



**MINUTES
ART REVIEW BOARD
REGULAR MEETING OF SEPTEMBER 16, 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 3:35 p.m.

PRESENT: Chairperson Meerjans
Vice Chairperson Deridder
Board Member Squires
Board Member Valdez (arrived at 4:00 p.m.)

ABSENT: Board Member Benton

STAFF PRESENT: Luciana Torres, Management Analyst
Trish Cordova, Recording Clerk

APPROVAL OF MINUTES: **Vice Chairperson Deridder** moved to approve minutes for the special meeting of September 2, 2020 and **Board Member Squires** seconded. The motion carried by all present.

DISCLOSURES: None

**PUBLIC/
ORAL COMMUNICATIONS** None

PUBLIC HEARING ITEMS

- Item 1. **ANNUAL WORK PLAN FOR FREMONT'S DISTRICT-BASED PUBLIC ARTWORK** – To consider a proposed work plan for the City's District Art Program as part of the City's Art in Public Places Program Policy to help plan for artwork in an organized fashion while still achieving the goals and policies set forth in the community plans applicable to each district and to help support the goals of the Policy including promoting community access to art, integrating art into daily life, creating community interest that will enrich the economic vitality and cultural vibrancy of the city, and creating a unique identity for 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.

Management Analyst Luciana Torres gave a comprehensive presentation on the proposed annual work plan for the City’s District Art Program. Highlights included:

- Background on the formation of the program.
- Maps of the four art districts and current projects within each district.
- Funding sources and calculation method.
- Work plan priorities for each art district.

Ms. Torres responded to questions from the Board and discussion ensued regarding temporary versus permanent art installations, the mural program, budget flexibility, community interaction, and goals of the Art Review Board.

Chairperson Meerjans opened the public hearing.

Linda Randolph, Fremont resident, spoke of her experience in other cities that hosted public art exhibitions, in which themed artwork would be displayed throughout a city for a period of time and then auctioned off at the close of the event. She also commented on the success of these events at highlighting art, creating a sense of community, and raising funds.

Chairperson Meerjans closed the public hearing.

The Board further discussed the possibility of Fremont hosting such an event as described by Ms. Randolph.

Other discussions included:

- Touring each art district to review project sites with public art pieces.
- Meeting with developers early in the planning stage to discuss the integration of public art into the design of a prospective project.
- Utilization of collected art fees.
- Reviewing each art district separately throughout the year, so that focused time and attention can be given to each.
- Adding certain topics to upcoming meeting agendas.

Board Member Squires moved to approve the 2020/21 Annual Work Plan for Fremont’s District-Based Public Artwork, as presented. **Board Member Valdez** seconded the motion.

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

APPROVED THE 2020/21 ANNUAL WORK PLAN FOR THE CITY'S DISTRICT ART PROGRAM AS PRESENTED AND AS PART OF THE CITY'S ART IN PUBLIC PLACES PROGRAM POLICY;

AND

CONSIDERED IT EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) PER CEQA GUIDELINES SECTION 15061(B)(3), GENERAL RULE, THAT THE ACTIVITY WILL NOT HAVE A SIGNIFICANT EFFECT ON THE ENVIRONMENT.

The motion carried by the following vote:

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

MISCELLANEOUS ITEMS

Information from Board and Staff:

- Information from staff, as reported by **Susan Longini**, *boxART!* program manager:
 - Although the *boxART!* program was suspended for Fiscal Year 2020-2021, **Management Analyst Luciana Torres** was able to find funding to finish the work that was started prior to the COVID-19 pandemic.
 - Phase seven has a total of 24 boxes, in which three have been completed.
 - Most boxes are in progress, but have been delayed due to COVID-19, the recent heatwave, and poor air quality due to local fires. The remaining boxes should be done by November 2020.
 - The Museum of Local History provided 100 images from four different eras to adorn the four history boxes in the Downtown area.
 - The eras were categorized as follows:
 - 1860-1920
 - 1920-1950
 - 1950-1980
 - 1980-2000
 - The recommendation was to dedicate one era per box.
 - The City of Fremont has approximately 180 traffic signal boxes, of which 90 have been painted. The City has a grant to update the boxes, but Ms. Longini has taken measures to select boxes for painting that will not be replaced or updated within the next 4 years.
- Information from staff, as reported by **Management Analyst Luciana Torres**:
 - The Board's recommendation of the art piece "*Community*" by Michael Clapper for Urban Plaza was approved at the September 15, 2020 City Council meeting.
 - The Board's recommendation of the art piece "*Shadow of the Sun*" by Joe Thurston for the Dusterberry Neighborhood Park was approved by the City's Recreation Commission. It will now go on to City Council for final approval.

- The next Board meeting is scheduled for October 21, 2020. Agenda topics will include the mural art program.

- Information from Board:
 - **Vice Chairperson Deridder** reported that there was trash in/around the Downtown temporary art piece, “*The Solacii*,” at the corner of Fremont Boulevard and Capitol Avenue. **Management Analyst Luciana Torres** said she would report that to the appropriate department.

- Art Liaison Update – Christina Valdez: None

- Fremont Cultural Art Council Update: None

ADJOURNMENT

Meeting adjourned at 5:27 p.m.

APPROVED BY:



Luciana Torres, Secretary
Art Review Board