
City of Hollister Art and Culture Commission

MEETING MINUTES
Tuesday, June 13, 2023

CALL TO ORDER

Vice-Chair Rojas called the meeting to order at 6:03 p.m.

PLEDGE OF ALLEGIANCE

Commissioner Ross led the Pledge of Allegiance.

ROLL CALL

Present: Vice-Chair Rojas, Commissioner Ross, Commissioner Everitt, Commissioner Sanchez, Commissioner Stopper and Commissioner Hillstock

Absent: Chair Chiado

Staff Present: Interim Parks & Recreation Director Garza, Recreation Program Coordinator Shaffer and IT Director Da Silva, City Attorney Rob Lomeli

VERIFICATION OF AGENDA POSTING

Recreation Program Coordinator Shaffer informed the Commission that the agenda for the Art and Culture Commission meeting on Tuesday, June 13, 2023, was posted at both the Pauline Valdivia Memorial Hollister Community Center and City Hall on Friday, June 9, 2023, at 9:30 am, per Government Code Section 54954.2.

APPROVAL OF MEETING MINUTES

Minutes of the April Arts and Culture Commission meeting were accepted by Commissioner Ross, with a second by Commissioner Everitt.

PUBLIC COMMENT

No Public comment

OLD BUSINESS

Update on Art Development fees - Interim Parks & Recreation Director Garza updated commissioners that the item will be on the June 20th agenda, it's the first reading. If the council approves, we will move it to the second reading on August 7th, and if approved at that point, we have 30 days to publicize the item, and then it'll go into effect after the 30 days the council approves the fee.

Update on Arts and Culture Commission by-laws – Interim Parks & Recreation Director Garza updated commissioners that our City Clerk's office will go through and gather all of our different commissions, Planning commissions, Airport commissions, Parks and Recreation Commission, and the Arts and Culture Commission and the City Clerks office is going to go through the bylaws of each commission and from there we'll have very similar process and policy and bylaws. We'll bring it back to the commission to adopt so each commission will be consistent

throughout each commission, and that was the recommendation of the City's Clerk's office. Commissioner Ross asked if any of the recommendations from the last meeting and prior be considered in that.

Update on Timed agenda items – Interim Parks & Recreation Director Garza gave an update to commissioners that our City Clerk's office did not favor the timed agenda. Interim Parks & Recreation Director Garza did talk to Chair Chiado regarding her request and she supported our City Clerk office.

Discuss Placemaking downtown Hollister- Collaborate with the Hollister Downtown Association to organize a Day of the Dead event downtown.

– Recreation Program Coordinator Shaffer introduced Omar Rosa from the Hollister Downtown Association and let the commissioners know she invited him to the meeting to discuss collaborating with the Hollister Downtown Association to put on a Day of the Dead event downtown. Commissioner Ross explained how the event was held in San Jose and how the businesses could be part of the event and create a moment of inclusion and celebration of each other's different cultures. Commissioner Rojas would like to see how the Arts and Culture commissioners could collaborate with the Hollister Downtown Association and would also like to attend their committee meetings. Commissioner Hillstock said maybe we could do something in or at the Vet's Hall. Commissioner Rojas would like to see about putting up alters without needing to close the streets but still be inviting to the downtown businesses. Commissioner Rojas mentioned that we probably would not be able to have anything at the Vet's Hall because another organization rents it out at that time. Omar Rosa said that the Hollister Downtown Association would be able to help and make it a reality. Interim Parks & Recreation Director Garza would like to see if the Hollister Downtown Association could be the lead and the Arts and Culture Commission would create an ad hoc committee. Commissioner Ross said the big thing was partnering artists with the businesses so that we are incorporating artists that might entail some call for artists and if the Arts and Culture Commission votes on that or if it's the ad hoc committee that works closely with the Hollister Downtown Association so those selections can be made sooner rather than later. Commissioner Ross also mentioned that the artist could decorate the parklets. Omar Rosa thought maybe we could do an award for the best-looking alter and the partnering business. Interim Parks & Recreation Director Garza let Vice-Chair Rojas know the ability to create the ad hoc committee and then assign commissioners to be part of the group; just can be more than four he would have the ability to assign three or fewer commissioners to be part of that ad hoc committee. Interim Parks & Recreation Director Garza suggested that Omar Rosa share his email and contact information with the commissioners, and they would be able to set up a meeting, and Garza would like to be a part of the process. Vice-Chair Rojas brought a motion to create an ad hoc committee for the Dia de los Muertos and was seconded by Commissioner Everitt. Vice-Chair Rojas then asked to get a vote to create the ad hoc for the Day of the Dead event downtown. All members are in favor, and none are opposed. Vice-Chair Rojas asked Commissioner Sanchez if she would like to be on the ad hoc committee and she said yes. Commissioner Sanchez asked if anyone else would like to be part of the committee. Commissioner Everitt also agreed that she would like to be on the ad hoc committee. Vice-Chair Rojas made a motion for the Day of the Dead event ad hoc committee, Commissioner Sanchez and Commissioner Everitt. Commissioner Sanchez seconded the motion. Motion passed 6-0 with Chair Chiado absent.

NEW BUSINESS

Discuss applying for the Tony Hawks grant – Recreation Program Coordinator Shaffer gave update that in the last meeting checking to see if the commissioners wanted to move forward to apply for grant. Commissioner Everitt said she did not think that the state of California would qualify for the grant. Vice-Chair Rojas doesn't know if we want to continue discussing this item until we can better understand. Commissioner Sanchez said she feels the grant is incredibly complicated and time-consuming and difficult to get. Commissioner Sanchez is wondering if there is another way for funding. Commissioner Sanchez asked Interim Parks & Recreation Director Garza how the Arts and Culture Commission would get funding and the processes. Commissioner discussed tabling the item for now and changing the next agenda to "Skate Park." Motion passed 6-0 with Chair Chiado absent.

Discuss forming a round table for artists -

Commissioner Sanchez explained to the other commissioners what several artists in Gilroy do and that she would like to do something similar here in Hollister. Commissioner Sanchez is on a committee called SV Creates that helps communities that don't historically get funding for art. The round table artist comes together and voices their needs for their local community and then reaches out to the different commissions. Attorney Rob said the need to be careful that they don't violate the Brown Act. Vice-Chair Rojas wants city staff to advertise the Arts and Culture Commission meetings. Vice-Chair Rojas moved to bring this item back to the August meeting, the round table for artists, including direction from city staff for community outreach, to inform the community about the opportunity for artists to participate in the development process. Motion seconded by Commissioner. Motion passed 6-0 with Chair Chiado absent.

COMMISSIONER COMMENTS:

Commissioner Hillstock – announced that the band Black Bonsai will perform at the Farmers' market from 4:30 to 5:00 pm on June 14.

Commissioner Stopper – this will be her last meeting, and she will be resigning because she's going to college.

Vice-Chair Rojas – The city held a lovely LGBTQ+ flag-raising ceremony on June 1st—the pride party happening on June 25th, from 10 am to 1:30 pm.

Commissioner Ross – Items to bring to the next agenda a cost requirement for any new buildings that go towards the façade of the buildings, so 30% of the cost goes towards the façade. Would like the commissioners to vote on it. Commissioner Ross motioned to add to the next meeting agenda a building façade cost requirement. Second by Commissioner Sanchez, Motion passed 6-0 with Chair Chiado absent.

Salt Lake City built this environment into these spaces along sidewalks. They have music, little speakers, different parks, and visual communications reaching all five senses. Commissioner Ross will send a video to Corey to share with the commissioners. Commissioner Ross made a motion to add to the next meeting the discussion of the Salt Lake City outdoor spaces. Motion

seconded by Vice-Chair Rojas. Motion passed 6-0 with Chair Chiado absent.

Commissioner Sanchez – Would like to review the art policy. Commissioner Sanchez motioned to amend the art policy to the following August meeting. Commissioner Everitt seconded Motioned. Motion passed 6-0 with Chair Chiado absent.

The setting of the Next Regular Meeting Date: Tuesday, August 8, 2023, at 6:00 pm

ADJOURNMENT

There was no further business before the Art and Culture Commission; Commissioner Ross motioned to adjourn the meeting at 8:50 p.m., second by Commissioner Sanchez. Motion passed 6-0.

Respectfully Submitted,

Corey Shaffer, Recreation Program Coordinator
Art and Culture Commission