address the Commission on any issue that is on this agenda, please complete a speaker request card located in the foyer of the Commission Chambers, and deliver it to the Minutes Clerk prior to discussion of the item. You are not required to give your name on the speaker card in order to speak to the Commission, but it is very helpful. When you are called, proceed to the podium and the Mayor will recognize you. If you wish to address the Commission on any other item of interest to the public, you may do so during the public comment portion of the meeting following the same procedure described above. Please limit your comments to three (3) minutes or less.

Please submit written correspondence to the Minutes Clerk, who will distribute correspondence to the Commission.

Persons interested in proposing an item for the Commission agenda should contact a member of the Commission who may plan an item on the agenda for a future Commission meeting. Should your comments require Commission action, your request may be placed on the next appropriate agenda. Commission discussion or action may not be taken until your item appears on an agenda. This procedure is in compliance with the California Public Meeting Law (Brown Act) Government Code §54950.

City Council Policies and Procedures (CP 03-01) outlines the procedure for the conduct of public hearings. Notice is given, pursuant to Government Code Section 65009, that any challenge of Public Hearing Agenda items in court, may be limited to raising only those issues raised by you or on your behalf at the Public Hearing described in this notice, or in written correspondence delivered to the Commission at, or prior to the Public Hearing on these matters.

The time within which judicial review must be sought of the action by the Commission, which acted upon any matter appearing on this agenda is governed by the provisions of Section 1094.6 of the California Code of Civil Procedure.

For a copy of Commission Policies and Procedures CP 97-01, please contact the City Clerk's office (408) 779-7259, (408) 779-3117 (fax) or by email michelle.wilson@morganhill.ca.gov.

AMERICANS WITH DISABILITIES ACT (ADA)

In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, please contact the City Clerk's Office at (408)779-7259, (408)779-3117 (fax) or by email michelle.wilson@morganhill.ca.gov. Requests must be made as early as possible and at least two-full business days before the start of the meeting.

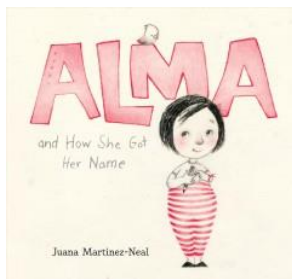
December 2018
Commission Report
Nancy Howe, County Librarian

Silicon Valley Reads 2019 Companion Books



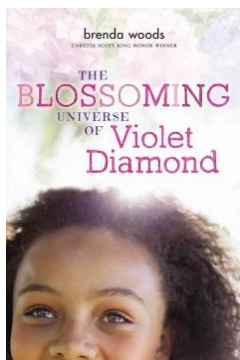
Silicon Valley Reads is a collaborative, county-wide program designed to engage entire communities in conversation around a single theme. The journey of discovery about one's own family history and heritage is the focus of Silicon Valley Reads 2019.

The Silicon Valley Reads 2019 companion books for children and teens have been selected offering the following reading for our younger SVR participants:



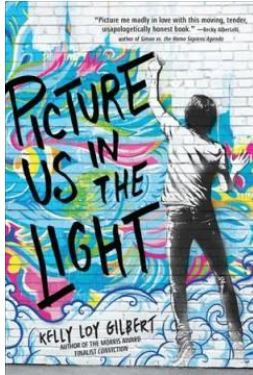
[Alma and How She Got Her Name](#) by Juana Martinez-Neal

For the little ones, there's *Alma and How She Got Her Name* by Juana Martinez-Neal, a beautiful picture book available in both English and Spanish. A little girl discovers why she has six names and how those names relate to her family history.



[The Blossoming Universe of Violet Diamond](#) by Brenda Woods

For youngsters in grades 4 to 7, we selected *The Blossoming Universe of Violet Diamond* by Brenda Woods. Bi-racial Violet doesn't know much about her African American heritage until she turns 11 and spends time with her paternal grandmother.



Picture Us in the Light

by Kelly Loy Gilbert

For teens in grades 8 and up, the choice is *Picture Us in the Light* by Bay Area author Kelly Loy Gilbert. Set in Cupertino, it tells the story of a high school student who discovers a box filled with old letters and files and realizes there's much more to his family's past than he ever imaged.

Lending Machines Piloted in Morgan Hill and Milpitas

SCCLD is bringing the library to the community, piloting two new library vending machines, branded as “Lending Machines.” Located at the Centennial Recreation Center in Morgan Hill and coming in December to the Barbara Lee Senior Center in Milpitas, they offer convenience as visitors can choose from a selection of favorite new books and movies to borrow. The Lending Machines allow SCCLD to serve even more patrons in new ways and new spaces.

The lending machines can hold up to 175 books, or a combination of items, including DVDs and Blu-rays. Patrons access the items they want using a 12-inch touch screen interface, scanning in their library card which opens the door allowing them to borrow items. Once the door is closed, a receipt will be printed.

They are located in the lobby of the senior and recreation centers, for maximum visibility. If popular with the public, SCCLD could expand to locate additional units across the County.



Learn English at SCCLD

Beginning in January, Gilroy and Milpitas Libraries will be offering free basic English as a Second Language (ESL) classes for adults. ESL instruction can help you to improve your listening, speaking, pronunciation, reading, and writing skills. Increase your vocabulary and knowledge of common English phrases, learn more about American culture, and meet people from around the world. To enroll, simply go to the Gilroy or Milpitas Information Desks.



After a successful pilot at the Los Altos Library, a *Level Up! ESL* class for advanced English learners will be offered weekly at the Saratoga Library. This program is designed to help adults practice their English speaking skills in a fun and interactive way. To enroll, check with the Saratoga Information Desk.

Gilroy Library

Basic ESL

Jan 7- May 8, 2019

Mon and Wed

6:30 to 8:30 pm

Milpitas Library

Basic ESL

Jan 7 – May 8, 2019

Mon and Wed

6:00 to 8:00 pm

Saratoga Library

Level Up! ESL

Jan 30 to Mar 30

Wed

10 am

Gilroy Lobby to Receive a Refresh in December

The lobby of the Gilroy Library will soon have a new look! Patrons will have an opportunity to browse for popular, new materials, and be able to check them out right in the lobby. Want to enjoy a good book and a snack? The new café furniture will create a welcoming area to read a book, plug in your electronic device and have a snack. The new furniture is designed for everyday needs, and is portable to accommodate the popular summer program, Lunch in the Library.



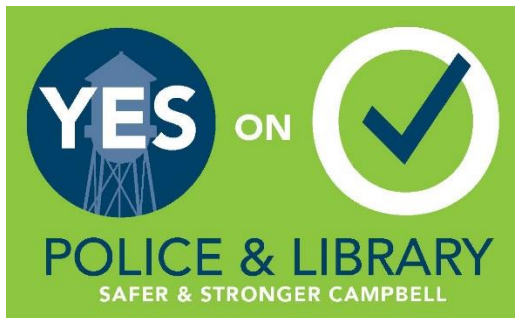
Café furniture selected

Campbell Voters Approve Measure O

Campbell voters made an important investment in their future on November 6, with the [passage of Measure O](#), the Campbell Police and Library Facilities Bond. The \$50 million bond will go toward upgrading both the police facility and library.

While it is too early to determine what exact changes will be made to the library, priorities from Santa Clara County Library District include optimizing space for services and materials; ensuring the library is fully ADA accessible; making the building energy-efficient; meeting all current fire and earthquake regulations; and providing areas for residents of all ages to enjoy the library.

Gaining the approval for a bond measure requires a great deal of long-term planning, community organization and advocacy. Measure O involved organizing and activating a group of volunteers representing the library and police to bring the ballot measure to the City Council, securing their approval, then building awareness and support from the community to vote for the measure.



The Friends of the Campbell Library took a leading role in this effort, guided by their President, Susan Gore. For the plans, action and support the Friends of the Library provided to move the bond measure from an idea to reality, Susan was honored by the California Public Library Advocates with the [Friend of the Year award](#) at the California Library Association Conference in November 2018.

Reminder: Morgan Hill Library Sunday Hours Celebration

Join us on Dec 9, 2:00 pm as we celebrate the new Sunday hours at Morgan Hill Library with a community event. Gernar the Magician will be performing at 2 pm to entertain patrons of all ages.



Library Trends:

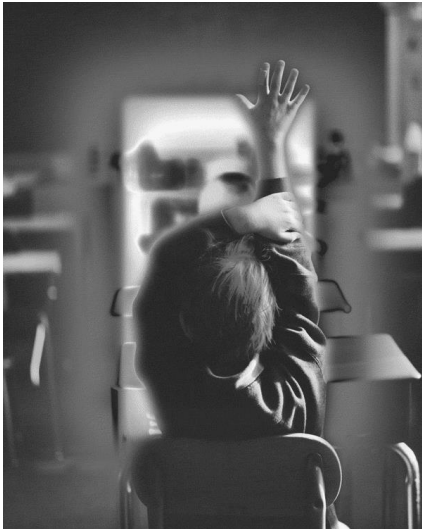
The Digital Gap Between Rich and Poor Kids Is Not What We Expected

The New York Times

America's public schools are still promoting devices with screens — even offering digital-only preschools. The rich are banning screens from class altogether.

By Nellie Bowles

Oct. 26, 2018



The parents in Overland Park, Kan., were fed up. They wanted their children off screens, but they needed strength in numbers. First, because no one wants their kid to be the lone weird one without a phone. And second, because taking the phone away from a middle schooler is actually very, very tough.

"We start the meetings by saying, 'This is hard, we're in a new frontier, but who is going to help us?'" said Krista Boan, who is leading a Kansas City-based program called START, which stands for Stand Together And Rethink Technology. "We can't call our moms about this one."

For the last six months, at night in school libraries across Overland Park, a suburb of Kansas City, Mo., about 150 parents have been meeting to talk about one thing: how to get their children off screens.

It wasn't [long ago](#) that the worry was that rich students would have access to the internet earlier, gaining tech skills and creating a digital divide. Schools ask students to do homework online, while only [about two-thirds](#) of people in the U.S. have broadband internet service. But now, as Silicon Valley's parents increasingly panic over the impact screens have on their children and move toward screen-free lifestyles, worries over a new digital divide are rising. It could happen that the children of poorer and middle-class parents will be raised by screens, while the children of Silicon Valley's elite will be going back to wooden toys and the luxury of human interaction.

This is already playing out. Throwback [play-based](#) preschools are trending in affluent neighborhoods — but Utah has been rolling out a [state-funded online-only preschool](#), now serving around [10,000 children](#). Organizers [announced](#) that the screen-based preschool effort would expand in 2019 with a federal grant to Wyoming, North Dakota, South Dakota, Idaho and Montana.

Lower-income teenagers spend an average of eight hours and seven minutes a day using screens for entertainment, while higher income peers spend five hours and 42 minutes, [according to research by Common Sense Media](#), a nonprofit media watchdog. (This study counted each screen separately, so a child texting on a phone and watching TV for one hour counted as two hours of screens being

used.) [Two studies that look at race](#) have found that white children are exposed to screens significantly less than African-American and Hispanic children.

And parents say there is a growing technological divide between public and private schools even in the same community. While the private Waldorf School of the Peninsula, [popular with Silicon Valley executives](#), eschews most screens, the nearby public Hillview Middle School [advertises its 1:1 iPad program](#).

The psychologist Richard Freed, who wrote a book about the dangers of screen-time for children and how to connect them back to real world experiences, divides his time between speaking before packed rooms in Silicon Valley and his clinical practice with low-income families in the far East Bay, where he is often the first one to tell parents that limiting screen-time might help with attention and behavior issues.

"I go from speaking to a group in Palo Alto who have read my book to Antioch, where I am the first person to mention any of these risks," Dr. Freed said.

He worries especially about how the psychologists who work for these companies make the tools [phenomenally addictive](#), as many are well-versed in the [field of persuasive design](#) (or how to influence human behavior through the screen). Examples: YouTube next video autoplays; the slot machine-like pleasure of refreshing Instagram for likes; Snapchat streaks.

"The digital divide was about access to technology, and now that everyone has access, the new digital divide is limiting access to technology," said Chris Anderson, the former editor of Wired magazine.

Technology Is a Huge Social Experiment on Children

Some parents, pediatricians and teachers around the country are pushing back.

"These companies lied to the schools, and they're lying to the parents," said Natasha Burgert, a pediatrician in Kansas City. "We're all getting duped."

"Our kids, my kids included, we are subjecting them to one of the biggest social experiments we have seen in a long time," she said. "What happens to my daughter if she can't communicate over dinner — how is she going to find a spouse? How is she going to interview for a job?"

"I have families now that go teetotal," Dr. Burgert said. "They're like, 'That's it, we're done.'"

One of those families are the Brownsbergers, who had long banned smartphones but recently also banned the internet-connected television.

The Privilege of Choices

In Silicon Valley, some feel anxious about the growing class divide they see around screen-time.

Kirstin Stecher and her husband, who works as an engineer at Facebook, are raising their kids almost completely screen-free.

“Is this coming from a place of information — like, we know a lot about these screens,” she said. “Or is it coming from a place of privilege, that we don’t need them as badly?”

“There’s a message out there that your child is going to be crippled and in a different dimension if they’re not on the screen,” said Pierre Laurent, a former Microsoft and Intel executive now on the board of trustees at Silicon Valley’s Waldorf School. “That message doesn’t play as well in this part of the world.”

“People in this region of the world understand that the real thing is everything that’s happening around big data, AI, and that is not something that you’re going to be particularly good at because you have a cellphone in fourth grade,” Mr. Laurent said.

As those working to build products become more wary, the business of getting screens in front of kids is booming. Apple and Google [compete ferociously to get products into schools](#) and target students at an early age, when [brand loyalty begins to form](#).

[Google published](#) a case study of its work with the Hoover City, Ala., school district, saying technology equips students “with skills of the future.”

The company concluded that its own Chromebooks and Google tools changed lives: “The district leaders believe in preparing students for success by teaching them the skills, knowledge, and behaviors they need to become responsible citizens in the global community.”

Dr. Freed, though, argues these tools are too relied upon in schools for low-income children. And he sees the divide every day as he meets tech-addicted children of middle and low-income families.

“For a lot of kids in Antioch, those schools don’t have the resources for extracurricular activities, and their parents can’t afford nannies,” Dr. Freed said. He said the knowledge gap around tech’s danger is enormous.

Dr. Freed [and 200 other psychologists petitioned](#) the American Psychological Association in August to formally condemn the work psychologists are doing with persuasive design for tech platforms that are designed for children.

“Once it sinks its teeth into these kids, it’s really hard,” Dr. Freed said.

Library, Culture, and Arts Commission Report, Dec 4, 2018
Heather Geddes, Community Librarian

Circulation	2018	2017
Total Circulation	54,836	52,152
Adult/Teen Circulation	29,152	26,340
Children's Circulation	25,684	25,812
Gate Count	22,451	24,878

Patron Engagement	2018	2017
Total # of Programs	92	91
Total # of Attendees	3172	2879
New Borrowers Registered	228	225
Outreach Events	3	4
Outreach Attendees	2636	153

Library News

Please join us on Sunday, December 9 from 1 to 5 pm to celebrate our first Sunday open to the public. There will be a magic show at 2 (bring the little ones) and activities throughout the day, including scavenger hunts, a special book sale and prizes.

Volunteer Acknowledgments

Nicholas Borina was acknowledged at the Community Foundation's Annual Philanthropy Celebration as the library's volunteer of the year. Nicholas is one of our most dedicated volunteers who has spent hundreds of hours helping us organize flyers for the Summer Reading Program and discard old library books.



Teresa Stephenson, President of the Friends of the Library board, is stepping down from her role after serving for 5 years. Teresa has been instrumental in initiating the library's expansion plans, organizing fundraising and outreach efforts, and advocating on behalf of the library. In addition, she is a truly wonderful, kind, and gracious person to work with.

We'd also like to thank Mayor Steve Tate for his 20 years of service as Morgan Hill's representative on the Library Joint Powers Authority board. His leadership, advocacy, and vision have helped to expand library services, hours and access for all residents of Morgan Hill.

November Highlights

The library district's first book lending machine has been installed in the CRC. The machine, which can hold up to 120 items, is stocked with popular bestseller titles for adults and children. The machine has circulated 58 items in its first two weeks of operation.



The library continued its movie partnership with SURJ in November hosting a viewing of the documentary film Anita. These programs provide community members with an opportunity to explore issues of race and justice through a combination of award winning films and thought provoking speakers.

Our weekly Lego program is going strong with upwards of 40 participants each week using their creativity to build unique Lego structures. These hour long programs engage children of all ages in fun engineering and artistic activities.



Morgan Hill Library Events Calendar

December 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 •Bilingual Storytime English & Spanish (family) 10:15am •Hack Your Plan 3:00pm*
2	3 •LEGO Club 4:00pm •Holiday Movie Night: Home Alone 7:00pm	4 •Hour of Code Snack Break 3:00pm •First Tuesday Knit-In at the Morgan Hill Library 6:30pm •After Dinner Book Club 7:30pm	5 •Holiday Craftapalooza 4:00pm •Pictures with Santa and Mrs. Claus 6:30pm, 7:00pm, 7:30pm, 8:00pm*	6 •Toddler Storytime (18m-3y) 10:15am •Preschool Storytime (3-5y) 11:00am •Snack Break 3:00pm •ESL Conversation Club 4:00pm	7 •Tiny Tot Jamboree (1-2y) 11:00am •Itty Bitty Jamboree (0-12m) 11:45am •Yogakids 4:00pm	8 •Bilingual Storytime English & Spanish (family) 10:15am
9 Library now open 1pm-5pm every Sunday starting today! •New Hours Celebration 1:00pm	10 •Lego Club 4:00pm •Holiday Paint Party for Adults & Teens 6:00pm*	11 •Snack Break 3:00pm •Four Shillings Short: Celtic Winter Concert 7:00pm	12 •Reading Buddies 3:00, 3:20, 3:40, 4:00pm* •Human Library 7:00pm	13 •Toddler Storytime (18m-3y) 10:15am •Preschool Storytime (3-5y) 11:00am •Snack Break 3:00pm •ESL Conversation Club 4:00pm	14 •Tiny Tot Jamboree (1-2y) 11:00am •Itty Bitty Jamboree (0-12m) 11:45am •Coding for Kids: Create Mobile Apps & Games 4:30pm*	15 •Bilingual Storytime English & Spanish (family) 10:15am
16 	17 •LEGO Club 4:00pm •Holiday Jazz Night 7:00pm	18 •Snack Break 3:00pm •Library Ukulele Society of Morgan Hill 5:00pm •Virtual Lawyers in the Library 6:30pm	19 •DIY Club for Teen & Tweens: Holiday Ornaments 6:30pm*	20 •Holiday Puppet Show 10:30am •Snack Break 3:00pm •ESL Conversation Club 4:00pm	21 •Tiny Tot Jamboree (1-2y) 11:00am •Itty Bitty Jamboree (0-12m) 11:45am •Yogakids 4:00pm	22 •Holiday Puppet Show 10:15am
23 30	24 Library Closed at 5:00pm 31 Library Closed at 5:00pm	25 Library Closed 	26 	27 •Toddler Storytime (18m-3y) 10:15am •Preschool Storytime (3-5y) 11:00am	28 •Tiny Tot Jamboree (1-2y) 11:00am •Itty Bitty Jamboree (0-12m) 11:45am	29 •Bilingual Storytime English & Spanish (family) 10:15am

Communication: Morgan Hill Library Report (REPORTS)

***Registration required for marked events.** All programs are FREE and open to the public.
Thank you to the Friends of the Morgan Hill Library for sponsoring many of our programs!



@MorganHillLibrary
Follow us on Facebook!



December Program Spotlight

Visit our online events calendar at www.sctl.org to view a complete list of descriptions.



***Sat 12/1 3:00pm: Hack Your Planner** - Do you use a paper planner? Have you abandoned the paper planner from school? Does the idea of organizing yourself and your time make you excited and overwhelmed all at once? If you answered YES to any of those questions, this FREE workshop is for you. Presented by creativity coach Kaneshia Baynard.

Mon 12/3 7:00pm: Holiday Movie Night - Come join us at Morgan Hill Library for a free movie and popcorn!

***Wed 12/5 6:30pm, 7:00pm, 7:30pm, 8:00pm: Pictures with Santa and Mrs. Claus** - We'll provide the Santa Claus and you take the picture! Please bring your own camera. One pose per family. Sign-up online to save your spot or drop-in to see if space is available. Sign-up for one time slot per family.



***Mon 12/10 6:00pm: Holiday Paint Party for Teens and Adults** - Come learn how to paint something fun at our (free!) Holiday Paint Party for adults and teens 12 & up! All supplies will be provided. Space is limited and registration is required. **PLEASE NOTE:** Due to high demand, we ask that if you have participated in Paint Nite/Party before to please wait to register closer to the date to allow for patrons who have never participated to attend. Anyone who registers for this event that fails to show up the night of the event without notifying the library in advance will be unable to register for future Paint Nite/Party events. Thank you for your understanding!

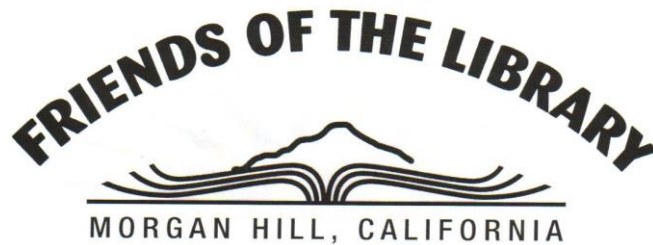
Library Hours

Monday, Tuesday,
Wednesday: 12pm-9pm
Thursday, Friday,
Saturday:
10am-6pm
Sundays: 1pm-5pm

Weds 12/12 7:00pm: Human Library - The aim of the Human Library is to explore and move beyond stereotypes, and learn more about each other through stories. During this event, patrons will have the opportunity to check out human "books" to read through one-on-one 20-minute conversations.

***Wed 12/19 6:30pm: DIY Holiday Ornaments for Teens and Tweens** - This month our DIY is repujado ornaments. Learn the art of repujado or tooling aluminum. We'll be making holiday ornaments with special guest artist Rachel This program is for teens/tweens 5th-12th grade. Space and supplies are limited, so please sign-up to save your spot. Always FREE~

***Space is limited, register online or at the information desk to save a spot!**



Report to the Library, Culture and Arts Commission

December 4, 2018

Teresa Stephenson, President

Friends Activities

November 12 – ‘Best of Friends’ luncheon honoring Camille Bounds
at Ladera Grill



Upcoming events:

December 9 – special book sale for Sunday opening: 1 -4 pm

Holiday Books
Overstock Specials
(DVDs and more)
“Ephemera” and Misc Items

December 11- Four Shillings Short 7 pm Celtic Holiday Concert Performance



Annual membership meeting before the concert at 6 pm to elect officers for 2019. All members are invited.

January 26 – Winter Big Book Sale 10 – 3 pm

Morgan Hill Historical Society - What's been going on . . .?

Holiday Tea at Villa Mira Monte Nov. 30 & Dec. 1st, huge success!



The Train – The Train!



The Morgan Hill Historical Society held its 9th annual Holiday Tea to packed houses both Friday Nov. 30th and Sat. Dec. 1st.

We had a great turnout from volunteers, local students and members of the Interact group to actually run the tea, and a record number of attendees!

A wonderful model train is currently on display in the Morgan Hill Museum.

It is not a direct depiction of the San Jose – Pajaro Valley Railroad that first ran through the city, but it is fun and a great way to tie in displays of original RR 1890's telegrams to the Morgan Hill station, a water color depiction of the first San Jose – Pajaro Valley RR steam engine, and the original wooden train station sign. Stopping by the museum on a Friday or Sat. make for a wonderful little excursion with out of town guest

**Villa Mira Monte Open:
Fridays 1-3PM & Saturdays 10 –**

Consider Villa Mira Monte when searching for presents that are unique and local. We have a wonderful selection of t-shirts, vintage china, crystal, and silver. We also have books and videos including the Stories of the Past videos featuring our honorees of the Founders' Dinners.

And when shopping online with Amazon consider using Amazon Smile (smile.amazon.com) which will donate 0.5% of the price of eligible purchases to the charitable organization of your choice (Morgan Hill Historical Society).

COMING UP

Nov. 23 – Jan. 12 2019 – Toy train and railroad history on exhibit in the Morgan Hill Museum.

Dec. 8 – Historic Downtown Walking Tour, second Sat. of every month.

Dec. 2018 – Feb. 2019 – Morgan Hill Historical Society Membership Drive

DRAFT



Meeting Minutes Library, Culture, and Arts Commission

Paul Lake - Commissioner
Norma Bussing - Commissioner
Daniel Redfield - Commissioner
Katie Khera - Commissioner
Brigitte Crawford - Commissioner
Bob Benich - Commissioner
Poonam Chabra - Commissioner

Tuesday, November 6, 2018 7:00 pm

Council Chamber
17555 Peak Avenue, Morgan Hill, CA 95037

CALL TO ORDER

ROLL CALL ATTENDANCE

Attendee Name	Title	Status	Arrived
Paul Lake	Commissioner	Present	
Norma Bussing	Commissioner	Present	
Daniel Redfield	Commissioner	Present	
Katie Khera	Commissioner	Present	
Brigitte Crawford	Commissioner	Absent	
Bob Benich	Commissioner	Present	
Poonam Chabra	Commissioner	Present	

DECLARATION OF POSTING OF AGENDA

Per Government Code 54954.2

PLEDGE OF ALLEGIANCE

Minutes Acceptance: Minutes of Nov 6, 2018 7:00 PM (BUSINESS)

PUBLIC COMMENT

ADOPTION OF THE AGENDA

Motion Khera, Second Lake, Approved 6-0

REPORTS

1. COUNTY LIBRARY REPORT

Provided by Jennifer Weeks, Library Services Manager

2. MORGAN HILL LIBRARY REPORT

Provided by Heather Geddes, Community Librarian

3. FRIENDS OF THE MORGAN HILL LIBRARY REPORT

Provided by Teresa Stephenson, Friends President

4. MORGAN HILL HISTORICAL SOCIETY REPORT

Provided by Kathy Devine, Museum Director

5. CITY OF MORGAN HILL REPORT

Provided by Chris Ghione, Public Services Director

BUSINESS

6. APPROVE THE OCTOBER 2, 2018 MEETING MINUTES

Recommendation:

Approve Minutes.

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Bob Benich, Commissioner
SECONDER:	Katie Khera, Commissioner
AYES:	Lake, Bussing, Redfield, Khera, Benich, Chabra
ABSENT:	Crawford

7. TARA ROMERO FUNDRAISING UPDATE

Recommendation:

Discuss the fundraising efforts for the Tara Romero Sculpture "Never Forgotten" and partnership with high school ASB students.

Received report from Anne Sobrato ASB students working on fundraising for the Tara Romero Memorial Sculpture.

8. PUBLIC ART MAINTENANCE UPDATE

Recommendation:

Receive informational report on public art maintenance

Report provided by Keri Russell, Maintenance Coordinator

9. COMMISSION WORK PLAN

Recommendation:

Provide updates on Work Plan items.

Commissioners Discussed Work Plan Item Progress.

ANNOUNCEMENTS

FUTURE COMMISSION AGENDA ITEMS:

Calendar for Utility Box Art to be displayed at CCC - Brought back by subcommittee
SVCT Partnership Report

ADJOURNMENT

Minutes Acceptance: Minutes of Nov 6, 2018 7:00 PM (BUSINESS)



LIBRARY, CULTURE, AND ARTS COMMISSION STAFF REPORT

MEETING DATE: December 4, 2018

PREPARED BY: Chris Ghione, Public Services Director

APPROVED BY: Chris Ghione, Community Services Director

SOUTH VALLEY CIVIC THEATER UPDATE

RECOMMENDATION(S)

Authorize the City Manager to enter into and administer a memorandum of understanding with South Valley Civic Theater for the purpose of providing funding of \$10,000 annually to support theater programming for low-income participants.

REPORT NARRATIVE:

On June 6, 2018, the City Council appropriated \$10,000 annually, within the Fiscal Year 2018-19 Budget, for South Valley Civic Theater (SVCT), to support programming that is inclusive of low-income residents within Morgan Hill. SVCT made the request directly to the Council during the City Budget process. The Council then directed City staff develop a method to provide this funding to SVCT.

South Valley Civic Theater is the “home company” for the Morgan Hill Community Playhouse and requested this support during the budget planning process. City staff has worked with volunteers from SVCT to prepare an agreement for Council considerations. It includes several provisions to help ensure SVCT utilizes the funding for the designated purpose and recognizes the City as a partner in this effort. Provisions include:

- SVCT Shall consult with the City on program offerings related to the use of City funds. SVCT shall commit to providing a minimum of the following activities annually: 1 free acting workshop, fee waiver scholarships or eliminated cast fees for 30 individuals, and ongoing outreach to low-income underserved youth to support increased participation in SVCT programs.
- SVCT shall apply for grants and collaborate with the City in grant applications as opportunities arise.
- SVCT shall identify and support the development of non-City funding sources to support participation in SVCT programs.
- SVCT shall provide an annual budget to clarify use of City funds provided for operations and a year-end reporting of expenses and revenues.
- SVCT shall provide a written report on program efforts annually, by July 31 of

each year, to be reviewed by the Library, Culture and Arts Commission and the City Council.

- SVCT shall recognize the City as a partner in all related communications and onsite materials.

The City Council will review during the bi-annual budget process if the funding will be continued.



LIBRARY, CULTURE, AND ARTS COMMISSION STAFF REPORT

MEETING DATE: December 4, 2018

PREPARED BY: Chris Ghione, Public Services Director

APPROVED BY: Chris Ghione, Community Services Director

LEADERSHIP MORGAN HILL ART PROJECT FINAL REPORT

RECOMMENDATION(S)

Receive final report on Leadership Morgan Hill 2018 Utility Box Art Project.

REPORT NARRATIVE:

The 2018 Class of Leadership Morgan Hill has provided a final report to the Commission to support future work on a utility box program. No action is required on this item.

LINKS/ATTACHMENTS:

1. Project Report for LCAC w Attachments

'Art & Inspiration' - Report

Benefiting and connecting with our Morgan Hill community was vitally important to the entire Leadership Morgan Hill Class of 2018, and we were fortunate to have found a way through the '[Art and Inspiration](#)' project's uplifting messages and stunning artwork.

The project was complex and involved multiple steps and constant modifications to accommodate continually changing circumstances, but it was worthwhile and ultimately immensely successful - it took the combined effort of the dedication of the Leadership MH Class of 2018 team, the talent and creativity of the artists, along with continued support and help from the LMH board and the MH Library Culture and Arts Commission.

Regular monthly reports of our progress were made at LCAC meetings by the LMH Class of 2018 liaison.

Why Our Project Succeeded

First and foremost, it helped that our class was unusually collaborative, and this project had the consensus of every class member. Honing in on this project was a laborious process, but was time well spent. During planning and implementation, every member contributed in some form. Inordinate amounts of time devoted to the project by dedicated class members who stepped in to fill any holes, with the good of the whole team and project in mind, ensured a timely completion. We were fortunate to have the skills set necessary for project success (with the exception of a web-skills person, but received help and support from the LMH board.)

- Constant communication and the personal touch were cultivated and maintained through-out in dealing with the artists, applicants who didn't make it, etc. Stringent standards in choosing the artists and the artwork design, and constantly being in touch during the implementation phase ensured high quality work. Our artists were talented and dedicated, and we helped and supported them through-out. This might be the secret sauce of our project.
- Timely help given to us from many quarters in the form of shared information and knowledge right from the very beginning to the end : Chris Ghione (helpful through-out the entire process – from the first suggestion, to helping us navigate the whole process, and especially during the crucial permit stage), LCAC (e.g. starting with Katie Khera whose invaluable help with resources right in the beginning really helped us realize that this project was doable, Norma Bussing helped when we desperately needed to contact artists), LMH Board (e.g. signatures for the permit were sent back within minutes by the president; they allowed us to work on the project without being a bottleneck in the approvals process – it helped tremendously and we are appreciative), and city permits office (helped us cut a lot of unnecessary duplication and expedited the whole process) helped us overcome many hurdles along the way. This was a charmed project, despite inevitable snags that were quickly repaired because of help from all quarters.

Our project has caught the attention of everyone and is still being lauded and applauded. It's been exciting and gratifying.

Resources - MH Utility Box Art Program White Paper 2015

- This document, shared by commissioner Katie Khera right from the very beginning, was comprehensive and helped us immensely in the planning and execution of our project.
- We modified the document to tailor it to our project's specific needs: (a) program guidelines and requirements (eligibility, steps to apply, mural specifications, stipend, materials, insurance, location, maintenance, application form) (b) the **application form** (adding verbiage about LMH's original idea of preselected social messages being

depicted by prospective artists.) The document also contained the map & location of utility boxes in the city and saved us hours and hours of work.

- We also researched utility art websites of various cities including Campbell and Los Gatos.

Project Management – Planning and Implementation

1. Project Timeline:

- Having a project timeline was really helpful as a guideline for planning.
- Modifications: Milestone deadlines were regularly modified based on new and continually changing circumstances. Referring to the timeline continually was the reason we were able to finish the project well on time and within the project finish deadline date (before graduation).
Lessons learned: Unforeseen circumstances are bound to occur. It was of paramount importance to be flexible and make instant modifications (e.g. moving deadlines within the allowable range, correcting glitches, taking extra steps to contact artists to apply etc.) in order to solve problems and meet deadlines.

2. Organization:

Project manager (Melissa Scatena), LMH board & LCAC class liaison (Suman Ganapathy), and a finance manager (Michael Ramoneda). After the LMH board approved the project after a project proposal presentation, and LCAC and city council too, the work was divided into five workstreams by the manager. Class members signed up for duties that matched their interest and skill set, and workstream leaders were selected. Each workstream leads facilitated team responsibilities and decisions made jointly during monthly Executive team meetings. These 7 members constituted the executive team.

Sponsorships - Poonam Chabra

Publicity - Daniel Sanidad

Submission Process - Denise Chorley

Artwork/Artists - Suman Ganapathy

Prep/Materials - Michael Ozuna

(1) **Artist/Artwork** (Coming up with social messages, picking a message font design and ordering message stencils, giving the submissions team recommendations for customized application form which included the messages, creating the Welcome Packet for artists, creating the PAL packet for artist liaisons, soliciting the entire team for PALs, being PALs and a source of support for individual artists, working closely with the artists to help artist (if needed). Thank you emails, photo-frame with pictures of the utility box artwork for artists, and invitation to the graduation ceremony)

(2) **Materials/Prep/Finish** (procuring all materials needed for prepping and finishing the utility boxes, including drop cloths, paint brushes, rollers, paint buckets, anti-graffiti paint, pop-up tents; soliciting the team to prep and finish boxes, and prepping {sanding and priming} and finishing boxes {coats of anti-graffiti coating})

(3) **Publicity** (Project description for the website, 'Art & Inspiration' flyer, publicizing the project to attract artists.) (Media: 4 articles – 2 for MH Life in June and September 1 for MH Times in September 1 for GMH will appear in December. NBC Bay Area news in September.)

- (4) **Sponsors** (creating the sponsor and donor form with a 3-tier sponsor rate, PDF with picture and locations of boxes, soliciting local businesses, organizations and individuals to be sponsors, designing the plaque for the box,

sending thank you emails emailed receipts and Tax ID information with pictures of the placards, thank you photo-frame with pictures of the utility box artwork for all sponsors, and invitation to the graduation ceremony.)

(5) **Submissions** (designing the submissions packet, comprising the art program guidelines and requirements and application form incorporating the (completely new)addition of social messages for artists to depict in their art design.)

Modifications to the Work streams: All members chipped in to help wherever they could across workstreams whenever needed, focusing on the big picture of a timely completion of a successful project.

3. Members with flexible timeline:

Willingness by members with flexibility of time to show up, day after day and helping out wherever needed made all the difference.

4. Budget: See attached Profit & Loss statement prepared by our treasurer.(Attachment 1)

Recommendations for LCAC:

- **Art Project Webpage:** Having a permanent webpage like that of the city of Los Gatos website would work better to direct future artists: <https://www.losgatosca.gov/2208/Utility-Box-Art-Program>. We did not have a class member with the requisite skills to design or maintain a website and requested the LMH IT team to post minimal information (project description, sponsor forms and Call-to-Artists including Application Form). It was adequate for our temporary project needs.
- **Submissions and application form:** Test the application form/alias application email etc. by sending a mock application to the alias email address to make sure everything is working before going live/publicizing the due date.
 - Application Form:
 - Ask artists to attach pictures from their art portfolio. We asked many artists for it via email, and seeing their completed work really helped in the selection of artists. We should have added this to the form right at the outset.
 - Potentially ask artists to come up with both the social message and art design. This will make the selection process much easier and remove the problem of too many artists designing for the same message, while some have none.
 - If you want control of the message, then in the application process:
 - (1) (Recommended) Either select all artists based on their application portfolio and then assign them specific box messages to design and paint. This ensures there isn't a wasted effort on the part of the artist. Or
 - (2) Make the application form a 2-step interactive online one, where artists can register and are given a unique user name/number that is used during submission. They initially check-off the message(s) for which they plan to design, visible to all, to enable others to choose the ones that are still available, though they may select one already taken too. (This method is used for many online volunteering jobs.)
- **Publicity:** This was really tough but will be easier for Phase 2. In addition to flyers, Facebook, Facebook Groups, email, Nextdoor and other social media, it is important to contact specific artists who have painted in the past or shown an interest to encourage them to apply. Offer to help them to navigate all the paperwork, approvals process etc.

- **Supporting artists:** Having a source of support throughout the project was appreciated by the artists and they expressed an interest to continue painting boxes in subsequent phases of this project. Reducing the artists workload by prepping the box and applying the anti-graffiti finish coat, providing them with materials e.g. drop cloth, pop-up tent , an occasional treat etc., and being flexible with their finish deadlines insured a high-quality product.
- **Stipend:** Increasing the artist stipend, if possible, is highly recommended. We were able to afford only \$500 each, and artists had to purchase expensive paints within that amount.
- **Flexibility of time for artists' painting schedule:** given the nature of creativity, and also technical issues that artists had to deal with (figuring out opacity of paints, number of coats etc.) delays are bound to happen. Being flexible and accommodating towards the artists and not rushing them will definitely translate into quality artwork.

'ART & INSPIRATION' PROJECT STEPS

As reported at the October 2, 2018 LCAC meeting, we completed eleven utility boxes painted by nine artists in eleven locations all over Morgan Hill.

1. **JANUARY 22:** First meeting of the class after orientation to discuss project possibilities. (The first exploratory exercise was during Leadership Orientation.) The top 4 ideas included **beautification and something that would help the community**.
2. **FEBRUARY 12:** After other ideas were eliminated for various reasons (budget, liability, etc.) the top idea by overwhelming majority was voted to be city beautification with a social message. The top idea under beautification was: **adding artwork to garbage/recycling cans with positive community messages; partnering potentially with MH Art School, gaining teen input & involvement.**

Project business plan (comprising concept, steps, budget & fundraising) committee formed. Our deadline to get the proposal form ready was February 26 (LMH board) & 27 (LCAC) to be approved at the March 5 LMH Board and March 6 LCAC meeting.

3. **FEBRUARY 16:** Melissa and Suman spoke with **Chris Ghione** regarding our project idea on LMH Local Government Day. He proposed painting utility boxes instead of garbage/recycling cans and directed us to the Library Culture and arts Commission (LCAC). Immediately got in touch with Katie Khera.
4. **FEBRUARY 20:** Meeting with Katie Khera (LCAC Utility Box Art subcommittee member) postponed due to sickness .
5. **FEBRUARY 22:** Conference call between Suman, Melissa and Katie despite the fact that she was still very sick, regarding details of the utility box project. She immediately shared the City of **Campbell's Out-of-the-Box program web link** and the **MH Utility Box Art program white paper from 2015** (containing all details of the project, application form, map of all MH traffic boxes etc.) that was invaluable in helping us draft a quick business plan for LMH board and LCAC, and was the document used for the whole project. This made our work much easier. We were also apprised of the LCAC Tara Romero project currently underway.
6. **FEBRUARY 23: The class voted for the Utility Box Art Program** (over the Tara Romero project).

7. **FEBRUARY 26:** The Project Proposal Subcommittee made decisions for the project needed to be included in the project proposal. Help from MH project white paper.
8. **FEBRUARY 28:** Met with Chris Ghione, Director of Community Services and Katie Khera, (LCAC) to talk about LCAC approval of our LMH class taking the project forward to LMH Board. Also confirmed the approval process needed on the artwork/messaging between LMH and LCAC and MH City Council, as well as agreement on their commitment to the ongoing maintenance of the artwork after our graduation. We need to set aside \$1500 for maintenance.
9. **MARCH 1:** One-page synopsis of the project for LMH board by Suman.
10. **MARCH 5:** First LMH board meeting attended by Suman and Melissa. Project proposal power-point presentation by Melissa. **Approval of the Utility-Box-Art-Project by LMH Board on Monday, March 5.**
11. **MARCH 6: Formal approval of the Utility-Box-Art-Project by LMH 2018 at the Tuesday, March 6, LCAC Meeting.**
12. **MARCH 12:** Forming workstreams with leads (1) Artwork/Artist, (2) Materials/Prep/Finish, (3) Publicity, (4) Sponsors & Donations, and (5) Submissions, and brainstorming for project.
13. **MARCH 19:** Walking with Chris Ghione to pick out utility boxes. The team also took pictures and measurements of the utility boxes.
14. **MARCH 26:** Meeting of the Executive committee (comprising the project manager, finance manager, leads of all 5 work streams) called and led by our project manager Melissa) where we discussed needs and actions taken. The outcome of the meeting: we have a project timeline* (see pg 3).
15. **MARCH 29:** Meeting of the Artwork/Artists Group to discuss design and vote on messages for the boxes to present at the April 3 LCAC meeting: **10 social messages approved by the Artwork/Artist committee, presented to executive board and whole team.** (March 31: Project description placed on LMH website.)
16. **APRIL 2: Formal approval of the social messages during the LMH Board meeting**
17. **APRIL 3: Formal approval of the social messages during the LCAC meeting.**
18. **APRIL 17:** Font design for social messages selected. Started working with graphic designer to order stencils of social messages to be used by artists.
19. **REST OF APRIL:** Working on sponsor information for the website and sponsors. Started working on the application form.
20. **MAY:** Sponsors for all 10 boxes completed by end May. Flier, website call-to-artist, Publicity MH Life.
21. **JUNE:** Completed submissions form in time for call-to-artists in June. Submissions application form placed on LMH website. (Shifted deadlines twice) Artist welcome pack created (Congratulations, assigned liaison contact info, painting schedule, and a reminder of the artist guidelines & requirements). PAL checklist created. Posting on Nextdoor, FB Culture and arts MH group, called and emailed specific artists after help from Chris Ghione and Norma Bussing.
22. **JULY 9:** Selection of artwork by Artwork/Artist group and Melissa (after getting more artists to submit artwork post second deadline – info from Chris G and LCAC). Creation of pdf for LCAC approval. (LMH Board gave free hand to the class and asked us to directly get approval from LCAC.). Sending selected artists the Welcome packet with directions, and assigning a PAL (personal artist liaison) and e-introducing them. Sending other applicants a regrets email, and encouraging them to reapply during Phase 2.

23. **JULY 12: Meeting with Chris G, Norma Bussing LCAC liaison, Edith Ramirez. Modifications requested necessitating further contact of artists before the July LCAC meeting.** Looked for a new artist to design the 10th box, so that every artist paints only a maximum of 2 boxes, a new stipulation.
24. **JULY 13-15:** Working with some artists to incorporate suggestions of modifications. Working with the new artist to submit a quick design for the box, and then after feedback, a completely different design incorporating Morgan Hill's present and future. Submitted PDF of designs for July LCAC meeting.
25. **JULY 17: Approval of all 10 artwork at LCAC Meeting.** One box with two design suggestions to be voted on by the City Council members.
26. **JULY 25: Approval of all artwork at City Council Meeting**
27. **JULY 26-31:** Permit process: MOU, new Artist Agreement, Encroachment permit. Keeping all materials ready to get started the day after the permit for both prepping and for artists to begin painting.
28. **AUGUST 1:** Work on the boxes finally began. Prepping commenced on August 1, to make some boxes ready for painting on August 2. One artist withdrew on August 1 due to a tragedy in the family, and we had to find a replacement artist and design within 5 days to be approved at the August 7 LCAC meeting & August 22 MHCC meeting.
29. **AUGUST 7 LCAC & AUGUST 22 MHCC (Approvals Part 2):** the **AUGUST 7 LCAC meeting**, and **AUGUST 22, City Council meeting**. Meanwhile we were requested by the original artist to paint the box she had surrendered when her son woke up from his coma. We helped her out and got approval for a new 11th box to paint her pre-approved design. We used monies from our kitty and didn't need a new sponsor.
30. **AUGUST 22: (1) Tennant/Vineyard and (2) Monterey/Dunne utility box (added in lieu of Monterey/4th): approved on AUGUST 22.**
31. **SEPTEMBER 6, 8:** Painting of boxes carried on all through August till September 6. **Last artist completed painting on September 6, final anti-graffiti application was on SEPTEMBER 7, final placard affixing on SEPTEMBER 8.**
32. **SEPTEMBER 8: The project was completed on SEPTEMBER 8.** \$1500 maintenance cheque to the city and the rest of our funds (approx. \$470) to the MHPD Graffiti Abatement Program.

***Original Project Time Line**

April

- Project description for LMH site`
- Approval of inspirational messages by LMH & LCAC
- Boxes selection finalized with pictures & map
- Sponsor/donor form created

May

- Website launch with project/sponsor information
- Engage potential sponsors
- Artist application developed with preferences and messages
- Prepare artist guidelines and requirements

June

- Update website with artist info
- Artist call with deadline

- PUBLICITY – flyers, newspapers, city emails, social media, etc.
- Review art apps post deadline
- Package art selections for LCAC

July

- Approval of artwork by LCAC
- Procure all materials
- Sand & prime boxes
- Notify artists of selection & provide class liaison
- Thank artist not selected
- Ensure all sponsors received a thank you with Tax ID donation receipt

August

- Set up artist stations
- Artists paint
- Liaisons on call
- Apply anti-graffiti coat

September

- Final publicity push sharing project completion across all mediums thanking LMH, artists, & sponsors
- Big celebration party with LMH class for a job well done

Attachments

1. Leadership Morgan Hill, Class of 2018 - Project Accounting
2. LMH Class of 2018 Artist Application
3. TABLE - ART & INSPIRATION - ARTWORK-ARTIST INFORMATION
4. FINAL Checklist and Duties of the Personal Artist Liaison
5. SAMPLE Welcome Email to Accepted Artist - Intro to PAL
6. Artists' Guidelines and Requirements

Income		
Sponsorship	8,450.00	
Donations	200.00	
<u>Total Income</u>		<u>8,650.00</u>
Expense		
Outside Services	270.13	
Project Maintenance (City of MH)	1,971.05	
Stipends	5,500.00	
Supplies	908.82	
<u>Total Expense</u>		<u>8,650.00</u>
<u>Profit or (Loss)</u>		<u>0.00</u>

Assets		
Cash	0.00	
Accounts Receivable	0.00	
<u>Total Assets</u>		<u>0.00</u>
Liabilities		
Accounts Payable	0.00	
Loan from LMH	0.00	
Total Liabilities		0.00
Equity		
Current Earnings	0.00	
Total Equity		0.00
<u>Total Liabilities & Equity</u>		<u>0.00</u>

Artist Guidelines & Requirements

1) Eligibility

- New and established artists are encouraged to apply.
- Entries must be the original design and artwork of the entrant and suitable for viewing by all ages.

2) Application

- Complete and sign Application form.
- Each location has a mandatory social message that must be displayed on two sides of the box, a template of the message will be provided to the artist. (see attached pdf for style and size)
- Provide a brief summary of design description and how it embodies the selected message.
- Please submit a separate application for each box. Each candidate is welcome to submit as many applications as they desire.
- Create a detailed and full color design concept on template provided.
- Since some sites have multiple utility boxes, provide a design concept for the additional box(es) that complements main design.

3) Stipend

Stipend will be \$500

4) Mural Specifications

- The program is designed to encourage community pride and city beautification.
- Because boxes vary in size, artist should be prepared to adjust artwork accordingly.
- City staff and contractors must have access to the box at all times.
- Artwork cannot restrict vents or airflow for box.
- Artwork must avoid levers, handles, keyholes, labels, windows, and door hinges to avoid locking door in place or restricting access.
- Installation will begin only after design approval and paint quality is deemed satisfactory for the project.
- Completion of all required liability and contract forms is required prior to painting.
- Artwork is a long-term installation (it is expected to last close to ten years) and becomes the property of the City
- Artists must complete the project within a stipulated time frame. Upon acceptance, a time frame will be established.
- Artists and any assistants are required to sign a liability waiver prior to start of the project.

5) Painting

- Artists are responsible for painting the utility box, while Leadership Morgan Hill is responsible for prepping and sealing of the utility box.
 - Steps for the artist include:
 - Painting
 - Steps for Leadership Morgan Hill include:
 - Sanding & Priming
 - Finishing with anti-graffiti clear coat.

6) Materials

- High quality, low-sheen, eggshell, satin or semi-gloss external acrylic latex paint must be used.
- No spray paint.
- Dark colors must be used sparingly due to the potential for overheating of the utility boxes.
- An anti-graffiti clear coat will be applied on top of finished mural.
- Airbrush or spray equipment for the mural is not permitted.

7) Selection Process

- Submissions will be reviewed and selected by the Library, Culture, and Arts Commission (LCAC), the Morgan Hill City Council and Leadership Morgan Hill.
- All selection decisions will be final. Once the artwork is selected and utility box assigned, the committee will notify artist by email.
- Since we are relying on sponsorships for funding, an area on the box will be specified for use in affixing a placard that shows the name of the artist and sponsors.

8) Insurance

- Selected artists are required to comply with Leadership Morgan Hill's insurance and liability requirements. In addition, selected artists must sign a Release of Liability and Indemnity Agreement.

9) Location

- Artists may request a specific box location on the application but are not guaranteed their specified location.
- Leadership Morgan Hill reserves the right to assign an alternate location based on availability

10) Installation

- Painting of the utility box can vary from artist to artist and can possibly take from 2-3 days or up to a week.
- A schedule of installation will be established with the artist, to ensure a timely process and to prevent artwork from being vandalized.

12) Maintenance

- Artist will be contacted if graffiti is discovered to discuss options for graffiti removal. The City and/or Leadership Morgan Hill cannot be held responsible for damage caused by graffiti removal.
- Once the utility box is coated with the anti-graffiti treatment it should last over ten (10) years.

12) General Guidelines

- If the artist is less than 18 years of age, a parent or legal guardian must authorize their participation.
- Artwork must not contain:
 - Written materials (words/sentences) other than the inspirational message assigned.
 - Political statements or persons
 - Religious references, symbols or numbers
 - Copyrighted or trademarked material
 - Corporate or organizational branding



LMH2018: Art & Inspiration Project Application

Thank you for your interest in the Leadership Morgan Hill: Art & Inspiration project. Please submit this completed application, artwork description, and a color rendering of the proposed artwork on the attached design template. All artists must submit a signed release of liability.

Submit Completed Materials by Email to:

LMH2018@gmail.com

Artist Information

Name

Address

City

State

Zip Code

Email (Required)

Phone

Website (If available)

Artist Biography (Up to 150 words)

Artwork Description

Title of Submission

Box Preference (If interested, refer to location map)

	INSPIRE OTHERS (Monterey & 4 th)		COURAGE DOES NOT ALWAYS ROAR (Monterey & Main)
	WELCOME HOME! (Main & Butterfield)		BE YOUR OWN HERO (Railroad Park)
	NEVER GIVE UP. NOTHING IS IMPOSSIBLE. (Dunne & Peppertree)		KINDNESS FIRST. WORDS MATTER. (Dunne near Nordstrom)
	LET NATURE SING (Dunne & Hill)		VALUE TRUTH (Tennant & Vineyard)
	LOVE EVERYONE (Main & Calle Mazatan)		WHAT YOU THINK YOU BECOME (Hale & Llagas)

LMH reserves the right to assign an alternate location based on availability

Design Description

Terms and Conditions

DO NOT SIGN THIS DOCUMENT BEFORE YOU READ IT AS IT CONTAINS A WAIVER AND RELEASE OF LIABILITY TO WHICH YOU WILL BE BOUND.

I agree that my participation in the Leadership Morgan Hill: Art & Inspiration Project is voluntary and that I assume all risk of injury, illness, damage or loss to me or to my property that might result from my participation. I further agree (on behalf of myself and my family members, personal representatives, heirs, executors, administrators, agents and assigns) to release and discharge the Leadership Morgan Hill and its officers, employees, and agents, from any and all claims, liability, loss, penalties, expenses and costs (including attorney's fees), or causes of action (known or unknown) (collectively, "Liability") arising out of my participation, except to the extent that such Liability is caused by the gross negligence or willful misconduct of the City. I ACKNOWLEDGE THAT I HAVE CAREFULLY READ THIS WAIVER AND RELEASE AND I FULLY UNDERSTAND THAT, BY SIGNING BELOW, I AM WAIVING ANY RIGHT THAT I MAY HAVE TO BRING A LEGAL ACTION OR TO ASSERT A CLAIM AGAINST THE CITY FOR NEGLIGENCE. Participation constitutes permission for Leadership Morgan Hill to use the artist's name, likeness or art entries for publicity and promotional purposes without additional compensation unless prohibited by law.

Your signature indicates that you have read and agreed to abide by the rules and guidelines of the Leadership Morgan Hill: Art & Inspiration project.

Signature

Date

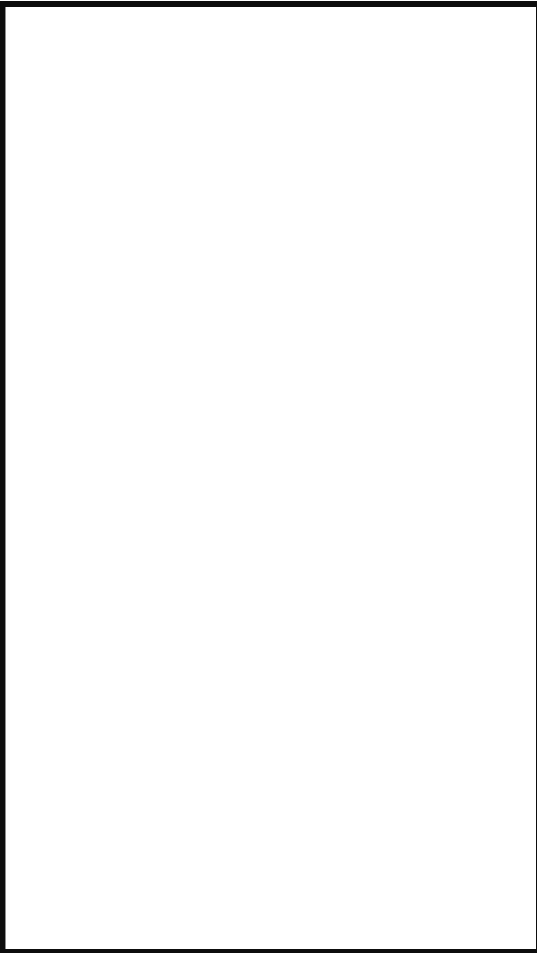
Proposed Design Template

Actual utility boxes vary in size, shape and have various vents, seams, doors, and handles. Be prepared to adjust art work to fit a unique utility box.

TOP



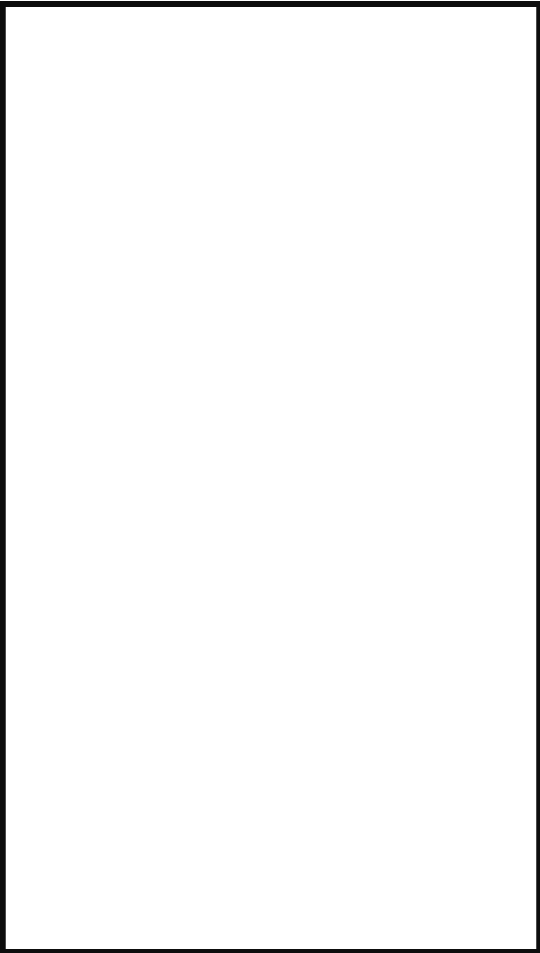
Example of Main Box in Morgan Hill



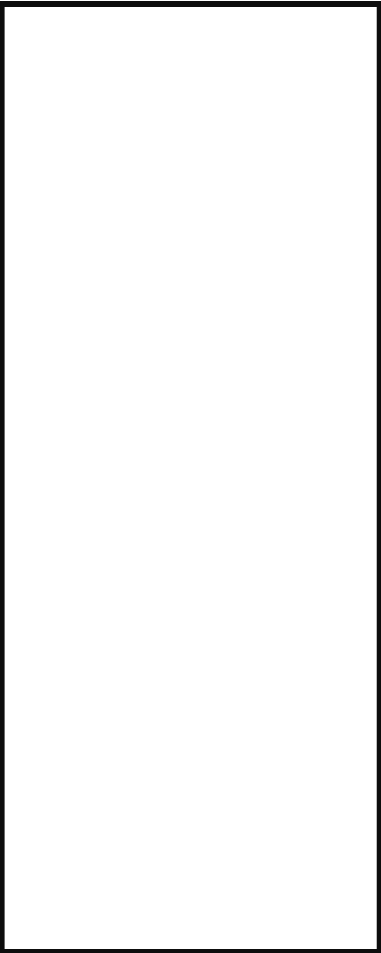
BACK



SIDE



FRONT



SIDE

Proposed Design Template for Second Box (If Necessary)

Actual utility boxes vary in size, shape and have various vents, seams, doors, and handles. Be prepared to adjust art work to fit a unique utility box.

(Required for all sites EXCEPT; Monterey & Main, and Dunn at Nordstrom)

		TOP	
		 Example of Secondary Box in Morgan Hill	
BACK	SIDE	FRONT	SIDE

Proposed Design Template for Third Box (If Necessary)

Actual utility boxes vary in size, shape and have various vents, seams, doors, and handles. Be prepared to adjust art work to fit a unique utility box.

(Only required at Hale & Llagas site)

		TOP	
BACK	SIDE	FRONT	SIDE



Example of Tertiary
Box in Morgan Hill

'ART AND INSPIRATION' ARTWORK/ARTIST INFORMATION

No.	Name	Email and Phone Number	Box Message	Notes
1	Isabella Piccini	Through Nextdoor	Let nature sing	6 th grader Recd
2	Jann Griffiths	jannrsr@gmail.com	Let nature Sing	SELECTED
3	Vivian Wheatfall	Rwheat05@gmail.com	Courage does not always roar	7 th grader (Mother's email)
4	Vivian Wheatfall	Rwheat05@gmail.com	Let nature sing	7 th grader
5	Vivian Wheatfall	Rwheat05@gmail.com	Love everyone	7 th grader
6	Lina Velasquez	Linavs99@gmail.com	Courage does not always roar	SELECTED
7	Lina Velasquez	Linavs99@gmail.com	Let nature sing	
8	Patty Curtis	Look4reddoor@yahoo.com	Inspire someone	SELECTED
9	Shawna Gonzales	gonzales_shawna@yahoo.com	Love Everyone	SELECTED
10	Dorothy	dorothy@liveoakhospital.com	Be your own hero	(Not received)
11	Lina Velasquez	Linavs99@gmail.com	Welcome home!	SELECTED
12	Lina Velasquez	Linavs99@gmail.com	Never give up. Nothing is impossible	(Monday)
13	Teresa Anguiano	Myfaith247tuj@gmail.com	Value truth	(Monday)
14	Teresa Anguiano	Myfaith247tuj@gmail.com	What you think, you become	(Monday)
15	Teresa Anguiano	Myfaith247tuj@gmail.com	Kindness first. Words matter.	SELECTED
16	Teresa Anguiano	Myfaith247tuj@gmail.com	Never give up. Nothing is impossible	SELECTED
17	Teresa Anguiano	Myfaith247tuj@gmail.com	Courage does not always roar	(Monday)
18	Carrie Llao	carrieshortcake@gmail.com	Value Truth	(Monday)
19	Carrie Llao's daughter	carrieshortcake@gmail.com		(Monday)
20	Sammy Barnes	note4kel@yahoo.com	Welcome Home!	Received
21	Noah Rhee	hrhee@charter.net	What you think you become	SELECTED
22	Pam Mossing	pmossing@yahoo.com	Never stop learning	SELECTED
23	Vanessa Davidson	vanessa4000@yahoo.com	Be your own hero	SELECTED
24	Danielle DeRome	drderome@yahoo.es	Inspire change	SELECTED

'ART AND INSPIRATION' ARTWORK/ARTIST INFORMATION

[illegible]

Checklist and Duties of the Personal Artist Liaison (PAL) & Back-up Liaison

Thank you for volunteering to be a PAL or a co-PAL!

1. An initial telephone call/ meeting to get to know your artist and be comfortable with him/her is recommended, if possible. Otherwise, email works very well too.

Let the artist know of the resources we will be providing, go over the specifications, material requirements, and determine the painting schedule with your artist. By end of July PALs will finish reaching out to artists.

We will be providing a shade structure, cones, caution tape, sandwich board, and bucket. (What about paint rollers, rolling pans, drop cloth, masking tape, latex gloves, and cups for blending/mixing paint?) Artists will be providing paint, subject to approval, and paintbrushes.

1. **Painting Schedule:** Painting should be scheduled for the month of August and take between 3-7 workdays. Try to accommodate the artist's schedule as best as possible. Please contact your back-up liaison if you are unavailable at the time of the start of painting. Be present to help the artist with set-up on day 1 to start the process. Reach out to the entire class for help if the back-up artist is unavailable too. Plan to be "on call" during the artist installation, you don't need to be there.
2. **NEW REQUIREMENT: Additional artist agreement: Artists need to sign an additional artist agreement with new verbiage added by the city attorney. They may do this the first day they begin painting, just before they start (though we should probably email them the paperwork when ready, so that they have a chance to look it over.)**
3. **Breaks for the artist:** You might need to set up a time frame of breaks prior to starting the painting.
4. **Communication with Materials/Prep/Finish & Artwork/Artist Team:** This is vital. The Preparation/Finishing team will be sanding and prepping the box(es) a day prior to the installation, so please communicate painting schedule dates to the Materials/Prep/Finish work stream lead (Michael O) as soon as they are cemented. CC the Artist/Artwork workstream (Suman) and the project manager (**Melissa**) on all emails. It will help us keep abreast of the progress in real time.
5. **Ask artists what their painting process is going to be:** If they plan to make a life sized stencil prior to painting, please let the Artwork/Artists group sign off on it before they begin. It is of vital importance that the artist stick to their proposal design with the recommended modifications. There might be minor changes, but it should be as depicted in the design proposal.
5. Check to see how much is covered each day. Keep us in the loop (Melissa, Michael O, Suman) (QUESTION: How will the artwork be covered each day when not yet finished?) Ask artist if they need any other assistance.
6. Please make certain that the **message stencil** is used on two sides of the major box (it should be used on a contrasting coloured rectangular box as shown in the sample online). This is to be done even in the artwork containing the message as part of the design, preferably on the side not already containing those words. Don't forget to take the stencil back from the artist. It will be handed over to the city for maintenance.
7. When the artwork painting is completed, the Materials/Prep/Finish team will apply anti-graffiti coats right away.
8. Thank the artist, keep in touch in case we will be doing a thank you party. I'm planning a simple but elegant Thank you certificate for all.
9. **Payment:** \$250 prior to commencement of work, and \$250 after completion of work. (We will coordinate with Michael R)

Suman Ganapathy sumanmitraganapathy@gmail.com

19 Jul
2018,
13:19

Shawna Gonzales <gonzales_shawna@yahoo.com>
CC Poonam, Melissa, me

Dear Shawna,

Congratulations! The LMH Class of 2018 is pleased to let you know that you have been selected as the designated artist for the 'Art and Inspiration' utility box art project, and have been assigned the box containing the message "**Love Everyone**" located at **East Main & Calle Mazatan, Morgan Hill.**

The final approval by MH city council will take place next week. Meanwhile, we are setting the process in motion to be ready to commence the implementation of the project ASAP after all formalities are over.

PAL: We are excited to assign class member **Poonam Chabra** as your **Personal Artist Liaison (PAL)** for the duration of the project, and **Melissa Scatena** as the **back-up PAL**. (As you know, Melissa is also our overall project manager.)

Contact info: Poonam Chabra pchabra69@gmail.com, (408) 310-3515; & Melissa Scatena melissa.a.scatena@gmail.com, (408) 722-7607. Please do stay in touch with your PALs throughout this process as a resource and source of assistance to help make this project a smooth, memorable and fun activity for you.

Points to note:

1. Your PAL will be contacting you shortly to discuss next steps, including the **payment of your stipend**, and **setting an art installation schedule**.
2. We have given our commitment to LCAC that you will faithfully execute the proposed design with the requested modifications (a detailed and high definition version) for which approval has been given. (I am happy to help with any art and design issues, if needed.)
3. You will be given a pre-designed plastic template containing the social message to be painted on two sides of the box. It is to be returned upon completion of the artwork; and will be handed over to the City for maintenance of the box.
4. **Attached: a copy of the Artist Guidelines and Requirements for your reference*.**

We want to reiterate how excited we are to have you join the Leadership Morgan Hill 2018 'Art and Inspiration' project. Your beautiful creation will serve as public art meant to both beautify the city and engage and connect with the community for many years to come.

Congratulations again and good luck!

Sincerely,

Suman ('Art & Inspiration' Artwork/Artist Workstream Lead, on behalf of the whole class)

.....
***Important Details in the Artist Guidelines and Requirements:**

- For Mural specifications: see number 4)
- For Painting steps artists are responsible for: see number 5)
- For Materials to be used for painting: see number 6). Recommended paints for the outdoor installation are (1) (2). If you are using a different brand, please clear it with your liaison.
- For Installation process: see number 10)
- (ACCEPTABLE PAINT TYPE:
(1) https://www.goldenpaints.com/technicalinfo_murals, <http://www.justpaint.org/mural-painting/> (2) Createx Paints for Outdoor Murals. If you go outside these recommended brands, please have them approved by your PAL.

.....

These are my notes from the (Library, Culture and Arts Commission) LCAC meeting on July 17, 2018 where you were approved as one of our artists:

Shawna's artwork was approved with the stipulation that the artist include all races and cultures and no one gets left behind (Asian and Hispanic races to be included too). LCAC is trusting us with the colour scheme on the strength of her portfolio since she was unable to finish colouring the design on time.

Please submit finished colour design before August 1.

Artist Guidelines & Requirements

1) Eligibility

- New and established artists are encouraged to apply.
- Entries must be the original design and artwork of the entrant and suitable for viewing by all ages.

2) Application

- Complete and sign Application form.
- Each location has a mandatory social message that must be displayed on two sides of the box, a template of the message will be provided to the artist. (see attached pdf for style and size)
- Provide a brief summary of design description and how it embodies the selected message.
- Please submit a separate application for each box. Each candidate is welcome to submit as many applications as they desire.
- Create a detailed and full color design concept on template provided.
- Since some sites have multiple utility boxes, provide a design concept for the additional box(es) that complements main design.

3) Stipend

Stipend will be \$500

4) Mural Specifications

- The program is designed to encourage community pride and city beautification.
- Because boxes vary in size, artist should be prepared to adjust artwork accordingly.
- City staff and contractors must have access to the box at all times.
- Artwork cannot restrict vents or airflow for box.
- Artwork must avoid levers, handles, keyholes, labels, windows, and door hinges to avoid locking door in place or restricting access.
- Installation will begin only after design approval and paint quality is deemed satisfactory for the project.
- Completion of all required liability and contract forms is required prior to painting.
- Artwork is a long-term installation (it is expected to last close to ten years) and becomes the property of the City
- Artists must complete the project within a stipulated time frame. Upon acceptance, a time frame will be established.
- Artists and any assistants are required to sign a liability waiver prior to start of the project.

5) Painting

- Artists are responsible for painting the utility box, while Leadership Morgan Hill is responsible for prepping and sealing of the utility box.
 - Steps for the artist include:
 - Painting
 - Steps for Leadership Morgan Hill include:
 - Sanding & Priming
 - Finishing with anti-graffiti clear coat.

6) Materials

- High quality, low-sheen, eggshell, satin or semi-gloss external acrylic latex paint must be used.
- No spray paint.
- Dark colors must be used sparingly due to the potential for overheating of the utility boxes.
- An anti-graffiti clear coat will be applied on top of finished mural.
- Airbrush or spray equipment for the mural is not permitted.

7) Selection Process

- Submissions will be reviewed and selected by the Library, Culture, and Arts Commission (LCAC), the Morgan Hill City Council and Leadership Morgan Hill.
- All selection decisions will be final. Once the artwork is selected and utility box assigned, the committee will notify artist by email.
- Since we are relying on sponsorships for funding, an area on the box will be specified for use in affixing a placard that shows the name of the artist and sponsors.

8) Insurance

- Selected artists are required to comply with Leadership Morgan Hill's insurance and liability requirements. In addition, selected artists must sign a Release of Liability and Indemnity Agreement.

9) Location

- Artists may request a specific box location on the application but are not guaranteed their specified location.
- Leadership Morgan Hill reserves the right to assign an alternate location based on availability

10) Installation

- Painting of the utility box can vary from artist to artist and can possibly take from 2-3 days or up to a week.
- A schedule of installation will be established with the artist, to ensure a timely process and to prevent artwork from being vandalized.

12) Maintenance

- Artist will be contacted if graffiti is discovered to discuss options for graffiti removal. The City and/or Leadership Morgan Hill cannot be held responsible for damage caused by graffiti removal.
- Once the utility box is coated with the anti-graffiti treatment it should last over ten (10) years.

12) General Guidelines

- If the artist is less than 18 years of age, a parent or legal guardian must authorize their participation.
- Artwork must not contain:
 - Written materials (words/sentences) other than the inspirational message assigned.
 - Political statements or persons
 - Religious references, symbols or numbers
 - Copyrighted or trademarked material
 - Corporate or organizational branding

Terms and Conditions

DO NOT SIGN THIS DOCUMENT BEFORE YOU READ IT AS IT CONTAINS A WAIVER AND RELEASE OF LIABILITY TO WHICH YOU WILL BE BOUND.

I agree that my participation in the Leadership Morgan Hill: Art & Inspiration Project is voluntary and that I assume all risk of injury, illness, damage or loss to me or to my property that might result from my participation. I further agree (on behalf of myself and my family members, personal representatives, heirs, executors, administrators, agents and assigns) to release and discharge the Leadership Morgan Hill and its officers, employees, and agents, from any and all claims, liability, loss, penalties, expenses and costs (including attorney's fees), or causes of action (known or unknown) (collectively, "Liability") arising out of my participation, except to the extent that such Liability is caused by the gross negligence or willful misconduct of the City. I ACKNOWLEDGE THAT I HAVE CAREFULLY READ THIS WAIVER AND RELEASE AND I FULLY UNDERSTAND THAT, BY SIGNING BELOW, I AM WAIVING ANY RIGHT THAT I MAY HAVE TO BRING A LEGAL ACTION OR TO ASSERT A CLAIM AGAINST THE CITY FOR NEGLIGENCE. Participation constitutes permission for Leadership Morgan Hill to use the artist's name, likeness or art entries for publicity and promotional purposes without additional compensation unless prohibited by law.

Your signature indicates that you have read and agreed to abide by the rules and guidelines of the Leadership Morgan Hill: Art & Inspiration project.

Signature

Date



LIBRARY, CULTURE, AND ARTS COMMISSION STAFF REPORT

MEETING DATE: December 4, 2018

PREPARED BY: Chris Ghione, Public Services Director

APPROVED BY: Chris Ghione, Community Services Director

COMMISSION WORK PLAN

RECOMMENDATION(S)

Provide updates on Work Plan items.

REPORT NARRATIVE:

The Commission Work Plan was approved by the City Council on July 18, 2018. Commissioners may use this opportunity to provide updates on items on the Work Plan.

LINKS/ATTACHMENTS:

1. LCAC 2018-2019 Workplan Final7.17.18

Library, Culture & Arts Commission
FY 2018-19 Work Plan
City Council Approved: 7.18.18

Overall Mission: To assist the City Council in accomplishing its goals by fostering an environment conducive to and supportive of the arts, culture, and life-long learning in Morgan Hill, working with existing community groups to promote resources, and facilitate partnerships.

Project Area	City Council Goal Supported	Staff Resources Required	Specific Task / Commissioners Assigned
Community Outreach	Supporting our Youth, Seniors and Entire Community Enhancing Diversity and Inclusiveness Community Engagement and Messaging	CS Director (minimal) CS Coordinator (minimal) Program Administrator (minimal)	(1) Participate with other groups to support community outreach and support arts and culture in the community (including Valle del Sur, El Toro Arts, SV Creates, Poppy Jasper Film Festival, Morgan Hill Diwali Festival) (Chabra/Bussing) (2) Explore development of a calendar relating to library, culture and arts events (Khera) (3) Review opportunities to fund local public access cable television (Benich)
Permanent and Proposed Public Art	Supporting our Youth, Seniors and Entire Community Preserving Our Cultural Heritage	CS Director (minimal) CS Supervisor (minimal) CS Coordinator (minimal) Maintenance Coordinator (minimal)	(1) Partner with local Artists to display their work. Review the possibility of implementing a utility box art program or other programs (doors, walls, etc.) (Bussing/Khera) (2) Form subcommittees as needed to support specific art requests that come forward (All) (3) Review opportunities for funding public art and performing arts in the future (Redfield) (4) Review art inventory and maintenance per Commission Policy (Benich) (5) Explore the options and feasibility of creating an artist registry (Bussing/Chabra/Khera)

Project Area	City Council Goal Supported	Staff Resources Required	Specific Task / Commissioners Assigned
Art and Culture Events	Supporting our Youth, Seniors and Entire Community Enhancing Diversity and Inclusiveness	CS Director (minimal) CS Coordinator (minimal) CS Supervisor (minimal)	(1) Facilitate the Art a la Carte event and look to include incorporate culture and music into the event (Lake is the lead/all members will support) (2) Explore opportunity to partner with artists on a children's art show (Khera/Chabra) (3) Explore partnership opportunities for the City supporting performing arts with South Valley Civic Theater (Lake/Khera)
Library Outreach and Support	Supporting our Youth, Seniors and Entire Community Enhancing Diversity and Inclusiveness	Library Staff (moderate) Senior Project Manager (significant)	(1) Support Library outreach, including possible pop-up locations (Chabra/Lake) (2) Coordinate Commissioner's Corner in Library to provide book recommendations (Khera) (3) Support the Library Expansion Project (All) (a) Provide specific project support as requested by Library (Benich) (4) Participate in annual Library Commissioners Forum (All) (5) Support incorporation of Children's art into the Library (Lake/Chabra)
Support of Historical Resources	Preserving our Cultural Heritage	CS Director (moderate) CS Srvs Coordinator (moderate)	(1) Coordinate with the Morgan Hill Historical Society to support of Villa Mira Monte partnership (Bussing/Crawford)

Staff Resources Required:

0-50 hours: Minimal; 51-100 hours: Moderate; 100+ hours: Significant