



# CITY of ESCONDIDO

## PUBLIC ART COMMISSION MEETING

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July 14, 2025 at 4:30 PM

**Council Chambers: 201 North Broadway, Escondido, CA 92025**

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### **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

Leila Sackfield

#### **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, JULY 14, 2025

### ROLL CALL

### FLAG SALUTE

### ELECT CHAIR

1. Elect Chair
2. Elect Vice Chair

### ORAL COMMUNICATION

3. Grand Avenue Project
4. Temporary Library Relocation
5. Children's Museum of Discovery

### APPROVAL OF MINUTES

6. Review and Approve May 12, 2025 Meeting Minutes and May 25, 2025 Special Meeting Minutes

### NEW BUSINESS

#### 7. SUBJECT:

#### **ANNUAL SUBCOMMITTEE ASSIGNMENTS**

Request the Public Art Commission approve the subcommittees as recommended by the Annual Workplan Subcommittee.

Staff Recommendation: Approve (Economic Development: Jennifer Schoeneck)

Presenter: Sandra Aguilar, Management Analyst

#### 8. SUBJECT:

#### **2025/2026 ANNUAL WORK PLAN UPDATE**

Request that the Public Art Commission approve updates to 2025/2026 Annual Work Plan as recommended by the Annual Work Plan Subcommittee.

Staff Recommendation: Approve (Economic Development: Jennifer Schoeneck)

Presenter: Sandra Aguilar, Management Analyst



# CITY of ESCONDIDO

## PUBLIC ART COMMISSION

MONDAY, JULY 14, 2025

**9. SUBJECT:**

**CALIFORNIA CULTURAL DISTRICTS**

**RECOMMENDATION**

Request that the Public Art Commission approve the submission of an application for the California Cultural Districts.

Staff Recommendation: Approve (Economic Development: Jennifer Schoeneck)

Presenter: Sandra Aguilar, Management Analyst

**STAFF LIAISON REPORT**

**10.** Staff Liaison Report

**11.** Queen Califia Report

**PUBLIC ART EXPERIENCES**

**ADJOURNMENT**

**HOW TO PARTICIPATE**

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

**In Person**



Fill out Speaker Slip and Submit to City Clerk

**In Writing**



<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

MONDAY, JULY 14, 2025



# CITY of ESCONDIDO

## PUBLIC ART COMMISSION MEETING

May 12, 2025 at 4:30 PM

### MINUTES

#### FLAG SALUTE

#### ROLL CALL

#### PRESENT

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

#### ORAL COMMUNICATION

None

#### APPROVAL OF MINUTES

1. Review and Approve March 10, 2025 Meeting Minutes

Motion made by Commissioner Vargas

Seconded by Vice Chair Spann

Approved 7-0

#### PRESENTATION

2. **SUBJECT: JOHN PAUL THE GREAT CATHOLIC UNIVERSITY PRIVATE MURAL**

Request that the Public Art Commission review and provide feedback on the private mural project by John Paul the Great Catholic University.

Staff Recommendation: Review and provide feedback whether the project meets the vision values, and goals of the Public Art Strategic Plan (Development Services Department: Alex Rangel, Assistant Planner II).

Presenter: Kevin Meziere, John Paul the Great Catholic University



# CITY of ESCONDIDO

## PUBLIC ART COMMISSION MEETING

May 12, 2025 at 4:30 PM

### NEW BUSINESS

#### 3. **SUBJECT: THRESHOLD FIVE SCULPTURE**

Request that the Public Art Commission accept the Threshold Five Sculpture into the City's Public Art Collection.

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

Presenter: Robert Rhoades, Assistant Director of Community Services

Motion made by Chair Rogers

Seconded by Commissioner Kelleher

Approved 7-0

#### 4. **SUBJECT: ESCONDIDO EXPRESSIONS TRAFFIC SIGNAL BOX PROGRAM**

Request the Public Art Commission approve the artist submission for one location as recommended by the Escondido Expressions Subcommittee.

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

Presenter: Sandra Aguilar, Management Analyst

Motion made by Commissioner Vargas

Seconded by Chair Rogers

Approved 6-1 (Spann - No)

#### 5. **SUBJECT: GRAND AVENUE ART PROJECT ROUNDABOUT**

Request the Public Art Commission approve the selection of five artists and provide feedback for the Grand Avenue Roundabout Art Project Request for Proposals process.

Staff Recommendation: Provide Direction and Approve (Community Services: Robert Rhoades)

Presenter: Robert Rhoades, Assistant Director of Community Services and Sandra Aguilar, Management Analyst, Economic Development

Item pulled and will be brought back at a later date



# CITY of ESCONDIDO

## PUBLIC ART COMMISSION MEETING

May 12, 2025 at 4:30 PM

### 6. **SUBJECT: 2025/2026 ANNUAL WORK PLAN UPDATE**

Request that the Public Art Commission approve and adopt the 2025/2026 Annual Work Plan as recommended by the Subcommittee.

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

Presenter: Robert Rhoades, assistant Director of Community Services

Motion by Commissioner Vargas Juan to increase EUHSD student murals to 25K

Seconded by Commissioner Kelleher

Approved 4-3 (Rogers, Paul, Spann – No)

Carol, Heidi, Spann N

Motion by Chair Rogers to transfer the 25K from the Reserve Fund to student murals

Seconded by Commissioner Vargas

Approved 7-0

### STAFF LIAISON REPORT

#### 7. **Queen Califia Report**

Update by Robert Rhoades, Assistant Director of Community Services

#### 8. **Liaison Report**

Update by Robert Rhoades, Assistant Director of Community Services

### PUBLIC ART EXPERIENCES

Chair Rogers asked for feedback on festival

Commissioner Kelleher – Loved the Indigenous art festival

Commissioner Martinez – Could not attend; heard positive things about the glass blowing demonstration

Commissioner Vargas – Could not attend, but expressed festival provided amazing opportunities



# CITY of ESCONDIDO

## PUBLIC ART COMMISSION MEETING

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May 12, 2025 at 4:30 PM

Vice Chair Spann – Could not attend, but heard positive feedback

Commissioner Paul - Watched glass blowing and was surrounded by Spanish artists from Glass Village, Photographer's Eye and led the bluegrass flash jam

Commissioner Ryan – Spoke about an Indigenous festival artist

Commissioner Vargas – Expressed this was his last meeting, served past (5) years and knows commission will continue to do great work and thank you to staff and fellow commissioners

### ADJOURNMENT

Meeting Adjourned at 6:01 p.m.

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CHAIR

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ASSISTANT CITY CLERK





# CITY *of* ESCONDIDO

PUBLIC ART COMMISSION MEETING MINUTES

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## SPECIAL SESSION

May, 29, 2025 at 4:30 PM

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### CALL TO ORDER

4:45 P.M.

### FLAG SALUTE

Chair Rogers

### ROLL CALL

Present: Chair Rogers, Vice Chair Spann, Commissioner Kelleher, Commissioner Martinez, Commissioner Ryan,

Absent: Commissioner Paul, Commissioner Vargas

### ORAL COMMUNICATION

None

#### 1. RECONSIDERATION OF GRAND AVE ROUNDABOUT ART PROJECT RFQ PROCESS

##### RECOMMENDATION:

It is requested that the Public Art Commission restart the RFQ process.

##### BACKGROUND:

At the May 12, 2025 Public Art Commission Meeting, item #5 (Grand Ave Roundabout Art Project) was pulled agenda: by City Staff for review.

As a result, City Staff has determined that a recusal is required (see attached letter) and that the Grand Avenue Roundabout RFQ process should be restarted.

##### ATTACHMENTS:

Recusal Letter



# CITY *of* ESCONDIDO

## PUBLIC ART COMMISSION MEETING MINUTES

Chair Rogers read the recusal letter, recused herself from the item and left the Council Chambers

Vice Chair Spann took over gavel to run the meeting

Motion: Kelleher, Second: Ryan; Approved: 4-0 (Rogers – Recuse; Paul, Vargas – Absent)

### **ADJOURNMENT**

Vice Chair Spann adjourned the meeting at 5:00 p.m.

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VICE CHAIR

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CITY CLERK



# STAFF REPORT

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July 14, 2025  
Agenda Item No.: 7

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## **SUBJECT**

### **ANNUAL SUBCOMMITTEE ASSIGNMENTS**

## **DEPARTMENT**

Economic Development

## **RECOMMENDATION**

Request the Public Art Commission approve the subcommittees as recommended by the Annual Workplan Subcommittee.

Staff Recommendation: Approve (Economic Development: Jennifer Schoeneck)

Presenter: Sandra Aguilar, Management Analyst

## **BACKGROUND:**

### **Public Art Commission Subcommittees and Meetings Process**

The Public Art Commission may vote to form subcommittees and appoint a minimum of two and a maximum of three Art Commissioners. These subcommittee meetings are subject to the same legal guidelines as the Commission and therefore must be noticed and open to the public. The subcommittees are advisory only reviewing items and making recommendations to the Commission for a vote.

### **Subcommittees**

1. Escondido Expressions
2. Annual Work Plan
3. Escondido Creek Trail
4. Grand Avenue Art Project
5. Grants
6. Queen Califia Magical Circle

The Grants Subcommittee would include reviewing applications and activities for April is Arts, Culture, and Creativity Month, the EUHSD mural selection, and all Community Requests.



# STAFF REPORT

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July 14, 2025  
Agenda Item No.: 8

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**SUBJECT:**

**2025/2026 ANNUAL WORK PLAN UPDATE**

**DEPARTMENT**

Economic Development

**RECOMMENDATION:**

Request that the Public Art Commission approve updates to 2025/2026 Annual Work Plan as recommended by the Annual Work Plan Subcommittee.

Staff Recommendation: Approve (Economic Development: Jennifer Schoeneck)

Presenter: Sandra Aguilar, Management Analyst

**FISCAL IMPACT:**

Funding for these projects are supported through the Public Art Fund which is paid for through developer's fees. The fiscal year 2025/2026 funding availability is \$399,680.00. The proposed annual work plan budget is \$370,000. The remaining balance will be shifted into Public Art Installation account to be used for future years.

**BACKGROUND:**

On May 20, 2024 the Public Art Commission approved the Public Art Strategic Plan and Annual Work Plan process to create and implement projects and programs for the coming year in the areas of new art solicitation, art education, art maintenance, and deaccessioning.

On May 12, 2025, the Public Art Commission approved the 2025/2026 Annual Work Plan as recommended by the Subcommittee.

**Queen Califia's Magical Circle Visitor Center**

The City is currently in the process of hiring staff and updating its Master Plans. The proposed Queen Califia Strategic Plan involves a potential expansion of the area surrounding the sculpture garden. This would directly impact the Kit Carson Park Master Plan. Therefore, we are unable to proceed with the development of the Queen Califia Strategic Plan at this time.



# CITY of ESCONDIDO

## STAFF REPORT

In order to achieve the goals of increasing visitor traffic and creating art education opportunities, we have developed an alternative proposal. This plan involves establishing a small visitor center along the pathway leading to the sculpture garden. The center would offer approved merchandise for sale and serve as a staffed facility to provide visitor support, art education opportunities, and maintain a presence on-site. An onsite restroom would enhance the private tour experience and be an added benefit to docents and staff.

### Updated 2025/2026 Annual Work Plan

#### *Art Solicitation*

- Grand Avenue Project: \$550,000
- Escondido Creek Trail: \$310,000
- Escondido Expressions: continue funding

#### *Art Education*

- Art, Culture, & Creativity Month: \$75,000
- EUHSD Student Murals: \$15,000
- Banner Program: \$20,000
- Queen Califia's Magical Circle Visitor Center: \$100,000

#### *Art Maintenance*

#### *Deaccessioning*

- Mercado Grande Series by Tama Dumlao (2011)
- Pillars of the Community

### **ATTACHMENTS:**

a) FY 2025/2026 Annual Work Plan Revised

b) FY 2025/2026 Annual Work Plan Budget Revised

Public Art Commission 2025/2026 Annual Work Plan		
Art Solicitation	Art Education	Deaccessioning (options)
Grand Avenue Project* \$550,000	Art, Culture, & Creativity Month \$75,000	Mercado Grande Series
Escondido Creek Trail* \$310,000	EUHSD Student Murals \$15,000	Shifting Threshold
Escondido Expressions* \$15,627.75	Banner Program \$20,000	Pillars of the Community
Community Requests \$50,000	Queen Califia’s Magical Circle Visitors Center \$100,000	
Total Cost: \$907,500	Total Cost: \$210,000	Total Cost: internal

Art Installation (holding) Account \$192,640.51

# Public Art Commission

## Annual Work Plan Budget

Fiscal Year 2025/2026

### Fiscal Year 2024/2025

Work Plan	Carry Over	24/25 Budget	Expended	Balance
Escondido Creek Trail Project	\$ -	\$ 250,000.00	\$ -	\$ 250,000.00
Escondido Expressions	\$ 20,883.00	\$ -	\$ 5,255.25	\$ 15,627.75
Grand Avenue Project	\$ -	\$ 500,000.00	\$ -	\$ 500,000.00
Murals	\$ -	\$ 100,000.00	\$ 68,364.06	\$ 31,635.94
FY24/25 Art, Culture & Creativity Month	\$ -	\$ 50,000.00	\$ 50,000.00	\$ -
FY24/25 Public Outreach	\$ -	\$ 10,000.00	\$ 67.43	\$ 9,932.57
FY24/25 EUHSD Student Murals	\$ -	\$ 10,000.00	\$ 10,000.00	\$ -
<b>Totals</b>	<b>\$ 20,883.00</b>	<b>\$ 920,000.00</b>	<b>\$ 133,686.74</b>	<b>\$ 807,196.26</b>

### Fiscal Year 2025/2026

Work Plan	Carry Over	Proposed 25/26 Budget	Balance
Escondido Creek Trail Project	\$ 250,000.00	\$ 60,000.00	\$ 310,000.00
Escondido Expressions	\$ 15,627.75	\$ -	\$ 15,627.75
Grand Avenue Project	\$ 500,000.00	\$ 50,000.00	\$ 550,000.00
FY25/26 Art, Culture & Creativity Month	\$ -	\$ 75,000.00	\$ 75,000.00
FY25/26 Banner Program	\$ -	\$ 20,000.00	\$ 20,000.00
FY25/26 Community Requests	\$ -	\$ 50,000.00	\$ 50,000.00
FY25/26 EUHSD Student Murals	\$ -	\$ 15,000.00	\$ 15,000.00
FY25/26 Queen Califia's Magical Circle Visitor Center	\$ -	\$ 100,000.00	\$ 100,000.00
<b>Totals</b>	<b>\$ 765,627.75</b>	<b>\$ 370,000.00</b>	<b>\$ 1,135,627.75</b>

### Projected Calculations

FY 25/26 Projected Available Balance	\$ 399,680.00
Anticipated Carry-over Balance	\$ 807,196.26
<b>Total Anticipated Available Balance FY25/26</b>	<b>\$ 1,206,876.26</b>
Proposed FY25/26 Projects	\$ 1,135,627.75
<b>Remaining Balance</b>	<b>\$ 71,248.51</b>
Public Art Installation Account (reserve)	\$ 121,392.00
<b>Public Art Installation Balance</b>	<b>\$ 192,640.51</b>

### Future Year Funding Estimates

FY2026/2027	\$ 138,000.00
FY2027/2028	\$ 135,700.00
FY2028/2029	\$ 131,800.00
FY2029/2030	\$ 127,900.00
<b>Total Available Future Funding</b>	<b>\$ 533,400.00</b>



# STAFF REPORT

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July 14, 2025  
Agenda Item No.: 9

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## SUBJECT

### CALIFORNIA CULTURAL DISTRICTS

## RECOMMENDATION

Request that the Public Art Commission approve the submission of an application for the California Cultural Districts.

Staff Recommendation: Approve (Economic Development: Jennifer Schoeneck)

Presenter: Sandra Aguilar, Management Analyst

## FISCAL IMPACT

Certified Cultural District designation provides grantees with up to \$10,000 per district, per two year grant period.

## BACKGROUND

The California Arts Council's cultural districts program aims to assist Californians in leveraging the state's considerable assets in the areas of culture, creativity, and diversity. A cultural district is generally understood as a well-defined geographic area with a high concentration of cultural resources and activities.

In October 1, 2015, through the California Arts Council, the State of California works to advance the arts and creativity. AB 189 was adopted as a tool to develop, support and preserve the State's cultural assets. In 2017 a two year pilot program was launched and 24 districts were selected.

### District Benefits

Certified cultural districts receive a range of benefits designed to support their development and visibility. These include official state certification through a five-year memorandum of understanding (MOU) with the California Arts Council (CAC), which grants the right to use the state cultural district brand in marketing efforts. Districts also gain access to branding materials such as logos, signage, and banner templates; technical assistance including an annual convening and peer learning opportunities; joint marketing support in partnership with state tourism agencies; and a \$5,000 annual stipend for two years to support participation in the pilot program and help shape the future of the cultural district's initiative.





# CITY *of* ESCONDIDO

## STAFF REPORT

### **ATTACHMENTS:**

- a) CDD Cultural Districts 2025 Grant Guidelines



California

Cultural

Districts

# CULTURAL DISTRICTS

## 2025 Grant Guidelines

*Deadline: August 7, 2025*

The mission of the California Arts Council, a state agency, is to strengthen arts, culture, and creative expression as the tools to cultivate a better California for all.

Learn more at [www.arts.ca.gov](http://www.arts.ca.gov)

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# CULTURAL DISTRICTS

**DEADLINE:** August 7, 11:59 PM  
**Grant Request Amount:** \$10,000  
**Grant Activity Period:** January 1, 2026 – December 31, 2027  
**Designation Period:** January 1, 2026 – December 31, 2030

Apply at: [calartscouncil.smartsimple.com](https://calartscouncil.smartsimple.com)

Please refer to the California Arts Council [Grants Manual](#) for all policies, procedures, and resources for applicants and grantees.

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## Program Timeline

<b>Application Opens</b>	May 27, 2025
<b>Application Deadline</b>	August 7, 2025
<b>Round 1 Panel Review</b>	Approx. August-September 2025
<b>Semi-Finalist Site Visits</b>	Approx. October-November 2025
<b>Round 2 Panel Review</b>	Approx. November 2025
<b>Funding Decision</b>	Approx. December 2025
<b>Funding Notification</b>	Approx. December 2025
<b>Grant Activity Start</b>	January 1, 2026
<b>Estimated Arrival of Funds</b>	Approx. March – May 2026
<b>Grant Activity End</b>	December 31, 2027
<b>Interim Report Deadline</b>	January 31, 2027
<b>Final Report Deadline</b>	January 31, 2028

## Eligibility

Only organizational partnerships are eligible to apply.

- At a minimum, the partnership must include three organizations: an arts and/or cultural nonprofit or collective; a local business, business association, and/or a community development corporation; and the branch of local government that oversees land use for the proposed district.
- The majority of organizations in the partnership must be located in the district.

### Lead applicants eligible to apply include:

1. Nonprofit, tax-exempt 501(c)(3), California organizations
2. Units of municipal, county or Tribal governments
3. Fiscally sponsored organizations

### Non-eligible applicants include:

1. Organizations that are registered and primarily operate as for-profit corporations/entities even if they have a fiscal sponsor.
  - a. This includes LLCs and any for-profit entities (including ‘charitable arms or branches’).
2. Individuals
3. State agencies
4. Federal agencies
5. Elementary and Secondary Schools (Public, Private, Charter)
6. School districts
7. County Offices of Education
8. Parent Teacher Associations (PTAs)
9. Booster Clubs

## ***Eligibility Requirements***

### **Applicant organizations and fiscal sponsors must meet the requirements below:**

1. Have a principal place of business in California and a California address.
2. Have a minimum two-year history of consistent arts programming and/or services **prior** to the application deadline.
3. Demonstrate proof of nonprofit status under section 501(c)(3) of the Internal Revenue Code or section 23701d of the California Revenue and Taxation Code.
  - Eligible applicant organizations without nonprofit status, please see *Fiscal Sponsor Requirements* in the 2025 Grants Manual.
4. Have “active status” with the California Secretary of State (SOS) showing evidence of “good standing” at the time of application.
  - All applicants must upload their California SOS certificate noting good standing at time of application.
  - Unincorporated Nonprofit Associations (UNAs) must supply an Entity Status Letter from the California Franchise Tax Board (FTB).

## ***Eligible Request Amounts***

- Applicant organizations can request up to \$10,000 for a two-year grant period.

## ***Funding Restrictions***

- For applicant organizations or fiscal sponsors with total revenue **below** \$250,000, the sum of requests during the same year of funding cannot exceed the total revenue from the most recently completed fiscal year.
- For applicant organizations or fiscal sponsors with total revenue **above** \$250,000, the sum of requests during the same year of funding cannot exceed **50%** of the total revenue from the most recently completed fiscal year.

## ***Matching Funds***

- A one-to-one match is required for this grant. See the [2025 Grants Manual](#) for clarification on eligible match sources.

## Background & Purpose

Enacted in 2015, the California Cultural Districts program created a new tool for the development, support, and preservation of California's extensive and diverse cultural assets. In 2017, the initial group of 14 statewide Cultural Districts was designated after an open and competitive application process to identify a well-rounded group of communities diverse in make-up, geography, and purpose.

"State-designated cultural district" is defined as a geographical area with a concentration of cultural facilities, creative enterprises, or arts venues that accomplishes one or more of the following outcomes:

- (1) Attracts artists, creative entrepreneurs, and cultural enterprises.
- (2) Encourages economic development and supports entrepreneurship in the creative community.
- (3) Encourages the preservation and reuse of historic buildings and other artistic and culturally significant structures.
- (4) Fosters local cultural development.
- (5) Provides a focal point for celebrating and strengthening the unique cultural identity of the community.
- (6) Promotes opportunity without generating displacement or expanding inequality.

## Program Goals

The CAC's California Cultural Districts program aims to cultivate authentic and sustainable cultural districts that reflect the breadth and diversity of California's extensive cultural assets. A cultural district is generally understood as a well-defined geographic area with a high concentration of cultural resources and activities. The California program seeks to identify, support, and connect centers of arts and cultural activity through the designation and certification process.

The CAC will designate a cohort of up to 10 emerging Cultural Districts to expand the original cohort of statewide cultural districts that was designated in 2017. For the purposes of this program, "emerging" districts are those new to statewide designation. The CAC recognizes that emerging districts may already be locally designated and may have long histories of community-based arts and cultural activity. Designation will take place through an open application process. Selected districts will receive a host of benefits including:

- Official state certification
- California Cultural Districts branding materials
- Technical assistance
- Joint marketing support
- Stipend of \$10,000 two-year grant to support Cultural District activities

Designated statewide cultural districts collectively represent rural, urban, and suburban districts and will include a focus on both cultural production and cultural heritage. Districts will be asked to identify according to these broad typologies during the application process. (A glossary of terms is available at this link: <https://www.caculturaldistricts.org/glossary>.) For

example, a district might be rural and focused on cultural heritage. At each stage of the process, applicants will be grouped and reviewed separately by distinct district types based on the following:

## 1. CONTEXT

- urban
- suburban
- rural

## 2. FOCUS

- cultural heritage
- cultural production
- cultural heritage and cultural production

Urban, Suburban, and Rural geographic boundaries are described as such:

- **Urban and suburban** cultural districts are generally expected to be a contiguous geographic area.
- **Rural** districts do not need to be contiguous but will need to make the case for how the participating areas/entities are complementary and synergistic.

Districts will be selected for designation based on the strength with which they demonstrate the following:

- Diversity, capacity, and commitment of participating partners
- Authentic community engagement from diverse stakeholders
- A strong understanding and concentration of the cultural assets present
- Clarity and thoroughness of vision, goals and objectives, and budget
- Clearly defined leadership
- Anticipated impact of the cultural district designation
- Expected contribution to cohort

## Grant Application Questions, Review Criteria, & Designation Process

Application questions and required documents pertaining to each review criterion are included below. The CAC highly recommends drafting responses in a Word or other text-based document prior to entering them into the online portal. This will allow you to utilize spell- and grammar-check functions and to track word count.

*Please note that all narrative questions have a maximum 300-word response limit.*

Detailed instructions are available at [calartscouncil.smartsimple.com](http://calartscouncil.smartsimple.com).

## Centering Equity and Accessibility

The application must demonstrate your organization's experience, capacity, and ongoing commitment to engaging and uplifting historically and systemically under-resourced, excluded,

and erased artists, communities, and cultural practices. This experience, capacity, and ongoing commitment should be reflected throughout the proposal.

The application must also demonstrate that the programs, services, information, and facilities where funded activities are to take place, including online spaces, will be accessible for individuals with disabilities, including but not limited to individuals who are Deaf, Hard of Hearing, Deaf-Blind, have difficulty speaking, have a physical disability, visual disability, developmental disability, learning disability, mental illness, or chronic illness.

### **Application Questions and Required Documents**

1. Describe your organization's equity and accessibility goals.
2. What does your organization do to achieve these goals?
3. How does your organization determine progress in achieving these goals?
4. Describe your organization's approach to ensuring that people with disabilities are able to fully participate in all programs and services.

## ***Partnerships***

The application must demonstrate significant diversity, capacity, and commitment of all participating partners.

### **Application Questions and Required Documents**

1. Explain the background, role, and resources contributed to the district by the non-profit arts organization.
2. What was the Total Revenue of the nonprofit arts organization in its most recently completed fiscal year?
3. How many staff are employed by the nonprofit arts organization?
4. Explain the background, role, and resources contributed to the district by the local government partner.
5. Explain the background, role, and resources contributed to the district by the local business association or community development corporation.
6. What was the Total Revenue of the local business association or community development corporation?
7. How many staff are employed by the local business association or community development corporation?
8. List any anticipated district community members beyond the core partners and how you intend to collaborate with each.
9. Identify the personnel who will be dedicated (full or part-time) to district operations and planning. Provide the name, affiliation, experience, and role of each individual.
10. Complete a two-year budget snapshot table. Provide revenue and expense amounts. Address any significant changes in line items from one year to the next.
11. Letters of agreement signed by lead applicant and partner organizations

## ***Community Engagement and Social Impact***

The application must demonstrate authentic community engagement from diverse stakeholders and anticipated positive impact of the cultural district designation.



## Application Questions and Required Documents

1. Cultural District Type: Urban/Suburban/Rural; Cultural Production/Cultural Heritage/Both
2. Provide a Cultural Asset Inventory for your proposed district as an xls. file using the template provided: <https://www.caculturaldistricts.org/s/Cultural-Asset-Inventory-Instructions-Resource.pdf>
3. Provide a District Boundary Map for your proposed district as a PDF. Please consult the instructions and example maps provided: <https://www.caculturaldistricts.org/s/District-Boundary-Map-Instructions-Resource.pdf>
4. Three letters of support from individual community members or artists located in the proposed district.
5. Provide information on any district overlap with other local, regional or federal designations.
6. Describe the types of space for artists, arts organizations, and cultural activities currently present in the district. Include the facilities, activities, events, and history that make the district distinct.
7. Describe the ways in which the community is currently engaged in the district and its activities.

## ***District Vision and Planning***

The application demonstrates clarity and thoroughness of vision, goals and objectives, and budget.

## Application Questions and Required Documents

1. Identify the key issues and opportunities facing the district and how the cultural district designation will address them.
2. Describe how the community's existing residents will benefit from district designation.
3. Describe vision for the next five years for the district and how designation would support the realization of that vision.
4. Complete a project budget, including all expenses relevant to the stated project activities. Consult the [What We Do Not Fund](#) resource.
5. Complete a matching funds table. Indicate the source type, identify the source, enter the amount, and indicate the status of matching funds (Committed, Pending, or Projected).

## ***Expected Contribution to Cultural District Cohort***

**[NOT INCLUDED IN INITIAL SCORE]**

This criterion will be assessed by the panel as a group during the second round of the panel review meeting. The panel will evaluate the top-ranking applications in each context group (urban/rural; cultural heritage/cultural production) – considering additional factors of district focus and overall geographic reach. This criterion will be utilized to ensure the cohort collectively represents a diversity of districts.

Once applications have been submitted, the adjudication process will take place as follows:

- **Round 1-Panel Adjudication:** An external panel of field experts will independently review and rank all eligible applications in accordance with the published review criteria and identify semi-finalists.
- **Site Visits by Agency Staff:** CAC staff will conduct site visits for all semi-finalist applicants according to a standard site visit protocol and will complete formal reports for panel review.
- **Round 2-Panel Recommendations:** The review panel will reconvene in person in Sacramento to hear reports from staff on site visits and determine a cohort of up to ten new Cultural Districts to recommend for state designation, in alignment with the program goals.
- **Vote by Council on 2025 Cultural District Designations:** Council will vote on designation of the slate of new districts.

## Staff Assistance

If staff assistance is still required for guidance or clarification, email is the best way to contact Program Specialists. **We recommend that you contact staff well in advance of the deadline to ensure you can be accommodated.** People who identify as Deaf, Hard of Hearing, Deaf-Blind, or have difficulty speaking may dial 711 to reach the California Relay Service (CRS). Large print is available upon request. Translation services are also available upon request.

Organizations seeking technical assistance should contact:

### Gabrielle Rosado

(she/her)

Arts Programs Specialist

California Arts Council

[culturaldistrictsgrant@arts.ca.gov](mailto:culturaldistrictsgrant@arts.ca.gov)

### Yaquelin Ruiz

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**Public Art Commission**  
**Staff Liaison Report**  
July 14, 2025

**SB 456 Update**

Over the last few decades, Escondido has heavily invested in public art leaning primarily on murals as an opportunity to add vibrancy, creativity, and diversity to public spaces. However, in 2023, public notices began being issued to municipalities indicating that muralists fall within the definition of a “contractor” under the Business and Professions Code, section 7026. As a result, muralists must now have a painting contractor’s license unless they fall within an exempt/compliant category:

- Project is \$500 or less
- A student-led project
- Muralist has a contractor’s license
- Artist subcontracts with a licensed paint contractor

To qualify for a commercial painter’s license, muralists must accumulate four years of experience under a licensed contractor, pass a law and business examination, and pay annual licensing fees. In many ways this is unattainable for the artists. Though, the legislature is currently considering [Senate Bill \(“SB”\) 456](#) to exempt muralists from this licensing requirement. Mayor White submitted a letter of support for SB456 to the Senate Business, Professions, and Economic Development Committee in advance of the hearing. While SB456 is moving through the legislative process, staff have paused all mural projects until the law is changed or there is a viable alternative solution.

The Bill has been moving along with little opposition. On April 7, 2025, SB456 passed the Business, Professions & Economic Development Senate Committee (10-0) and later passed Senate Appropriations Committee on consent. On June 2, SB 456 passed off the Senate floor (38-0).

Following the vote, it was sent the Assembly side where it must pass three committees before it will be voted on the floor of the Assembly. It was heard and passed by the Assembly Arts, Entertainment, Sports, and Tourism Committee on June 24, 2025 (9-0). On July 8, 2025, it was presented to the Assembly Business and Professions Committee where it is passed with a vote of 17-0. Next, the Bill will be reviewed by the Assembly Appropriations Committee before it arrives on the Assembly floor.

Bills that pass the Assembly floor, arrive to the Governor’s desk for signature or veto. This action is most likely to take place no later than October 12, as this is the deadline for all Bills that take effect on January 1, 2026.

**Art Speaks, Escondido Community Foundation**

City staff met with members of the Escondido Community Foundation to discuss various projects approved by the Public Art Commission on July 8.

*Escondido Creek Trail Murals:* The City and the fiscal sponsor, CCAE, are working towards an agreement. The artist has secured a licensed contractor to paint the mural on the wall of the building and in the two sides of channel located 1500 E Valley Parkway. The artist, the construction company, and the City are coordinating schedules to have this project come to fruition in August.

Public Art Commission  
Staff Liaison Report  
Page 2

*Threshold Five, sculpture located in Kit Carson Park:* The City and the artist are working towards an agreement. The project is currently being reviewed by the Building Department.

*Kummeyaay Creation, Mural at Escondido Library:* The agreement between the City and the fiscal sponsor, CCAE, is in progress. Staff is coordinating with the project manager with the goal of installation of the mural prior to the grand reopening event

### **Grand Avenue Roundabout Art Project**

The Request for Qualifications (RFQ) for the Grand Avenue Roundabout Art Project will be released on July 21, 2025. All artists from the previous RFQ will be notified.

### **Washington Park Mural**

With the help of their teacher, students completed the mural at Washington Park. Staff is coordinating a mural dedication event in the coming weeks.

### **Escondido Expressions Traffic Signal Boxes**

The traffic signal box Colorful Perseverance by Lauren Kleen has been completed. Corner Sparkle, by artist Lex Lee, is underway.

### **Next Meeting Agenda (Tentative)**

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

- Escondido Expressions Phase 4.0
- Art, Culture, and Creativity Month (2026)
- Grand Avenue Roundabout Art Project

# PUBLIC ART COMMISSION

Item 10.

## Project Tracking Sheet

Category	Title	Artist	Budget	Risk, Safety & Compliance Review	Subcommittee Review	PAC Approval	Status
ECF Project	Library Mural	Tim Topalov	FREE	12/9/2024	N/A	11/18/2024	Installaion in early 2026
ECF Project	Threshold Five	Gordon Hoople	FREE	TBD	N/A	7/8/2024	Under review by planning
ECF Project	ECT Mural	Sasha Reisin	FREE	TBD	N/A	7/8/2024	Coordinating with ECT contractor and artist on timeline
Escondido Expressions Phase 3.2	Colorful Perserverence	Laura Kleen	\$ 500.00	12/9/2024	11/13/2024	3/10/2025	Completed
Escondido Expressions Phase 3.3	Corner Sparkle	Lex Lee	\$ 500.00	12/9/2024	11/13/2024	5/12/2025	In progress

Updated 7/11/2025



## Queen Calafia Data Report and Updates

Item 11.

### May Visitor Data

Open Days	Visitors (Logs)	Visitors (Geolocation data)	Private Tours
11	1,246	TBD	1

### June Visitor Data

Open Days	Visitors (Logs)	Visitors (Geolocation data)	Private Tours
9	1,416	TBD	2

### Docent Information

Active Docents	New Docents	YTD Docent Hours	Private Tour Fees Collected
27	1	116	\$105.00

### Queen Calafia Updates

- The Discovery Kid's Camp, hosted by Community Services, had their first field trip to the sculptural garden and were the first group to use the newly created educational worksheets. New resources for educators will be going online in the coming weeks.
- Nikolina reached out to the Foundation and other sculptural maintenance resources for guidance on cleaning and preservation of Queen Calafia.
- A private tour training was hosted on June 18, 2025. Seven docents received training on how to give guided tours that focus on art education.
- We have one new docent onboarded. She received her docent orientation in early June and has begun shadowing throughout the month.