LIVERMORE
CALIFORNIA

COMMISSION FOR THE ARTS

AGENDA
TUESDAY, MARCH 25, 2025

COMMISSION FOR THE ARTS REGULAR MEETING – 4:30 PM

MEETING PARTICIPATION INFORMATION CAN BE FOUND AT THE END OF THE AGENDA

CIVIC CENTER MEETING HALL
WILLIAM M. MENDENHALL COMMUNITY ROOM
1016 S. LIVERMORE AVENUE

Laurence E Milder, Chair
Natalia T Custodio, Vice Chair
Cathleen deOrnelas, Commissioner
Thomasin J Dewhurst, Commissioner
Robert Gausman, Commissioner
Rajagopal R Kowligi, Commissioner
Monya Lane, Commissioner
Tracy Sahn, Commissioner

1. CALL TO ORDER

2. ROLL CALL

Commissioner Cathleen deOrnelas
Commissioner Thomasin J Dewhurst
Commissioner Robert Gausman
Commissioner Rajagopal R Kowligi
Commissioner Monya Lane
Commissioner Tracy Sahn
Vice Chair Natalia Custudio
Chair Laurence E Milder

3. OPEN FORUM

- In conformance with the Brown Act, no Commission for the Arts action can occur on items presented during Open Forum.
- To provide public comment, please submit a speaker card. When your name is called, walk to the lectern to address the Commission.
- Comments are limited to a maximum of 3 minutes per person, per item. The Chair may reduce the amount of time based on the number of persons wishing to speak.
- Open Forum will conclude after 30 minutes; however, if there are additional speakers, Open Forum will reconvene after Matters for Consideration.

4. CONSENT CALENDAR

Consent Calendar items are considered routine and are acted upon by the Commission with a single action. Members of the audience wishing to provide public input must submit a speaker card.

4.1 Approval of Draft Minutes - February 25, 2025, Commission for the Arts Regular Meeting

Recommendation:
Staff recommends the Commissioner for the Arts approve the draft minutes.
Attachments:
1. DRAFT Commission for the Arts - February 25, 2025 - Regular Meeting Minutes

5. MATTERS FOR CONSIDERATION

5.1 Update on the Mini Grant and Project and Program Grant applications and evaluation process.

Recommendation:
Staff recommends the Commission for the Arts receive an update on the Mini Grant and Project and Program Grant evaluation process.
Staff Report

5.2 Discussion and direction related to the Commission for the Arts communications and outreach strategies and activities.

Recommendation:

Staff recommends that the Commission for the Arts review and discuss communication and outreach activities and provide staff with direction on any changes or updates to implement.
Staff Report

5.3 Review of the draft 2025 Commission for the Arts annual update to the City Council presentation

Recommendation:
Staff recommends that the Commission for the Arts review the draft presentation and provide their final input and feedback.
Staff Report
Attachments:
1. Draft 2025 Commission for the Arts Annual Update

6. COMMITTEE REPORTS AND MATTERS INITIATED BY STAFF AND COMMISSIONERS

7. ADJOURNMENT

To a regular Commission for the Arts meeting on Tuesday, April 22, 2025, at 4:30 pm, Civic Center Meeting Hall, William M. Mendenhall Community Room, 1016 S. Livermore Avenue.

8. HOW TO PARTICIPATE IN THE COMMISSION MEETING

You can participate in the meeting in a number of ways:

Open Forum is an opportunity for the public to speak regarding items not listed on the agenda. Speakers are limited to a maximum of 3 minutes per person. To address the Commission, you must submit a speaker card to the liaison prior to the start of that item. You should be aware that the Commission is prohibited by State law from taking action on any items that are not listed on the agenda. However, if your item requires action, the Commission may place it on a future agenda or direct staff to work with you and/or report to the Commission on the issue.

Other Agenda Items are also open for public input including Consent Calendar or Matters for Consideration items. These comments are also subject to the 3-minute limit.

Submission of Comments Prior to the Meeting:

Email Comments may be submitted by the public to the Commission for the Arts Liaison (arts@LivermoreCA.gov). Items received no later than 12:00 pm on the day of the meeting will be provided to the Commission and available on the City website prior to the meeting. These items will NOT be read into the record.

eComments may be submitted by the public using the eComment link here. Comments may be up to 1000 characters in length and will be accepted up until 3:30 pm the day of the meeting. These items will NOT be read into the record and are viewable by the Commission and the public upon submittal.

Submission of Comments During the Meeting:

Speakers are limited to a maximum of 3 minutes per person. To submit a comment, you must complete a speaker card for each item. Speaker cards are available in the Civic Center Meeting Hall lobby. Indicate on the card the item number you wish to comment on and submit the card directly to the liaison prior to the start of the item. You should be aware that the Commission is prohibited by State law from taking action on any items that are not listed on the agenda. However, if your item requires action, the Commission may place it on a future agenda or direct staff to work with you and/or report to the Commission on the issue.

If you would like to deliver written materials to the Commission for the Arts as part of your public comments, please provide 12 copies to the liaison with your speaker card.

The Commission Agenda and Agenda Reports are prepared by City staff and are available for public review on Thursday evening, prior to the Commission for the Arts meeting at 10162 South Livermore Avenue, Livermore. The Agenda is also available on the City's website, http://livermoreca.gov/agenda.

Under Government Code §54957.5, any supplemental material distributed to the members of the Commission for the Arts after the posting of this agenda will be available for public review at City Hall, 1052 South Livermore Avenue, Livermore, and included in the agenda packet available on the City's web site at http://livermoreca.gov/agenda.

PURSUANT TO TITLE II OF THE AMERICANS WITH DISABILITIES ACT (CODIFIED AT 42 UNITED STATES CODE SECTION 12101 AND 28 CODE OF FEDERAL REGULATIONS PART 35), AND SECTION 504 OF THE REHABILITATION ACT OF 1973, THE CITY OF LIVERMORE DOES NOT DISCRIMINATE ON THE BASIS OF RACE, COLOR, RELIGION, NATIONAL ORIGIN, ANCESTRY, SEX, DISABILITY, AGE OR SEXUAL ORIENTATION IN THE PROVISION OF ANY SERVICES, PROGRAMS, OR ACTIVITIES. TO ARRANGE AN ACCOMMODATION IN ORDER TO PARTICIPATEIN THIS PUBLIC MEETING, PLEASE CONTACT THE ADA COORDINATOR AT ADACOORDINATOR@LIVERMORECA.GOV OR CALL (925) 960-4170 (VOICE) OR (925) 960-4104 (TDD) AT LEAST THREE (3) BUSINESS DAYS IN ADVANCE OF THE MEETING

LIVERMORE
CALIFORNIA

COMMISSION FOR THE ARTS
MINUTES
FEBRUARY 25, 2025

REGULAR MEETING

1. CALL TO ORDER - The meeting of the Commission for the Arts was called to order by Chair Laurence Milder at 4:30 p.m., held in person at 1016 S. Livermore Avenue.

2. ROLL CALL - Present: Chair Laurence E Milder, Vice Chair Natalia Custodio, Commissioner Cathleen deOrnelas, Commissioner Thomasin Dewhurst, Commissioner Robert Gausman, Commissioner Rajagopal Kowligi, Commissioner Monya Lane, Commissioner Tracy Sahn.

STAFF PRESENT – Management Analyst II Allen McFarland, Management Analyst I Leng Kutil, Innovation & Economic Development Management Analyst II Theresa De La Vega

3. OPEN FORUM

Chair Milder opened public forum.

There were no speakers, and the open forum was closed.

4. CONSENT CALENDAR

4.1 Approval of draft minutes- December 17, 2024, Commission for the Arts Special Meeting.

Recommendation: Staff recommended the Commission for the Arts approve the draft minutes.

ON THE MOTION OF COMMISSIONER KOWLIGI, SECONDED BY COMMISSIONER LANE, AND CARRIED ON A 5-0 VOTE, WITH VICE CHAIR CUSTODIO AND COMMISSIONER GAUSMAN INELIGIBLE TO VOTE DUE TO A PARTIAL ABSENCE, AND COMMISSIONER SAHN INELIGIBLE TO VOTE AS SHE WAS NOT YET BEEN APPOINTED, THE COMMISSION FOR THE ARTS APPROVED THE MINUTES.

4.2 Approval of draft minutes - January 28, 2025, Commission for the Arts

Regular Meeting.

Recommendation: Staff recommended the Commission for the Arts approve the draft minutes.

Chair Milder opened the public comment period.

There were no speakers, and the public comment period was closed.

ON THE MOTON OF COMMISSIONER LANE, SECONDED BY COMMISSIONER DEORNELAS, AND CARRIED ON A 6-0 VOTE, WITH COMMISSIONER DEWHURST AND COMMISSIONER KOWLIGI INELIGIBLE TO VOTE DUE TO ABSENCE, THE COMMISSION FOR THE ARTS APPROVED THE MINUTES.

5. MATTERS FOR CONSIDERATION

5.1 Selection of Commission for the Arts volunteers to judge the 2025 Teen Art Expo and 2025 Livermore Reads Together Art Show presented by the Livermore Public Library.

Recommendation: Staff recommends the Commission for the Arts select volunteers to judge the 2025 Teen Art Expo and 2025 Livermore Reads Together Art Show presented by the Livermore Public Library.

Management Analyst II McFarland gave the report.

Chair Milder opened the public comment period.

There were no speakers, and the public comment period was closed.

THE COMMISSION AGREED UNANIMOUSLY TO APPOINT COMMISSIONER DEORNELAS, COMMISSIONER SAHN, AND CHAIR MILDER TO JUDGE THE 2025 TEEN ART EXPO, AND COMMISSIONER DEWHURST TO JUDGE THE 2025 LIVERMORE READS TOGETHER SHOW.

5.2 Discussion and feedback related to the 2025 Commission for the Arts annual update to the City Council

Recommendation: Staff recommended that the Commission for the Arts determine what information they would like to present to the City Council for the Commission's Annual Update on April 14, 2025.

Management Analyst II McFarland gave the report.

Chair Milder opened the public comment period.

There were no speakers, and the public comment period was closed.

5.3 Appointment of an ad-hoc committee to review Mini Grant and

Project & Program Grant applications.

Recommendation: Staff recommends that the Commission for the Arts appoint an ad-hoc committee to review Mini Grant and Project & Program Grant applications.

Management Analyst I Kutil gave the report.

Chair Milder opened the public comment period.

There were no speakers, and the public comment period was closed.

THE COMMISSION AGREED UNANIMOUSLY TO APPOINT COMMISSIONER DEWHURST, COMMISSIONER SAHN, AND COMMISSIONER KOWLIGI TO THE AD HOC COMMITTEE TO REVIEW MINI GRANT AND PROJECT & PROGRAM GRANT APPLICATIONS.

5.4 Approval of seven awards of $100 each for the 2025 Livermore Arts Association Spring Art Show and appointment of an ad-hoc committee to judge and select the seven winners.

Recommendation: Staff recommended that the Commission for the Arts approve seven awards of $100 each for the 2025 Livermore Art Association Spring Art Show and appoint an Ad Hoc committee to judge and select the seven winners.

Management Analyst I Kutil gave the report.

Chair Milder opened the public comment period.

There were no speakers, and the public comment period was closed.

THE COMMISSION AGREED UNANIMOUSLY TO APPOINT COMMISSIONERS DEWHURST, COMMISSIONER GAUSMAN, AND COMMISSIONER KOWLIGI TO THE AD HOC COMMITTEE TO JUDGE AND SELECT THE SEVEN WINNERS FOR THE LIVERMORE ARTS ASSOCIATION SPRING ART SHOW.

6. COMMITTEE REPORTS AND MATTERS INITIATED BY STAFF AND COMMISSIONERS

Commissioner Dewhurst initiated a matter to review the outreach process and overall communication for the Commission for the Arts grants program. The Commission collectively expressed a desire for this item to be placed on a future agenda.

7. ADJOURNMENT - at 5:27 p.m. to a Commission for the Arts regular meeting on Tuesday, March 25, 2025, at 4:30 p.m., William M. Mendenhall Community Room, Civic Center Meeting Hall, 1016 S. Livermore Avenue.

LIVERMORE
CALIFORNIA

COMMISSION FOR THE ARTS STAFF REPORT **ITEM NO. 5.1**

DATE: March 25, 2025

TO: Chairperson and Members of the Commission for the Arts

FROM: Allen McFarland, Management Analyst II

SUBJECT: Update on the Mini Grant and Project and Program Grant applications and evaluation process.

RECOMMENDED ACTION

Staff recommends the Commission for the Arts receive an update on the Mini Grant and Project and Program Grant evaluation process.

SUMMARY

The Projects and Programs Grant and Mini Grant submission deadline was Saturday March 1, 2025. A total of eight applications were received. Staff have completed the initial screening for eligibility and completion and have forwarded the evaluation packet to the Ad Hoc Committee for evaluation.

DISCUSSION

Staff have initiated the evaluation process by screening the applications for completion and alignment with funding focus of both the Project and Program Grants and Mini Grants. Staff have compiled the evaluation materials for the Ad Hoc Committee review to determine funding recommendations by March 27, 2025. The funding recommendations will be presented to the full Commission for the Arts at the April meeting.

ATTACHMENTS

Prepared by: Leng Kutil
Management Analyst I

LIVERMORE
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COMMISSION FOR THE ARTS STAFF REPORT **ITEM NO. 5.2**

DATE: March 25, 2025

TO: Chairperson and Members of the Commission for the Arts

FROM: Allen McFarland, Management Analyst II

SUBJECT: Discussion and direction related to the Commission for the Arts communications and outreach strategies and activities.

RECOMMENDED ACTION

Staff recommends that the Commission for the Arts review and discuss communication and outreach activities and provide staff with direction on any changes or updates to implement.

SUMMARY

The Commission for the Arts would like to deepen the impact of public arts in Livermore by initiating improvements to current outreach and communication strategies designed to increase artist participation in the grant program and overall community participation in the Public Arts program.

DISCUSSION

The Commission for the Arts provides guidance and direction for the City of Livermore's Public Arts Program which includes the grant program. The Public Arts Program plays an important role in increasing understanding and enjoyment of art by the community as outlined in the Art in Public Places Policy and Procedure Manual.

As part of the discussion to create and improve effective communication and outreach practices related to grant funding opportunities, the Commission can consider recommendations referenced in the Creative Livermore Framework that focus on centralizing communication efforts, leveraging website enhancements, and improving coordination to expand awareness and broaden audience reach.

The Commission for the Arts has previously expressed a desire to eliminate perceived obstacles and barriers that might prevent local artists and potential grant applicants from applying for and receiving grants. Communication and outreach can be leveraged in a manner that helps to simplify procedure and process for applicants, attracts new artists looking for opportunities, and helps artists and organizations understand the goals of the City's Public Art Program and strategic plan.

Staff have begun reviewing potential opportunities to expand outreach and communications to local

artists and potential grant applicants and bring forth the following initial ideas for consideration:

- Development of a short pamphlet that provides general information on the grant program (this would include links/references to full documents such as grant application forms and the Art in Public Places Policy and Procedure Manual)
- Increased social media activity related to grants and other arts opportunities
- Increased social media activity that shares the accomplishments and successes of the Commission for the Arts and arts in general within the City
- Expansion of the current dedicated arts webpage to include simplified, easily identifiable, and accessible links to useful information
- Annual or semi-annual grant information session – this would be an evening presentation on the overall grant program
- Increased presence (both staff and Commissioners) at community arts events in the City

When discussing any recommendations or ideas, the Commission for the Arts should recognize and consider that there are limitations to expanding/developing communications; this includes staff availability, availability of resources (materials and financing), and existing Commission for the Arts obligations.

In the long term, the City's Public Arts Program grant program should continuously be reviewed to ensure clarity and alignment with the City's strategic plan.

ATTACHMENTS

Prepared by: Allen McFarland
Management Analyst II

LIVERMORE
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COMMISSION FOR THE ARTS STAFF REPORT **ITEM NO. 5.3**

DATE: March 25, 2025

TO: Chairperson and Members of the Commission for the Arts

FROM: Allen McFarland, Management Analyst II

SUBJECT: Review of the draft 2025 Commission for the Arts annual update to the City Council presentation

RECOMMENDED ACTION

Staff recommends that the Commission for the Arts review the draft presentation and provide their final input and feedback.

SUMMARY

The Commission for the Arts is scheduled to make a brief presentation to the City Council at their City Council Meeting on April 14, 2025, at 7:00 p.m. This presentation should include an overview of Commission responsibilities as well as activities over the past year. During the February 25, 2025, regular meeting, the Commission provided input and suggestions on what they would like to have included in the presentation. The Commission is now asked to provide any final ideas or suggestions.

DISCUSSION

Each City of Livermore Board, Commission, and Committee is required to make an annual presentation to the City Council. This presentation should be a brief, five-minute overview of the work done by the Commission for the Arts during the past year. While the presentation should focus on the efforts and accomplishments of the Commission and its members, it can also include any other matters that the Council should be aware of. This presentation will be given by Chair Milder and is currently scheduled for the City Council Meeting on April 14, 2025, at 7:00 p.m. After the final review with the Commission for the Arts during this meeting, staff will work directly with Chair Milder to finalize this presentation.

ATTACHMENTS

1. Draft 2025 Commission for the Arts Annual Update

Prepared by: Allen McFarland
Management Analyst II



ATTACHMENT 1

LIVERMORE
CALIFORNIA

DRAFT 2025 Commission for the Arts Annual Update to the City Council

Presented by:

Chair Laurence E. Milder

April 14, 2024

2025 Commission for the Arts



From left to right: Tracy Sahn, Cathleen deOrnelas, Monya Lane, Natalia T. Custodio, Laurence E. Milder, Rajagopal R. Kowligi, Robert Gausman, Thomasin Dewhurst

About the Commission for the Arts

The Commission for the Arts has the following duties and responsibilities:

- Encourage programs for the cultural enrichment of the city.
- Make annual recommendations to the City Council establishing art priorities for the City.
- Receive input from the community on issues relevant to arts policies.
- Develop and recommend to the Council a five-to-ten-year cultural arts plan for the city, including goals, implementation strategies and financing methods. The Commission shall review the plan every five years and update it as necessary.
- Review and approve public art or make recommendations regarding public art, in accordance with established procedures.
- Review and approve Public Art Fund grant applications.
- Support the goals and priorities adopted by the City Council.

Accomplishments from the Last Year

During Fiscal Year 23-24, the Commission accomplished the following:

- Reviewed two mini grants (awarding two) and five Project & Program Grants (awarding three)
- The Commission assisted with the judging of the Livermore Art Association Spring Art Show, the Library's Teen Art Expo, and Congressman Erik Swalwell's Congressional Art Competition
- Awarded nine students $600 awards through the High School Senior Arts Awards – students from Livermore High School, Granada High School, and Vineyard Alternative School received awards







CITY OF LIVERMORE

Accomplishments from the Last Year (cont'd)

Review/Approval of Public Art







01 3 DANCING SHEEP



04 CAT & RABBIT STATUE



08 BOAR



10 FLYING PIG

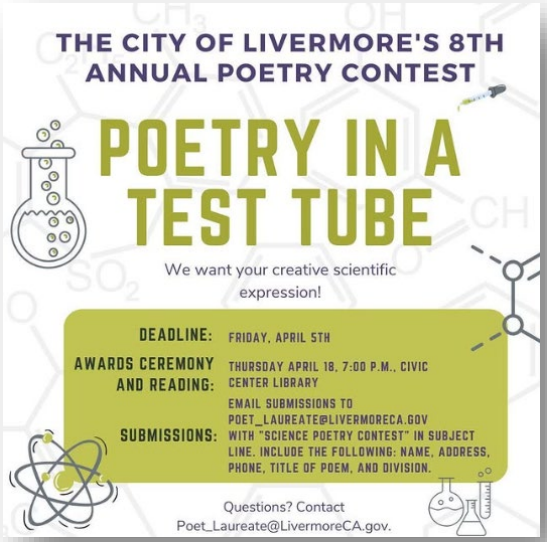


11 WOMAN & CAT

Poet Laureate Recommendation

The Commission for the Arts interviews candidates for Poet Laureate and makes a recommendation to the City Council on the appointment.

In June 2025, the Commission interview Peggy Schimmelman and recommended her re-appointment as the Poet Laureate – she has held this role since July of 2022.





Throughout the year, the Commission and City staff support programs and events planned and presented by the Poet Laureate.

Commission Support Transitions to the Library

Ongoing Commission for the Arts support is now being provided by the Livermore Public Library. We thank the Office of Innovation and Economic Development for their support over the last 5+ years!

As a natural partner for the arts, the Library continues to actively look for ways to integrate and leverage the existing cultural arts programming that is being offered for all ages in the Library, with the overall City arts program that the Commission supports.









Thank You!