

## Agenda



**Date:** Wednesday, November 6, 2024  
**Time:** 6:00 p.m.  
**Location:** Civic Center Branch Library  
Conference Room  
365 F St, Chula Vista

### Cultural Arts Commission Regular Meeting

**Public Comments:** Public comments may be submitted to the Cultural Arts Commission in the following ways:

- **In-person comments during the meeting.** Join us for the Cultural Arts Commission meeting at the time and location specified on this agenda to make your comments. Each person will be allotted three (3) minutes to address the Commission.
- **Submit an eComment.** Visit [www.chulavistaca.gov/boardmeetings](http://www.chulavistaca.gov/boardmeetings), locate this meeting, and click the comment bubble icon. Click on the item you wish to comment on, then click "Leave Comment."
- **Email comments.** Submit comments via email to [CAC@chulavistaca.gov](mailto:CAC@chulavistaca.gov).

The commenting period will close at noon on the day of the meeting. All comments will be made available to the Commission and the public.

*Accessibility: Individuals with disabilities are invited to request modifications or accommodations in order to access and/or participate in a Cultural Arts Commission meeting by contacting the Library Department at [CAC@chulavistaca.gov](mailto:CAC@chulavistaca.gov) (California Relay Service is available for the hearing impaired by dialing 711) at least forty-eight hours in advance of the meeting.*

**1. CALL TO ORDER****2. ROLL CALL**

Commissioners Bishop, Brady, Jing, Kohse, Muraoka, Ruiz, Sablan, Vice Chair Zavala, and Chair Ward

**3. PUBLIC COMMENTS**

*Persons may address the Commission on any subject matter within the Commission's jurisdiction that is not listed as an item on the agenda. State law generally prohibits the Commission from discussing or taking action on any issue not included on the agenda, but, if appropriate, the Commission may schedule the topic for future discussion or refer the matter to staff. If you wish to speak on any item, please fill out a "Request to Speak" form and submit it to the Secretary prior to the meeting.*

**4. PRESENTATIONS**

*The following item(s) will be presentations given to the Commission. Action on these item(s) is typically limited to the Commission receiving the presentation and providing direction or feedback to staff, as appropriate. If you wish to speak on any item, please fill out a "Request to Speak" form and submit it to the Secretary prior to the meeting.*

**4.1 ArtReach San Diego Mural Programs Presentation - Mural Program Manager Isabel Halpern**

4

**Recommended Action:**

Hear the presentation on the upcoming mural programs being coordinated by ArtReach San Diego at Chula Vista schools.

**4.2 Chula Vista ArtFest Expenditures Presentation - Cultural Arts Manager Magbanua**

24

**Recommended Action:**

Hear the presentation on the expenditures for the 2023 and 2024 Chula Vista ArtFest events.

**5. ACTION ITEMS**

*The Item(s) listed in this section of the agenda will be considered individually by the Commission and are expected to elicit discussion and deliberation. If you wish to speak on any item, please fill out a "Request to Speak" form and submit it to the Secretary prior to the meeting.*

**5.1 Approval of Meeting Minutes**

26

**Recommended Action:**

Approve the minutes dated: September 4, 2024

**5.2 Discussion and Possible Action Regarding a Potential Poet Laureate Program**

**Recommended Action:**

Commission discuss, make recommendations, and take action as appropriate.

**OTHER BUSINESS**

**6. STAFF COMMENTS**

**7. CHAIR'S COMMENTS**

**8. COMMISSIONERS' COMMENTS**

**9. ADJOURNMENT**

to the regular meeting on December 4, 2024 at 6:00 p.m.

*Materials provided to the Cultural Arts Commission related to any open-session item on this agenda are available for public review by contacting the Library at [CAC@chulavistaca.gov](mailto:CAC@chulavistaca.gov).*

# ArtReach Mural Program

## Program Information





# About ArtReach

- **Our Mission:** Igniting youth creativity through visual arts expression and community connection
- ArtReach emerged in 2007 in response to the detrimental effects of budget cuts on arts education. Our work has three pillars to serve our community: Residency Programs, Mural Programs, and Community Programs
- Within these three program pillars of our organization, ArtReach has engaged 70,065 youth and their families since our founding and 8,494 youth in FY2023. This fiscal year, we are projecting 10,000+ youth served.





# About **the Mural Program**

**Our Mission:** Igniting youth creativity through visual arts expression and community connection



The ArtReach Mural Program and our team of artists works with young minds in schools and passionate folks at community centers. Together, we dream big and turn those dreams into bold, impactful artworks that transform spaces and the people who work together from start to finish. Our program spotlights youth voice and 10+ working artist partners through large-scale, public, collaborative murals. This program is unique to San Diego and we are one of the only organizations in California that works with and hires youth and local artists to create transformative murals collaboratively, averaging 1-2 projects each month and working with 1,100 youth participants each year.

# Featured Mural: **City Heights Plaza del Sol**









# Featured Mural: **YMCA Lincoln Apartments**



- Title: *YMCA Lincoln Apartments*
- Lead Artists: Regan Russell & Donald Gould
- Location: Escondido
- Date: July 2022
- Participants: 30 residents at transitional housing center





# Featured Mural: **Lauderbach Elementary**



- Title: *¡Bienvenidos! We Are Lauderbach*
- Lead Artist: Josué Baltézar
- Location: Chula Vista
- Date: February 2023
- Funded by: Create Chula Vista Grant
- Participants: 150 6th grade students



# Featured Mural: **Rosebank Elementary**



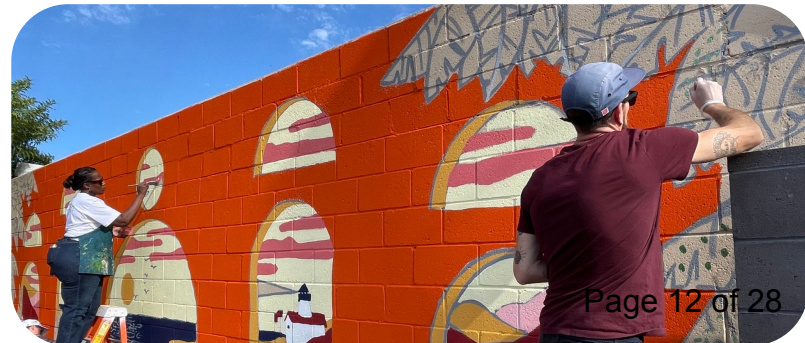
- Title: *Legacy*
- Lead Artist: Josué Baltézar
- Location: Chula Vista
- Date: March 2023
- Participants: 60 6th grade students



# Featured Mural: **Genesis Senior Veterans Community**



- Title: *Veterans Community Mural*
- Lead Artist: Regan Russell & Donald Gould
- Location: El Cajon
- Date: October 2021
- Participants: 25+ residents



# Featured Mural: **Lemon Grove Academy Middle**



- Title: *Stronger Together*
- Lead Artist: Josué Baltézar
- Location: Lemon Grove
- Date: July 2023
- Participants: 35 8th grade students





# Featured Mural: **The Little Flower**



- Title: *Heart Bloom*
- Lead Artist: Regan Russell
- Location: College Area
- Date: June 2023
- Participants: 50+ neighbors from the College Area



November 6, 2024 Agenda



Featured Mural: **SCAIR (Southern California American Indian Resource Center)**



- Title: *Unity of the Indigenous*
- Lead Artist: Regan Russell & Donald Gould
- Location: Old Town
- Date: June 2019
- Participants: 25 teens and their families



# Featured Mural: **Copley-Price Family YMCA**



- Title: *It Takes a Village*
- Lead Artist: Hanna Gundrum
- Location: San Diego
- Date: September 2023
- Participants: 175+ community members



November 6, 2024 Agenda







# Featured Mural: **Park & University**



- Title: *A New Path*
- Lead Artist: **Regan Russell**
- Location: **Hillcrest**
- Date: **August 2021**
- Participants: 20+ neighbors from Hillcrest





# Featured Mural: **Roosevelt Middle**

- Title: *The Artful Way*
- Lead Artist: Lucía Sanchez
- Location: Oceanside
- Date: May 2023
- Participants: 30 8th grade students





# Featured Mural: **Nativity Prep Academy**



- Title: *You Are Loved*
- Lead Artists: Regan Russell
- Location: College Area
- Date: January 2023
- Participants: 20 7th/8th grade students





# Featured Mural: **Chula Vista Learning Community Charter**



- Title: *Crecemos Como Comunidad*
- Lead Artist: Hanna Gundrum
- Location: Chula Vista
- Date: April 2023
- Participants: 130 6th grade students





# Just Completed! Rice Elementary: Josué Baltézar





# Upcoming Projects: Learn4Life at Innovation High School



10 Broadway, Chula Vista, CA 91910  
November 6, 2024 Agenda



# Upcoming Projects: Harborside Elementary



# EVENT SERVICES & RENTALS

CHULA VIST ART FEST - SEPT 30, 2023



DESCRIPTION	COMPANY	AMOUNT
RENTAL: PORT. RESTROOMS/SINKS	DIAMOND ENVIRONMENTAL	\$ 3,224.00
SERVICES: OVERNIGHT SECURITY	CONTEMPORARY SERVICES	\$ 600.00
SERVICES: JANITORIAL	EBA JANITORIAL	\$ 1,248.00
RENTAL: GENERATORS	SUNBELT	\$ 2,309.29
RENTAL: BACKLINE - DRUMS	STUDIO INSTRUMENT RENTALS	\$ 940.00
RENTAL: INSTRUMENT MICS	BAND REQUIREMENTS	\$ 150.00
RENTAL: DDJ1000	ZURI MARLEY	\$ 150.00
RENTAL: PARTITIONS	AFR FURNITURE RENTAL	\$ 2,803.00
RENTAL: STAGE	GREYWOLF PRODUCTIONS	\$ 1,317.00
RENTAL: LIGHTING	IMAGINE MEDIA	\$ 800.00
RENTAL: LED WALL W/AUDIO	IMAGINE MEDIA	\$ 4,960.00
RENTAL: TRUSS ROOF 16X20	IMAGINE MEDIA	\$ 900.00
LABOR: AUDIO TECH	IMAGINE MEDIA	\$ 450.00
LABOR: EVENT SETUP & BOOTHS	3X\$200	\$ 600.00
RENTAL: TENTS/CHAIRS	PREMIER PARTY RENTALS	\$ 7,560.00
ADVERTISING: EVENT BANNERS	IMAGINE MEDIA	\$ 226.00
ADVERTISING: SPOTIFY	IMAGINE MEDIA	\$ 800.00
ADVERTISING: SOCIAL MEDIA FB/IG	IMAGINE MEDIA	\$ 800.00
SERVICES: FUN BY LUCY	FUN BY LUCY	\$ 1,021.00
SERVICES: RAD HATTER	RAD HATTER	\$ 550.00
SERVICES: LIVE PAINTERS	LIVE PAINTERS x 4	\$ 2,000.00
HOSPITALITY	WATER/SNACKS	\$ 146.75
PERFORMER	SANDOLLAR	\$ 1,000.00
PERFORMER	FIREFLY JAZZ QUARTET	\$ 1,000.00
PERFORMER	LA PERLA NEGRA	\$ 1,000.00
PERFORMER	HEADMASTER	\$ 1,000.00
PERFORMER	ZURI MARLEY	\$ 2,500.00
CURATOR	DANIEL ZAVALA	\$ 3,000.00
IMAGINE MEDIA FEE		\$ 15,000.00
	<b>TOTAL EXPENSES</b>	<b>\$ 58,055.04</b>
	PAYMENTS: GRASSHOPPER	\$ (4,960.00)
	PAYMENTS: VENDORS	\$ (1,590.00)
	<b>BALANCE DUE TO IMG</b>	<b>\$ 51,505.04</b>
<b>CITY COVERED EXPENSES</b>		
DUMPSTER	REPUBLIC SERVICES	
TRASH BOXES / LINERS	REPUBLIC SERVICES	
EMT	CV FIRE DEPT	\$ 586.56
POLICE		\$ 1,305.70
	<b>TOTAL CITY EXPENSES</b>	<b>\$ 1,892.26</b>

<b>TOTAL EVENT EXPENSES</b>	<b>\$ 59,947.30</b>
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**SOUNDSKILZ INC**  
**Profit and Loss**

**Chula Vista Art Festival 2024**

	<u>Budget / Target</u>	<u>Actual</u>	<u>Over (Under) Budget</u>
<b>Income</b>			
Festival Vendor Space	0.00	3,705.23	0.00
<b>Total Income</b>	<b>0.00</b>	<b>3,705.23</b>	<b>0.00</b>
<b>Expenses</b>			
General Supplies	750.00	543.71	206.29
Marketing & PR	13,300.00	14,849.03	(1,549.03)
Print & Signage	3,500.00	2,725.84	774.16
Project Staff	12,950.00	12,933.00	17.00
Staff Meals	0.00	308.72	(308.72)
Public Safety	600.00	1,288.00	(688.00)
Sanitation	5,000.00	589.50	4,410.50
Accounting Fees	1,200.00	940.00	260.00
Outside Agency	3,500.00	12,564.81	(9,064.81)
<b>Rental Equipment</b>			
AV Stage	15,250.00	18,050.00	(2,800.00)
General & Production Rental Equipment	32,500.00	27,566.86	4,933.14
<b>Total Rental Equipment</b>	<b>47,750.00</b>	<b>45,616.86</b>	<b>2,133.14</b>
Talent & Entertainment	15,500.00	13,872.11	1,627.89
Travel, Lodging, & Transportation	0.00	5,242.63	(5,242.63)
Coordination Fees & Commissions	0.00	1,111.57	(1,111.57)
Permit & License	400.00	369.00	31.00
Insurance & Risk Mitigation	1,500.00	1,500.00	0.00
<b>Total Expenses</b>	<b>105,950.00</b>	<b>114,454.78</b>	<b>8,504.78</b>



**REGULAR MEETING OF THE CULTURAL ARTS COMMISSION**

**Meeting Minutes**

September 4, 2024, 6:00 p.m.  
Civic Center Branch Library  
Conference Room  
365 F St, Chula Vista

Present: Commissioners Bishop, Muraoka, Sablan, Vice Chair Zavala

Absent: Commissioners Brady, Kohse, Chair Ward

Also Present: Principal Librarian Magbanua, Librarian III Ytuarte

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**1. CALL TO ORDER**

*A regular meeting of the Cultural Arts Commission of the City of Chula Vista was called to order at 6:16 p.m. in Conference Room 103, located in Building A, 276 Fourth Avenue, Chula Vista California.*

**2. ROLL CALL**

*Secretary Magbanua called the roll.*

**3. PUBLIC COMMENTS**

*Secretary Magbanua announced that 0 electronic comments had been received and 0 comments had been received via email.*

#### 4. ACTION ITEMS

##### 4.1 Approval of Meeting Minutes

Approve the minutes dated June 5, 2024.

**Moved by** Commissioner Bishop

**Seconded by** Vice Chair Zavala

Yes (4): Commissioners Bishop, Muraoka, Sablan, Vice Chair Zavala

**Result: Carried (4 to 0)**

##### 4.2 Election of Chair and Vice Chair for Fiscal Year 2024 - 2025

Commission nominate and elect Chair and Vice Chair for fiscal year 2024 - 2025.

Commissioner Bishop was elected as Chair and Commissioner Zavala was elected as Vice Chair for fiscal year 2024 - 2025.

**Moved by** Commissioner Muraoka

**Seconded by** Commissioner Sablan

Yes (4): Commissioners Bishop, Muraoka, Sablan, Vice Chair Zavala

**Result: Carried (4 to 0)**

##### 4.3 Discussion and Possible Action Regarding Presentation to City Council

Commission discuss, make recommendations, and take action as appropriate.

Commissioners requested that staff explore potential City Council presentation dates after the general election in November.

#### OTHER BUSINESS

#### 5. STAFF COMMENTS

Principal Librarian Magbanua and Librarian III Ytuarte provided updates on:

- Chula Vista ArtFest 2024 and planning for ArtFest 2025
- Upcoming Create Chula Vista Art Grant project exhibit at City Hall

- Upcoming ArtFest live paintings at Civic Center Library
- Chula Vista Art Guild exhibit at the South Chula Vista Library
- Photography exhibit at the South Chula Vista Library
- Casa Casillas construction
- Upcoming Performing and Visual Arts Grant projects being scheduled at all three library locations

## 6. CHAIR'S COMMENTS

There were no chair's comments.

## 7. COMMISSIONERS' COMMENTS

Commissioner Muraoka provided updates on the recent visit from Odawara International Friendship Association Chairperson Mr Suzuki, as well as updates on ongoing attempts to discuss with the Mayor the youth exchange program with Odawara.

Vice Chair Zavala commented on the success of ArtFest and plans for ArtFest 2025.

Commissioner Bishop commented on her experience with ArtFest and provided recommendations for next year. She also mentioned she advocates for arts at every First Friday event.

Commissioner Sablan recommended that there be a call-to-action statement as part of the promotional efforts for next ArtFest.

## 8. ADJOURNMENT

*The meeting was adjourned at 7:28 p.m.*

*Minutes prepared by: Erwin Magbanua, Secretary*

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Erwin Magbanua, Secretary