



**MINUTES
ART REVIEW BOARD (ARB)
REGULAR MEETING OF JUNE 17, 2020**

This meeting was conducted utilizing the teleconferencing software Zoom and is consistent with the State of California Executive Order N-29-20 dated March 17, 2020 regarding the Coronavirus (COVID-19) pandemic.

CALL TO ORDER: Chairperson Meerjans called the meeting to order at 3:33 p.m.

PRESENT: Chairperson Meerjans
Vice Chairperson Deridder
Board Members Benton and Squires

ABSENT: Board Member Valdez

STAFF PRESENT: Luciana Torres, Management Analyst
David Wage, Senior Planner
Maria Salinas, Recording Clerk
Trish Cordova, Recording Clerk

APPROVAL OF MINUTES: **Vice Chairperson Deridder** moved to approve minutes from the regular meeting of May 20, 2020 and **Board Member Squires** seconded. Motion carried unanimously by all those present.

DISCLOSURES: None

ORAL COMMUNICATIONS None

PUBLIC HEARING ITEMS

Item 1. **NOTICE OF A WORK SESSION** – To receive a presentation and discuss building mounted artwork (murals, green walls, etc.).

Senior Planner David Wage gave a brief presentation on the topic of building mounted artwork in the form of murals, wall-mounted sculptures, and green/vegetation walls. Mr. Wage described this form of artwork as cutting-edge and showed several examples from around the world. He also listed some of the benefits associated with this art form, including:

- Enhances building architecture.
- Provides screening of items such as parking garages and utilities.
- Enlivens a blank wall.
- Adds to the landscaping or green spaces.
- Provides a canvas for creative expression without substantial cost.
- Adds interactive features through kinetic design or sense of smell via fragrant flowers or plants.

Mr. Wage concluded his presentation by responding to questions from the Board.

Chairperson Meerjans opened and closed the public hearing, as there was no one from the public requesting to speak.

Discussion between the Board and staff included the following:

- Irrigation of vegetation on green walls.
- Suitability of art form for urban areas.
- Interest from developers.
- Graffiti deterrent factor.
- Funding source and maintenance of artwork.
- Mural program reported on last fall.

The general consensus of the Board was positive and enthusiastic towards building mounted artwork and encouraged staff to relay their support of the concept to any determining bodies within the City. The Board also encouraged staff to engage with property developers early on in the planning process to allow for this type of artwork to be incorporated into the project design.

Item 2. **BOXART! PROGRAM** – To discuss utilizing the City’s Downtown Art Fund to fund the vinyl wrapping of four Downtown traffic signal control boxes with historical photos of Fremont and to consider an exemption from the California Environmental Quality Act (CEQA) per CEQA Guidelines Section 15061(b)(3), General Rule, which states that, where it can be seen with certainty that the activity will not have a significant effect on the environment, that activity is not subject to CEQA.

Susan Longini, *boxART!* Program Manager, spoke to the topic of vinyl wrapping four Downtown traffic signal control boxes with historical photos of Fremont, which was originally discussed at an ARB meeting on January 29, 2020. She explained that the request to utilize monies from the Downtown Art Fund was based on the City’s decision to defund the *boxART!* program for fiscal year 2020-2021 due to financial challenges caused by the COVID-19 pandemic.

Ms. Longini said that the research and data collection regarding the four boxes has already been done, and she is now looking to bring the project to completion. Discussion ensued on the following topics:

- Telling Fremont’s history.
- Image selection by the Washington Township Museum of Local History in Fremont; majority chosen from the Dr. Robert B. Fisher collection.
- Display of images in sepia, black and white, and color.
- Locations of the four Downtown boxes.
- Approximate cost for vinyl wrapping all four boxes = \$11K-12K.
- Benefit of *boxART!* program as a graffiti deterrent.
- Longevity of vinyl wrapping = approximately 5-7 years.
- Current amount in Downtown Art Fund = approximately \$400K.

Board Member Squires moved to approve utilizing the City’s Downtown Art Fund to fund the vinyl wrapping of four Downtown traffic signal control boxes with historical photos of Fremont. **Vice Chairperson Deridder** seconded.

IT WAS MOVED (SQUIRES/DERIDDER) AND CARRIED BY THE FOLLOWING VOTE (4-0-0-1) THE ART REVIEW BOARD – HELD PUBLIC HEARING;

AND

APPROVED UTILIZATION OF THE CITY’S DOWNTOWN ART FUND TO FUND THE VINYL WRAPPING OF FOUR DOWNTOWN TRAFFIC SIGNAL CONTROL BOXES WITH HISTORICAL PHOTOS OF FREMONT;

AND

CONSIDERED THE PROJECT EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) PER CEQA GUIDELINES SECTION 15061(B)(3), GENERAL RULE.

The motion carried by the following vote:

AYES:	4 – Benton, Deridder, Meerjans, Squires
NOES:	0
ABSTAIN:	0
ABSENT:	1 – Valdez

Board Members went on to discuss the future of the *boxART!* program, with the expectation that it would be reinstated once the City financially rebounds from the effects of the COVID-19 pandemic. The Board collectively expressed a desire to “seize the moment” with regards to the current racial and social injustice movement and asked for the City to consider their suggestions.

MISCELLANEOUS ITEMS

Information from Board and Staff:

- Information from staff, as reported by **Management Analyst Luciana Torres**:
 - The call for artists for Dusterberry Park is live and will close on June 30, 2020.

- A special meeting is scheduled for Wednesday, July 1, 2020 at 3:00 p.m. to interview artists for the Urban Plaza art installation and will be conducted using the Zoom teleconferencing software.
- The next regular ARB meeting is scheduled for July 15, 2020.

- Information from Board: None

- Art Liaison Update – Christina Valdez: None

- Fremont Cultural Art Council Update: None

ADJOURNMENT

Meeting adjourned at 5:00 p.m.

APPROVED BY:



Luciana Torres, Secretary
Art Review Board