



CITY of ESCONDIDO

PUBLIC ART COMMISSION MEETING - SPECIAL

November 18, 2024 at 4:30 PM
Council Chambers: 201 North Broadway, Escondido, CA 92025

WELCOME TO YOUR COMMISSION MEETING

We welcome your interest and involvement in the legislative process of Escondido. This agenda includes information about topics coming before the Commission.

CHAIR

Carol Rogers

VICE CHAIR

Patricia Spann

COMMISSIONERS

Jacqueline Kelleher

Nathalie Martinez

Heidi Paul

Terri Ryan

Juan Vargas

CITY CLERK

Zack Beck

HOW TO WATCH

The City of Escondido provides the following way to watch a Commission meeting:

In Person



201 N. Broadway, Escondido, CA 92025



CITY of ESCONDIDO

PUBLIC ART COMMISSION

MONDAY, NOVEMBER 18, 2024

Flag Salute

ROLL CALL

ORAL COMMUNICATION

APPROVAL OF MINUTES

- [1.](#) Review and Approve the Minutes of the September 9, 2024 Meeting

PRESENTATIONS

- [2.](#) Threshold Five Presentation

NEW BUSINESS

- [3.](#) Escondido Community Foundation Library Mural
- [4.](#) Escondido Expressions Traffic Signal Box Program Phase 3
- [5.](#) Art, Culture, and Creativity Month
- [6.](#) Update Subcommittees

QUEEN CALIFIA REPORT

- [7.](#) Queen Califia Report

STAFF LIAISON REPORT

- [8.](#) Staff Liaison Report
- [9.](#) Project Tracking
- [10.](#) 2025 Meeting Schedule

ADJOURNMENT

HOW TO PARTICIPATE

The City of Escondido provides two ways to communicate with the Commission during a meeting:

In Person



In Writing





CITY of ESCONDIDO

PUBLIC ART COMMISSION

MONDAY, NOVEMBER 18, 2024

Fill out Speaker Slip and Submit to City Clerk

<https://escondido-ca.municodemeetings.com>

ASSISTANCE PROVIDED

If you need special assistance to participate in this meeting, please contact our ADA Coordinator at 760-839-4869. Notification 48 hours prior to the meeting will enable the city to make reasonable arrangements to ensure accessibility. Listening devices are available for the hearing impaired – please see the City Clerk.





CITY of ESCONDIDO

PUBLIC ART COMMISSION MEETING

September 09, 2024 at 4:30 PM

MINUTES

FLAG SALUTE

ROLL CALL

PRESENT

Commissioner Terri Ryan
Vice Chair Patricia Spann
Commissioner Nathalie Martinez
Commissioner Heidi Paul
Chair Carol Rogers
Commissioner Jacqueline Kelleher

ABSENT

Commissioner Juan Vargas

ORAL COMMUNICATION

None

APPROVAL OF MINUTES

1. REVIEW AND APPROVE THE MINUTES OF THE JULY 08, 2024 MEETING

Chair Rogers asked staff to update future agenda section item to 'public art maintenance'

Motion made by Vice Chair Spann

Seconded by Commissioner Paul

Approved 6-0 (Vargas - Absent)

NEW BUSINESS

2. PUBLIC ART MAINTENANCE

Request the Public Art Commission select an option for appointing Commissioners to review and inspect the City's Public Art Collection.

Staff Recommendation: Approve and Appoint Commissioners (Community Services: Robert Rhoades)



CITY of ESCONDIDO

PUBLIC ART COMMISSION MEETING

September 09, 2024 at 4:30 PM

Presenter: Robert Rhoades, Assistant Director of Community Services

Motion to Approve Option (1) and place item on future agenda to discuss partnerships and maintenance

Volunteers: Commissioner Ryan, Vice Chair Spann, Commissioner Kelleher, Chair Rogers (Alternate)

Motion made by Chair Rogers

Seconded by Commissioner Paul

Approved 6-0 (Vargas - Absent)

3. PUBLIC ART DEACCESSIONING – VINEHENGE

Request the Public Art Commission recommend to the City Council deaccessioning Vinehenge play structure in Grape Day Park.

Staff Recommendation: Approve (Community Services: Robert Rhoades)

Presenter: Robert Rhoades, Assistant Director of Community Services

Motion made by Commissioner Kelleher

Seconded by Chair Rogers

Approved 6-0 (Vargas - Absent)

QUEEN CALIFIA REPORT

4. Queen Califia Report

Report by Robert Rhoades, Assistant Director of Community Services

STAFF LIAISON REPORT

5. Staff Liaison Report

Report by Robert Rhoades, Assistant Director of Community Services

6. Project Tracking

FUTURE AGENDA ITEMS



CITY of ESCONDIDO

PUBLIC ART COMMISSION MEETING

September 09, 2024 at 4:30 PM

ADJOURNMENT

Meeting Adjourned at 5:59 p.m.

CHAIR

ASSISTANT CITY CLERK



STAFF REPORT

November 18, 2024
Agenda Item No.: 02

SUBJECT:

THRESHOLD FIVE SCULPTURE PRESENTATION

RECOMMENDATION:

Request that the Public Art Commission provide direction regarding the acceptance of Threshold Five Sculpture into the City’s Public Art Collection.

Staff Recommendation: Provide Direction (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Robert Rhoades, Assistant Director of Community Services

FISCAL IMPACT:

There will be no fiscal impact to the Public Art fund for this review. The staff time and efforts will be covered through their regularly assigned duties within their department’s operational budgets.

BACKGROUND:

On July 8, 2024 the Public Art Commission received a presentation from the Escondido Community Foundation regarding three fully funded temporary art projects on City property including Threshold Five Sculpture, Library Mural, and the Escondido Creek Trail Mural Project. The Public Art Commission voted (7-0) to accept these projects and allow installation in their designated locations.

ATTACHMENTS:

None



STAFF REPORT

November 18, 2024
Agenda Item No.: 03

SUBJECT:

ESCONDIDO COMMUNITY FOUNDATION LIBRARY MURAL

RECOMMENDATION:

Request that the Public Art Commission approve the Escondido Community Foundation Library Mural redesign.

Staff Recommendation: Approve (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Lisa Ruder, Escondido Community Foundation, SPOT-Art Beautification Committee Chair

FISCAL IMPACT:

There will be no fiscal impact to the Public Art fund for installation. All costs are paid by the Escondido Community Foundation.

BACKGROUND:

On July 8, 2024 the Public Art Commission received a presentation from the Escondido Community Foundation regarding three fully funded temporary art projects on City property including the Threshold Five Sculpture, Library Mural, and the Escondido Creek Trail Mural Project. The Public Art Commission voted (7-0) to accept these projects and allow installation in their designated locations.

Due to the cultural sensitivity of the Native American imagery, the City requested the artist provide a letter from a recognized culturally qualified tribal representative of the Kumeyaay Nation of which the artwork was illustrative. The San Pasqual Band of Mission Indians directed the artist, Tim Topolov, to Kumeyaay Historian and Campo Band of Kumeyaay Tribal member Mike Connelly-Miskwish.

Mr. Connelly-Miskwish worked with the artist to redesign the imagery for accuracy and cultural appropriateness. As noted by San Pasqual Band of Mission Indians Tribal Chairman, Stephen W. Cope, the current design accurately reflects the cultural heritage of the Kumeyaay Nation.

ATTACHMENTS:

- a. Library Mural Design
- b. Letter from Tribal Leadership

Tim Topalov

Final version as of 10.16.2024

Approved by SPOT





SAN PASQUAL BAND OF MISSION INDIANS®

SAN PASQUAL RESERVATION

September 24, 2024

TRIBAL COUNCIL

Stephen W. Cope
Tribal Chairman

Victoria Diaz
Vice Chair

Jenny Alto
Secretary-Treasurer

Roberta Cameron
Councilmember

Joyce Stein
Councilmember

Escondido Community Foundation

Committee Chair Lisa Ruder

Thank you for reaching out and giving the Kumeyaay Nation Tribes an opportunity for feedback on the mural that will be located at the Escondido Public Library. The draft was sent to culturally qualified tribal representatives of each Kumeyaay Band reviewed the art design submission

The mural design was reviewed and is culturally appropriate and accurately representing the cultural heritage of the Kumeyaay Nation.

Further feedback was recommended by Kumeyaay Historian and Campo Band of Kumeyaay Tribal member Mike Connolly-Miskwish whose work was recognized in the design submission. Mike has agreed to be contacted by the artist Tim Topalove for accuracy.

San Pasqual appreciate the partnership and opportunity, as being the closest Kumeyaay Tribe to Escondido. We look forward to reviewing future submission for culturally appropriate and accurately representing the cultural heritage of the Kumeyaay Nation.

Sincerely,

Stephen W. Cope
Tribal Chairman



STAFF REPORT

November 18, 2024
Agenda Item No.: 04

SUBJECT

ESCONDIDO EXPRESSIONS TRAFFIC SIGNAL BOX PROGRAM

DEPARTMENT

Community Services Department

RECOMMENDATION

Request the Public Art Commission approve the artist submissions for six locations as recommended by the Escondido Expressions Subcommittee.

Staff Recommendation: Approve (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Sandra Aguilar, Management Analyst

FISCAL ANALYSIS

As a part of the Escondido Expressions Traffic Signal Box Program, an artist receives a \$500 stipend per box that they paint. One box in this phase requires extra preparation work and will be granted an additional stipend of \$200. The total cost for Phase 3.1 of the Escondido Expressions Utility Box Program will be \$3,200 once complete.

PREVIOUS ACTION

At the July 8, 2024, Public Art Commission meeting, the Commission voted to approve (7-0) the Escondido Expressions 2024/2025 Workplan. This included 15 traffic signal boxes at set locations throughout the City and the theme for each box.

On September 18, 2024 the Escondido City Council unanimously adopted the Public Art Strategic Plan and 2024/2025 Annual Workplan.

BACKGROUND

The Escondido Expressions Program is designed to enhance and bring art to Escondido's neighborhoods and commercial areas by transforming traffic signal boxes into works of art. The goal is to highlight local artists, deter graffiti, and expand the City's public art by creating scenes that reflect the vibrancy and diversity of local neighborhoods. The artwork must be original and created by the artist painting the box. The artwork must conform to the various policies and guidelines established by the City of Escondido and



CITY of ESCONDIDO

STAFF REPORT

the Public Art Commission. The artist agrees to maintain the artwork for five years and assumes all responsibility for repair and/or removal of graffiti. The artists inability to do so, shall allow the City the option to paint over the work and not be considered for future projects.

Call for Artists

The Escondido Expressions Call for Artists was released to the public through various distribution channels including the City's website, directly to previously selected artists, Public Art Commissioners personal and professional networks, the Escondido Union High School District, and published in the City's Weekly Activity Report. The timeline for the call for artists is as follows:

- Monday, September 24: Call for Artists is released
- Friday, October 4 at 5 p.m. PST: Questions Deadline
- Wednesday, October 9: Answers to questions posted on Public Art Webpage
 - No questions were received
- Friday, October 18 at 5 p.m. PST: Submissions Deadline
- Thursday, October 24: Escondido Expressions Subcommittee meets to select top submissions
- Monday, October 28: Public Input Survey was released
- Sunday, November 10: Public Input Survey closed
- Wednesday, November 13: Escondido Expressions Subcommittee final selection review and recommendations

Submissions and Public Input

A total of 14 submissions were received by 10 artists for six locations. Two locations had four submissions. The Escondido Expressions Subcommittee held a meeting on October 24, 2024 to select the top three submissions for each location to receive public input. Staff put together an online survey for the public to vote on their favorite submissions and to provide any feedback.

The public input period was held from October 28 through November 10 for a total of 14 days. The survey resulted in 226 responses and 45 comments. The Escondido Expression Subcommittee reconvened on November 13, 2024 to review public input and make final recommendations.

Recommended Submissions

1. Cruisin' in the Clouds by Lydia Martin
 - a. Theme: Cruisin' Grand
 - b. Location: W Grand Ave & Centre City Parkway (92025)
2. Nature's Tapestry by Kiran Edwards and Keyana Harrod
 - a. Theme: Animals



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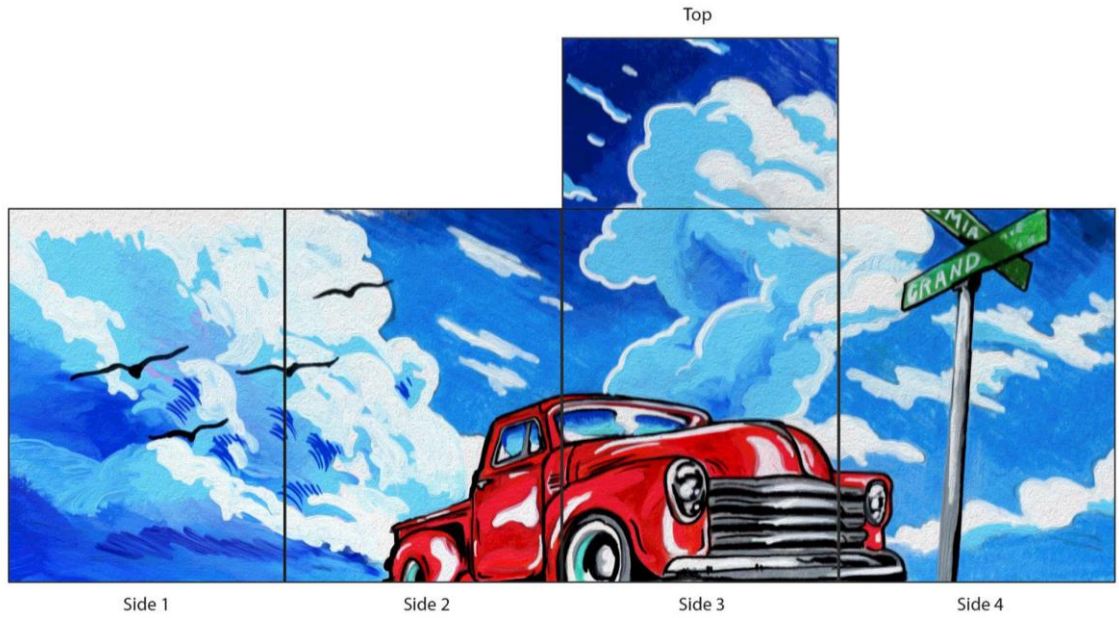
STAFF REPORT

- b. Location: San Pasqual Rd & Bear Valley Pkwy (92025)
3. Grape Day Smash by Steven Zamora
 - a. Theme: Community Events at Grape Day Park
 - b. Location: Mid Street Crossing on N. Broadway at Grape Day Park (92025)
4. Farmers Market by Mark “Zane” Kingcade
 - a. Theme: Dairy and Orange Groves
 - b. Location: W Felicita Ave & Centre City Parkway (92025)
5. Orange Squeeze by Sophia Pappas
 - a. Theme: Lemon and Orange Packing
 - b. Location: Metcalf St. & W Mission Avenue (92025)
6. What a Wonderful World by Ryan Keith Ross
 - a. Theme: Interactive Box that appeals to children
 - b. Location: E Felicita Ave & S Juniper St (92025)

ATTACHMENTS

- a. Attachment 1: Escondido Expressions Traffic Signal Boxes Phase 3.1 – Submission Artwork

- 1. Cruisin' in the Clouds by Lydia Martin
 - a. Theme: Cruisin' Grand
 - b. Location: W Grand Ave & Centre City Parkway (92025)

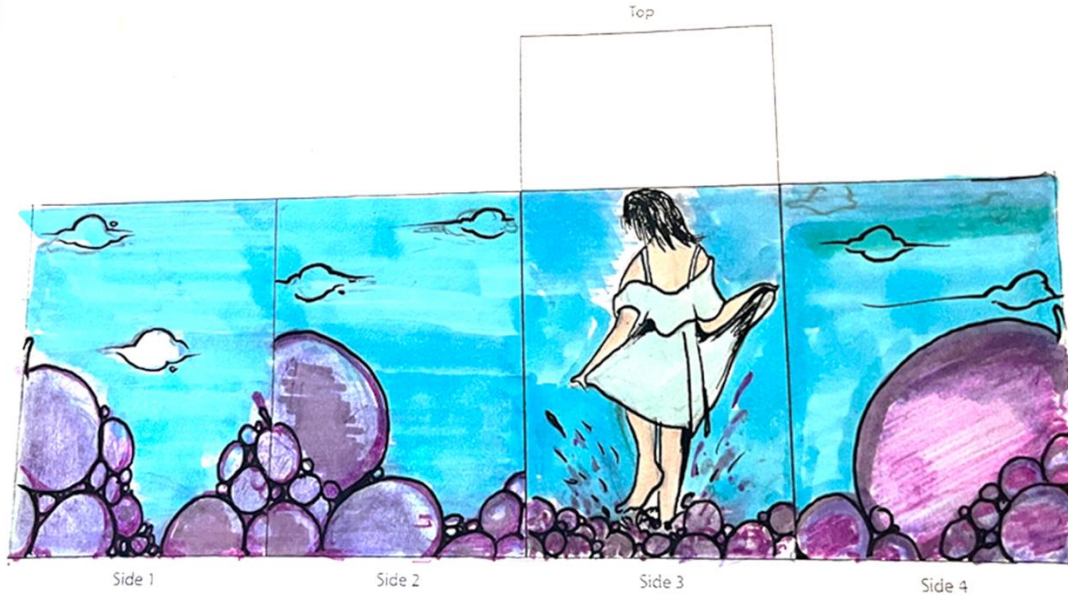


- 2. Nature's Tapestry by Kiran Edwards and Keyana Harrod
 - a. Theme: Animals
 - b. Location: San Pasqual Rd & Bear Valley Pkwy (92025)



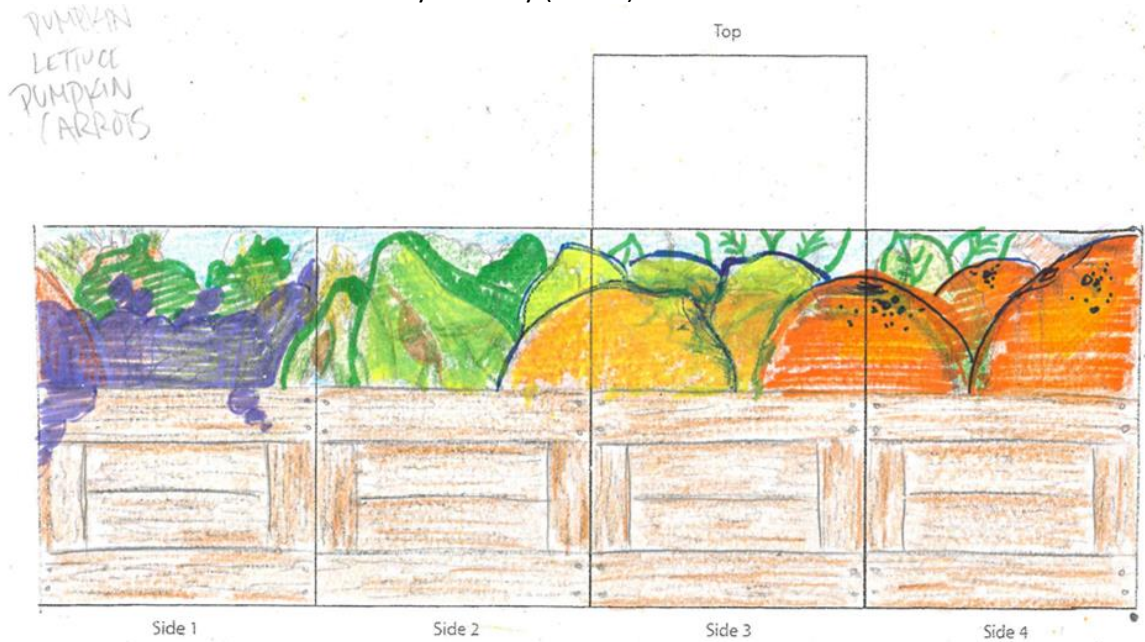
3. Grape Day Smash by Steven Zamora

- a. Theme: Community Events at Grape Day Park
- b. Location: Mid Street Crossing on N. Broadway at Grape Day Park (92025)



4. Farmers Market by Mark "Zane" Kingcade

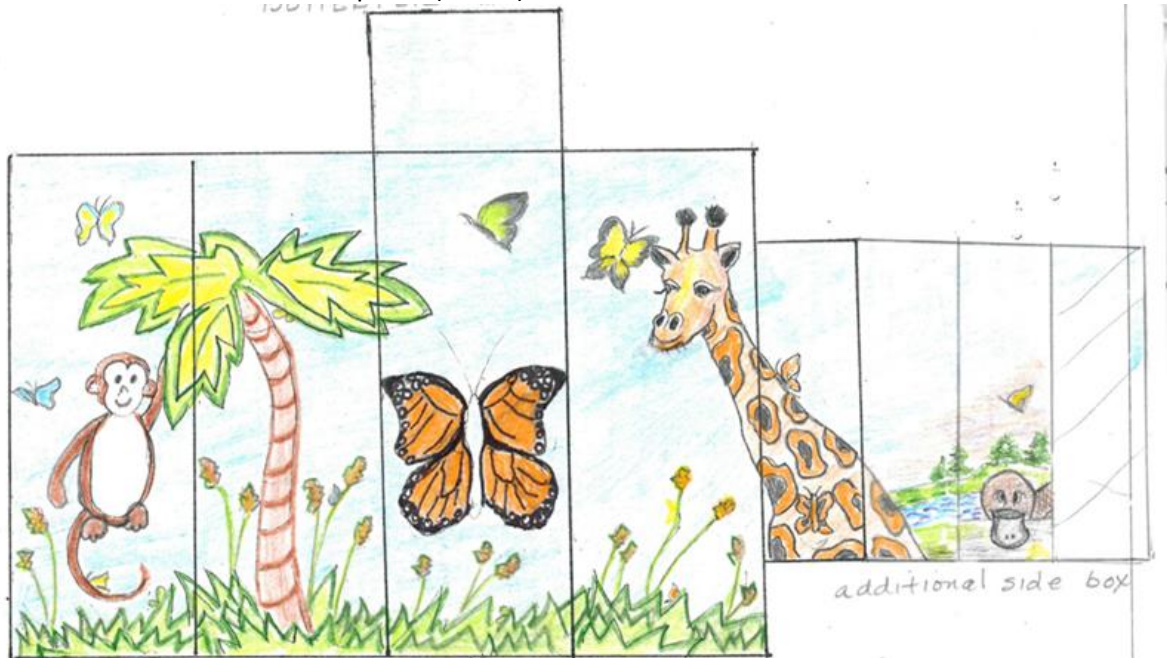
- a. Theme: Dairy and Orange Groves
- b. Location: W Felicita Ave & Centre City Parkway (92025)



- 5. Orange Squeeze by Sophia Pappas
 - a. Theme: Lemon and Orange Packing
 - b. Location: Metcalf St. & W Mission Avenue (92025)



- 6. What a Wonderful World by Ryan Keith Ross
 - a. Theme: Interactive Box that appeals to children
 - b. Location: E Felicita Ave & S Juniper St (92025)





STAFF REPORT

November 18, 2024
Agenda Item No.: 05

SUBJECT:

ART, CULTURE, AND CREATIVITY MONTH

RECOMMENDATION:

Request that the Public Art Commission approve the Arts, Culture, and Creativity Month Grant Program and appoint 2-3 Commissioners to serve on the selection subcommittee.

Staff Recommendation: Approve (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Robert Rhoades, Assistant Director of Community Services

FISCAL IMPACT:

As budgeted in accordance with the 2024/2025 Annual Work Plan, the available funding to support the Arts, Culture, and Creativity Month is \$50,000. The actual cost will vary depending on the final number of awards and subsequent funding.

BACKGROUND:

On September 18, 2024 the City Council unanimously adopted the Public Art Strategic Plan and 2024/2025 Annual Work Plan. The Annual Work Plan consists of four distinct categories including art solicitation, art education, art maintenance, and deaccessioning. A key highlight in the 2024/2025 Annual Work Plan is the recognition and participation in the Arts, Culture, and Creativity Month.

In 2019, *California for the Arts* successfully lobbied the State of California to recognize and celebrate arts by declaring April as Arts, Culture, and Creativity Month. The goal is to spotlight the sector of cultural arts by empowering individuals to take action and allow for greater investment in the industry. 2025 will mark the first year Escondido will participate in the event.

Grant Program

To assist in promoting events and activities that highlight and celebrate arts in the community, the City of Escondido Public Art Commission will launch a grant program to support nonprofit organizations in conducting programs and activities to raise awareness for Arts, Culture, and Creativity Month, April 2025. This grant initiative aims to enhance community engagement, promote local artists, and foster creativity across diverse populations. These efforts include supporting community arts organizations to offer opportunities such as workshops/classes, demonstrations, public performances, installations/exhibitions, community festivals/events, or discussions/lectures to facilitate learning. Programs must ensure accessibility for individuals with disabilities and provide accommodations as



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STAFF REPORT

needed. Furthermore, considerations should include language support that reflects the diversity and cultural heritage of the community.

Grant Priorities

The grant program has established the following priorities:

1. Community Engagement: Programs that actively involve community members and foster participation in the arts. Programs should engage the community, encouraging participation from diverse populations, including underrepresented groups.
2. Public Awareness Campaigns: Efforts to raise awareness about the importance of arts and culture in the community which plays a significant role by enriching the civic engagement, fostering social cohesion, and driving economic development.
3. Educational Programs: Projects that offer educational opportunities related to arts and creativity. Programs should demonstrate a commitment to high-quality artistic practice, regardless of medium. Involvement of professional artists or experienced facilitators is encouraged to elevate the artistic standard of the proposed project.
4. Cultural Diversity: Initiatives that promote cultural diversity and inclusivity in artistic expression. Projects should reflect the cultural heritage, diversity, and history of the community. Organizations are encouraged to collaborate with local cultural groups and artists to ensure authenticity and relevance.
5. Innovative Collaborations: Partnerships with local businesses, schools, or other nonprofits by creating a synergy which expands the impact and effectiveness of art and culture initiatives fostering a broader investment in the community.

Funding

Total funding available is \$50,000. The number of grant awards will be dependent on the requests received and funding amounts issued by the Public Art Commission. Organizations may request \$1,000 to \$7,000 based on project scope. Matching funds are not a requirement.

Evaluation and Impact

Each grant request must establish clear, measurable goals and outcomes. Specific metrics should be included to evaluate success, such as total registration/attendance, engagement levels, and qualitative feedback. Organizations shall Implement processes to gather feedback from participants, such as surveys, interviews, or focus groups. An emphasis on storytelling is encouraged, highlighting individual experiences and community transformations resulting from the program.

Timeline

Applications Available	December 2, 2024
Questions Deadline	December 13, 2024 at 5 p.m. PST
Questions posted	December 18, 2024
Application Deadline	January 3, 2025 at 5 p.m. PST



CITY of ESCONDIDO

STAFF REPORT

Panel Review	Week of January 6, 2025
Funding Decision by Public Art Commission	January 13, 2025 at 4:30 p.m. PST
Funding Notifications	By January 24, 2025
Estimated Funds Received (1 st payment)	By February 28, 2025
Grant Activity	April 1 – 30, 2025
Final Report Deadline	May 30, 2025
Final Payment	By June 30, 2025

Subcommittee

It is recommended that the Public Art Commission appoint a minimum of two and a maximum of three Commissioners to serve on the subcommittee that will be responsible for receiving, reviewing, and making a final recommendation of grant recipients to the Public Art Commission.

ATTACHMENTS:

- a. Arts, Culture, and Creativity Month Grant Packet
- b. Grant Application

ARTS, CULTURE, & CREATIVITY MONTH

Grant Opportunity

City of Escondido Public Art Commission

201 N. Broadway
Escondido, CA 92025

760-839-4692
publicart@escondido.gov

Arts, Culture, & Creativity Grant Program

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Announcement

The City of Escondido (“City”) is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido.

The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Background

On September 18, 2024 the Escondido City Council adopted the Public Art Strategic Plan and 2024/2025 Annual Work Plan for the Public Art Commission. This guiding document can be found on the City’s website: <https://www.escondido.gov/1226/Public-Art-Strategic-Plan>.

Public Art Strategic Plan

The Public Art Strategic Plan represents a foundational shift and re-imagining of the role of the Public Art Commission as an architect and guardian of the City’s cultural resources. Through the implementation of this plan, Escondido has the opportunity to be a cultural hub in San Diego County by highlighting, attracting, and showcasing organizations, artists, and artwork that have profound impact and meaning regionally, nationally, and internationally; thereby becoming an economic driver and sustaining the local economy, revitalizing downtown and other neighborhoods throughout the City.

Annual Work Plan

Each year the Public Art Commission adopts an annual work plan. The work plan outlines four key areas: new art solicitation, art education, maintenance, and deaccessioning. A key highlight is Arts, Culture, and Creativity Month, a statewide campaign designed to raise visibility and awareness for art and culture in local communities.

Arts, Culture, and Creativity Month

In 2019, California for the Arts successfully campaigned for the state to recognize and celebrate arts by declaring April as Arts, Culture, and Creativity Month. The goal is to spotlight the sector of cultural arts, empower individuals to take action, and allow for greater investment in the industry.

Grant Information

The grant’s objective is to support art programs and raising public awareness for Arts, Culture, and Creativity Month in April 2025. This initiative aims to enhance community engagement, promote local artists, and foster creativity across diverse populations.

Grant Priorities

Grant proposals should align with one or more of the following priorities:

1. Community Engagement: Programs that actively involve community members and foster participation in the arts. Programs should actively engage the community, encouraging participation from diverse populations, including underrepresented groups.
2. Public Awareness Campaigns: Efforts to raise awareness about the importance of arts and culture in community life which plays a significant role by enriching the community, fostering social cohesion, and driving economic development.
3. Educational Programs: Projects that offer educational opportunities related to arts and creativity. Programs should demonstrate a commitment to high-quality artistic practice, regardless of medium. Involvement of professional artists or experienced facilitators is encouraged to elevate the artistic standard of the proposed project.
4. Cultural Diversity: Initiatives that promote cultural diversity and inclusivity in artistic expression. Projects should reflect the cultural heritage, diversity, and history of the community. Organizations are encouraged to collaborate with local cultural groups and artists to ensure authenticity and relevance.
5. Innovative Collaborations: Partnerships with local businesses, schools, or other nonprofits by creating a synergy which expands the impact and effectiveness of art and culture initiatives fostering a broader investment in the community.

Programs & Initiatives

In an effort to engage the community and promote art, culture, and creativity, organizations are encouraged to offer opportunities such as workshops/classes, demonstrations, public performances, installations/exhibitions, community festivals/events, or discussions/lectures to facilitate learning. Programs must ensure accessibility for individuals with disabilities and provide accommodations as needed. Furthermore, considerations should include language support that reflects the diversity and cultural heritage of the community.

Evaluation and Impact Measurement

Each program must establish clear, measurable goals and outcomes. Specific metrics should be included to evaluate success, such as total registration/attendance, engagement levels, and qualitative feedback.

Qualitative Feedback

Implement processes to gather feedback from participants, such as surveys, interviews, or focus groups. An emphasis on storytelling is encouraged, highlighting individual experiences and community transformations resulting from the program.

Funding

Total funding available is \$50,000. The number of grant awards will be dependent on the requests received and funding amounts issued by the Public Art Commission. Organizations may request \$1,000 to \$7,000 based on project scope. Matching funds are encouraged but not a requirement.

Funding Guidelines

Funds may be allocated to cover both direct and indirect costs within the following criteria.

- Direct Costs (90%):
 - Artist fees and stipends
 - Supplies and materials
 - Venue costs (rent, utilities, permits)
 - Marketing and promotional expenses
 - Insurance and other operational costs
- Indirect Costs (10%): Applicants may use up to 10% of the total grant amount for indirect costs related to administration, overhead, and general operational expenses.

Funding Evaluation Criteria

- Detailed Budget: Applicants must provide a line item budget item.
- Cost-Effectiveness: Consideration will be given to projects that demonstrate efficient use of resources and offer the greatest community impact per dollar spent.
- Sustainability: Projects that outline a plan for future funding or continuation beyond the grant period will be favored.

Payment Structure

- Initial Payment: Upon approval, 70% of the grant will be disbursed upfront to assist with project startup costs.
- Final Payment: The remaining 30% will be released upon successful completion of the project and submission of the final report.

Grant Timeline

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Grant Activity	April 1 - 30, 2025
Final Report Deadline	May 30, 2025
Final Payment	By June 30, 2025

Eligibility & Selection Criteria

- Lead applicant must be Escondido-based.
- Projects must take place in April 2025 and focus on arts, culture, and creativity.
- All activities must take place within the City of Escondido.
- Grant proposals must align with one or more of the grant priorities:
 1. Community Engagement
 2. Public Awareness Campaign
 3. Educational Program
 4. Cultural Diversity
 5. Innovative Collaborations
- Grant proposals shall include specific measurement outcomes that demonstrate successful completion of the program.
- Projects that outline a plan for future funding or continuation beyond the grant period will be favored.

Application Process

1. Application: Applicants must complete the application detailing their proposed project based on the following:
 - a. Organizational Information: A brief description of the organization, including its mission, history, and relevant experience in arts, culture, and creativity programming.
 - b. Project Narrative: A detailed description of the project/initiative, including:
 - Objectives
 - Target audience
 - Methods of implementation
 - Evaluation plan
 - c. Budget: A detailed budget outlining how grant funds will be used, including any matching funds or in-kind contributions.
 - d. Letters of Support: At least one letter of support from a community partner if applying for innovative collaboration priority.
2. Submission: All documents must be submitted via email (publicart@escondido.gov) only by the application deadline to be considered.

Final Reporting

Grantees will be required to submit a final report by May 30, 2025, including:

- A summary of activities conducted.
- Outcomes achieved, including attendance and community impact
 - Feedback and testimonials from participants
- Financial report detailing expenditures



Arts, Culture, and Creativity Month Grant Application

Item 5.

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Applicant Information

Organization: _____

Contact Name: _____

Type of Entity: Nonprofit Not-for-Profit Business Public Agency Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

Type of Entity: Nonprofit Not-for-Profit Business Public Agency Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: _____

Organization Mission: _____

Brief Organizational History (include significant dates): _____

Project Information

Project/Initiative Name: _____

Location of the Project/Initiative: _____

Description of the Project/initiative: _____

Grant Priorities (select all that apply): Community Engagement Public Awareness Campaign

Educational Program Cultural Diversity innovative Collaborations

Objectives (list 2-3): _____

Implementation Plan: _____

Evaluation Plan: _____

Funding

Amount Requested (\$1,000 - \$5,000): \$ _____

Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Financial Sustainability: How will this project/initiative be funded in future years beyond the grant period? (N/A if none) _____

Submission Information

Please initial that you have read and understood each statement.

_____ The information provided accurately represents the project, program, or initiative that will be performed.

_____ I understand that this application does not represent any direct or implied agreement of funding.

_____ Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

_____ Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.

_____ I have reviewed and understand the grant timeline listed below.

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_____ I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (for Innovative Collaboration category)

Authorized Representative Name & Title: _____

Authorized Representative Signature: _____



STAFF REPORT

November 18, 2024
Agenda Item No.: 06

SUBJECT:

UPDATE SUBCOMMITTEES

RECOMMENDATION:

Request that the Public Art Commission affirm and/or appoint members to various subcommittees.

Staff Recommendation: Provide Direction (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Robert Rhoades, Assistant Director of Community Services

FISCAL IMPACT:

No fiscal impact

BACKGROUND:

Subcommittees are formed around a particular task or area and shall make recommendations to the full commission for final decisions. The Public Art Commission consists of seven members appointed by the City Council to review, select, and approve public art proposals and installations.

Subcommittees consist of 2-3 Commissioners. Members of the public may not serve on subcommittees. As defined in the Brown Act, the public may attend any open public meeting and provide input through the oral communication process but do not have voting rights or privileges. Additionally, subcommittees may only make recommendations to the full Commission and not approve items.

Subcommittees will vary each year depending on the adopted Annual Work Plan to provide specific input on art solicitation and implementation projects. The following outlines the current and intended Public Art Commission Subcommittees:

- Escondido Expressions: Commissioners Martinez, Paul, and Ryan
- Escondido Creek Trail Project: Commissioners Rogers, Spann, and Vargas
- Grand Avenue Project: Commissioners Kelleher, Rogers, and Spann
- Annual Work Plan: Commissioners Rogers and Spann
- Murals: To be appointed
- Art, Culture, and Creativity Month: To be appointed

In order to facilitate critical upcoming public art projects, staff are recommending the appointment of 2-3 Commissioners to a Murals Subcommittee which will be responsible for developing a plan to fulfill the 2024/2025 Annual Work Plan murals projects that includes the Escondido Union High School District



CITY *of* ESCONDIDO

STAFF REPORT

(EUHSD) Art Education Program. It is further recommended that the Public Art Commission appoint 2-3 Commissioners to the Art, Culture, and Creativity Month Subcommittee to be responsible for selection and recommendation of grant recipients, if not already done so by previous Commission action.

Finally, staff recommends no action on appointing/reappointing Commissioners to the Annual Work Plan Subcommittee as this will be discussed at the January 13, 2025 Public Art Commission Meeting.

ATTACHMENTS:

None



Queen Califia Magical Circle Data Report and Updates

August Visitor Data

Open Days	Visitors (Logs)	Visitors (Geolocation data)	Private Tours
11	1,332	378	0

September Visitor Data

Open Days	Visitors (Logs)	Visitors (Geolocation data)	Private Tours
10	1,001	710	0

October Visitor Data

Open Days	Visitors (Logs)	Visitors (Geolocation data)	Private Tours
13	1,132	387	1

Docent Information

Active Docents	New Docents	YTD Docent Hours	Private Tour Fees Collected
27	2	569	\$50.00

Queen Califia Updates

- Our online reservation process for Queen Califia Private Tours is live and we have already received 3 private tour reservation requests through the new system.
- Visiting guidelines have been finalized and added to our Queen Califia webpage. They were also submitted to our graphics team so they can design to go on the fence.
- We had 2 new docents start on the 2nd Saturday of each month. All of our Saturday shifts have 2-3 docents at the queen.
- We are coordinating a meeting with our Public Works Team and City Staff to develop a plant plan for the Queen's planters.
- Updating of docent binder underway to include artist and project facts and docent toolkit.
- New Docent Welcome packet being developed.



Community Services Department
 201 North Broadway, Escondido, CA 92025
 Phone: 760-839-4691 recreation@escondido.gov

Public Art Commission

Staff Liaison Report

November 18, 2024

Escondido Expressions Call for Artists

The Escondido Expressions Call for Artist's for Phase 3.2 will be released to the public on January 6. We are adjusting how this process is unfolding and limiting the scope by dividing the work and the projects into 3 small subphases to increase staff capacity issues and create a smaller call for artists so that the public will not be overwhelmed.

Grand Avenue Project

This project has been moved forward ahead of the Escondido Creek Trail Project due to its delay. City staff will be conducting a Request for Qualifications (RFQ) before a Request for Proposals (RFP). A presentation to the Commission regarding the timeline and process will be available at the next Public Art Commission meeting.

Escondido Creek Trail Project

This project has been delayed based on a couple of factors with regard to construction. City staff will be meeting with the construction teams, construction manager, and project manager in December to receive an updated timeline. The Public Art Commission will receive an updated presentation on the project at the March 2025 meeting.

Art Speaks, Escondido Community Foundation

There are three projects that were identified to be placed on City property approved by the Public Art Commission on July 8. The following outlines their status.

Threshold Five: The Commission received a presentation at this meeting to request the sculpture be included in the City's permanent collection. Once a final determination is made, the artist will begin the administrative process to finalize an agreement and begin installation.

Library Mural: The Commission received a presentation at this meeting to approve the new design. The installation of the work will be dependent on the Library Infrastructure Project.

Escondido Creek Trail Mural: City staff will work with the artist based on the construction timeline which will not be known until mid-December.

Hummingbird Mural Unveiling

The artwork titled "Hummingbirds" by artist Brenda Townsend is expected to be completed by November 22. Once completed, there will be a ceremonial unveiling on Saturday, December 7, 2024 at 11 a.m. An invitation will be distributed to the Public Art Commission and other members of the public.

Public Art Commission
Staff Liaison Report
Page 2

Bella's Rosas Mural

The artwork titled "Bella's Rosas" by artist Charlie Mejia is expected to be completed by November 30. In speaking with the artist, he has chosen not to have an unveiling. As a result, City staff will simply notify the Commission once it is completed.

Next Meeting Agenda

The following item(s) are intended to be on the next meeting agenda.

- Art, Culture & Creativity Month Grant Program
- Escondido Expressions Phase 3.3 Review
- 2025/2026 Annual Work Plan Subcommittee Selection
- Grand Avenue Project Update

PUBLIC ART COMMISSION

Project Tracking Sheet

Category	Title	Artist	Budget	Risk, Safety & Compliance Review	Subcommittee Review	PAC Approval	Status
Mural	Hummingbirds	Brenda Townsend	\$ 26,540.00		12/29/2023	3/13/2023	Anticipated Completion Date 11/22/2024
Mural	Bella's Rosas	Charlie Mejia	\$ 20,000.00	11/8/2023		1/8/2024	Anticipated Completion Date 11/30/2024

Updated 11/12/2024



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Public Art Commission 2025 Meeting Schedule

Regular Meetings

- Monday, January 13, 2025, 4:30 p.m.
- Monday, March 10, 2025, 4:30 p.m.
- Monday, May 12, 2025, 4:30 p.m.
- Monday, July 14, 2025, 4:30 p.m.
- Monday, September 8, 2025, 4:30 p.m.
- Monday, November 10, 2025, 4:30 p.m.

Subcommittee Meetings

Scheduled as needed

Current Subcommittees*

- Escondido Creek Trail
- Grand Avenue Project
- Escondido Expressions
- Murals
- Art, Culture, and Creativity Month
- Annual Work Plan
- Art Maintenance^

**Based on 2024/2025 Annual Work Plan which will adjust as needed for 2025/2026 Annual Work Plan*

^Working group, not an official subcommittee