



**CITY OF MODESTO
CULTURE COMMISSION
Held via Teleconference
(To access meeting, please see instructions below)
Wednesday, June 2, 2021 at 3:30 p.m.**

*Please Note: In order to respond to COVID-19, and pursuant to the Governor's Executive Order N-29-20, the City will hold this meeting via teleconference and Committee Members will be calling in.

***Roll Call – Culture Commission**

Julie Scherer, Chair
Patrick Cavanah, Vice Chair
Dewey Bedford
Eduardo Flores
Rebecca Harrington
Monica Valencia
Lacy Vincent

The City of Modesto is now offering the ability to view and participate in Commission and Committee meetings via telephonic conferencing via “Zoom” video conferencing computer technology. The meeting may be accessed through the use of Zoom using the following options:

- Enter the following link into an Internet Browser <https://us02web.zoom.us/j/86945970570>,
- Enter the following link into an Internet Browser <https://zoom.us/> and using the Webinar ID 869 4597 0570
- Password 84326

To use Zoom, please visit: <https://zoom.us/> and either sign-up for a free Zoom account or continue as a guest. Once you have downloaded the app onto your mobile device, joined from your web browser, or downloaded the Zoom software on your computer you will be ready for the upcoming Commission and Committee meeting.

Joining the Committee meeting via Telephone

If you don't have a smart phone or computer to access the meeting via Zoom, you can participate by phone, by calling 1-877-853-5257 (Toll Free) or 1-888-475-4499 (Toll Free) and enter the Webinar ID 869 4597 0570.

Providing Public Comment on Zoom and by Telephone

The Commission and Committee Chairmen will request public comment during the Public Comment periods on the meeting agendas and during each Regular Calendar Item on the Agenda. Once the Chair has announced the public comment period, please do one of the following.

USING A COMPUTER OR SMART PHONE APP:

- Click on the “Raise Hand” feature in the webinar controls. This will notify City staff that you have raised your hand.
- City staff will unmute your microphone when it is your turn to provide public comment.

- A prompt will appear to confirm you would like to be unmuted and then you will have three minutes to provide public comment.
- Once your public comment has ended, you will be muted again.

USING A REGULAR PHONE (not using a computer or smart phone APP):

- Dial *9 (star 9), this will notify City staff that you have “raised your hand” for public comment.
- City staff will unmute your microphone when it is your turn to provide public comment.
- You will hear “you are unmuted” and then you will have three minutes to provide public comment.
- Once your public comment has ended, you will be muted again.
- If your phone is unmuted, and you are unable to be heard, the host may ask that you Dial *6 to toggle mute on/off in Zoom.

Additional Zoom resources/support

Please visit Zoom’s website support page on helpful tips to prepare for the meeting:

<https://support.zoom.us/hc/en-us/categories/201146643>

AGENDA

(NOTE: Any and all of the following agenda items are subject to action being taken by the Culture Commission.)

I. CALL TO ORDER – Via Teleconference (ZOOM)

II. APPROVAL OF MINUTES

ACTION: Consider approving the minutes of the February 3, 2021 meeting.

III. WRITTEN COMMUNICATIONS

None.

IV. OLD BUSINESS

A. Subcommittee Updates:

- i. Creation of Updated City of Modesto Flag
- ii. Removal of Water Feature in front of Tenth Street Place

V. NEW BUSINESS

None.

VI. ORAL COMMUNICATIONS

These may be presented only by interested persons in the audience. Under State law, Committee members may respond to matters being presented under this item only as follows:

- A. Briefly respond to statements made or questions asked.
- B. Ask a question for clarification.

- C. Provide a reference to staff or other resources for factual information.
- D. Request staff to report back at a subsequent meeting.
- E. Finally, a Committee member or the Committee itself may take action to direct staff to place a matter of business on a future agenda.

VII. MATTERS TOO LATE FOR THE AGENDA

(These may be presented by members of the Culture Commission and staff, upon determination by a majority vote that an emergency exists, as defined by State law, or by a 2/3 vote that [1] there is a need to take immediate action and [2] that the need for action came to the Committee's attention after the agenda was posted.)

VIII. CURRENT AND UPCOMING CULTURAL EVENTS

Downtown Modesto Art Walk – 3rd Thursday of the Month – 6:00-8:00 p.m. –

<http://modestoartwalk.com>

Event Media Sites:

<http://www.modestoview.com/catetory/event-calendar>

<https://www.galloarts.org>

<http://www.thestate.org>

<http://visitmodesto.com/calendar/default.asp>

IX. ADJOURNMENT

The next scheduled Culture Commission meeting will be held via teleconference on Wednesday, June 2, 2021 at 3:30 p.m.

NOTE: Copies of this agenda are on file at the Modesto-Stanislaus Library Reference Room, 1500 I Street, Modesto, and in the Office of the City Clerk, Tenth Street Place, 1010 Tenth Street, Modesto. A copy of this agenda may be obtained in the Office of the City Clerk.

Posted pursuant to Government Code Section 54954.2 on _____, at _____ by _____ on the bulletin board at Tenth Street Place.



City of Modesto
CULTURE COMMISSION
Wednesday, May 5, 2021
3:30 PM
Held via Teleconference

MINUTES

I. CALL TO ORDER/ROLL CALL

The meeting called to order by Chair Julie Scherer at 3:30 PM.

Commissioners Present: Julie Scherer, Chair, Dewey Bedford, Monica Valencia, and Rebecca Harrington

Commissioners Absent: Patrick Cavanah, Vice Chair, Eduardo Flores and Lacy Vincent

Staff Present: Ashley Weaver, Scotty Douglass, Valerie Garcia and Diane Sheatsley

Public Present: Salvatore Salerno

II. APPROVAL OF MINUTES

ACTION: Motion (Harrington/Valencia) 4/0 approving of the minutes of the February 3, 2021 meeting.

III. WRITTEN COMMUNICATIONS

None.

IV. OLD BUSINESS

A. The Renaming of Mellis Park to Dr. Martin Luther King, Jr. Park and Mellis Family Recognition.

Chair Scherer provided a brief history on the Culture Commission's decision to recommend the name change of Mellis Park to Dr. Martin Luther King, Jr. Park and recommended to honor the Mellis Family by naming the newly renovated pavilion in the park to "Mellis Family Pavilion". Commissioner Harrington spoke to the history of the Mellis family and the importance of honoring and continuing their memory with a historical plaque giving more context of the family's contributions to Modesto.

ACTION: Motion (Bedford/Scherer) 4/0 recommending funds be appropriated to change the signage at the Park to Dr. Martin Luther King, Jr. Park and forward to Council for approval.

ACTION: Motion (Harrington/Scherer) 4/0 recommending renaming the pavilion within Dr. Martin Luther King, Jr. Park to "Mellis Family Pavilion" as a means to continue to represent and honor the Mellis Family and forward to Council for approval.

ACTION: Motion (Harrington/Scherer) 4/0 recommending to request funds to create a Mellis Family historical plaque to be placed near the Mellis Family Pavilion within Dr. Martin Luther King, Jr. Park and forward to Council for approval.

B. Landmark Preservation Committee – Representative Update

Commissioner Cavanah will not be able to attend the Landmark Preservation Committee meetings for an extended amount of time. The discussion to elect an alternate representative has been tabled to the June Culture Commission meeting, pending a confirmation of Commissioner Cavanah's estimated return date.

V. NEW BUSINESS

A. Poet Laureate Introduction

Chair Scherer introduced the newly appointed poet laureate, Salvatore Salerno. Mr. Salerno spoke of upcoming poem projects and a desire to present at an upcoming Council meeting in June 2021 and any other ceremony events hosted by the City. This item took place after roll call.

B. Discussion – Proposed Culture Commission Projects

Chair Scherer discussed the need for the City to create a rebranded alternate flag for the City of Modesto. Subcommittee of Chair Scherer and Commissioner Valencia formed.

Chair Scherer also discussed the importance of relocating or removal of the water feature in the Tenth Street Plaza. Commissioner Harrington echoed Chair Scherer's concern for the potential hazard and impediment of gatherings and events the water feature poses. Subcommittee of Chair Scherer and Commissioner Harrington formed.

VI. ORAL COMMUNICATION

None.

VII. MATTERS TOO LATE FOR THE AGENDA

None.

VIII. CURRENT AND UP-COMING CULTURAL EVENTS

Commissioner Scherer mentioned that MoBand will be holding an event on June 21st in a Modesto City Park.

Chair Scherer mentioned that Modesto Children's Museum organization has selected a location in downtown Modesto to operate.

IX. ADJOURNMENT

The meeting was adjourned at 4:30 p.m. The next scheduled Culture Commission meeting will be held via teleconference on Wednesday, June 2, 2021 at 3:30 p.m.

City of Modesto Culture Commission
June 2, 2021
Subcommittee Proposal – City Flag

CREATION OF UPDATED CITY OF MODESTO FLAG:

To create an updated version of Modesto's City Flag that will harbor enthusiasm, unification and positivity in the after wake of COVID-19

PROCESS:

The Culture Commission will be asking the public to submit concepts for this updated flag design. There will be a submission form available on the City's website. Submissions must be made by: _____. The Culture Commission will review these entries on the following meeting and make a recommendation to Council.

It is up to the discretion of the Culture Commission to request alteration or modification to a winning flag concept.

DESIGN CONSIDERATIONS:

- Basic design (can flag be clearly identified from a distance)
- Symbolism (what's the meaning behind the flag design)
- Please limit colors to 3 or less
- No words
- Design must be original

DISCLOSURES:

- Unknown is the possible need to update flag design again in the future
- All submission documents will not be returned
- At this time, there is no monetary compensation for winning design concept
- Winning flag design will have all copy rights forfeited to the City of Modesto
- City of Modesto reserves the right to modify the design concept

City of Modesto Culture Commission
June 2, 2021
Subcommittee Proposal – Plaza Water Feature

WATER FEATURE REMOVAL PROPOSAL:

- 1.) Removal of the 10th Street Plaza ‘water feature’ and installation of flat brick for the rededication of this space to be used for public gatherings, festivals, and more flexible uses.
- 2.) Installation of the ‘top’ of the ‘water feature’ to be prominently displayed in 1010 10th Street, or another City/ County building that will protect it from environmental wear.

PROCESS:

With approval of the Culture Commission, the motion will carry forward to the Joint Commission for their review and approval. They may request representation of the CC subcommittee and request will be accommodated as best as possible. With Joint Commission approval, motion will be forwarded to Council and possibly the County Board of Supervisors for approval.

MONETARY CONSIDERATIONS:

Funds to relocate marble facade and brick installation. Exact location for art installation.

REASONING FOR REMOVAL:

- expensive maintenance
- dangerous “attraction” for children
- impedes functional use of the space

HISTORICAL DISSENT:

Mike Navarro chaired the meeting of the Design Committee (2002). Their evaluation regarding the water feature is:

- The intent is not to judge the water feature as a work of art but rather to evaluate how it meets the needs of the Plaza and the original intent
- The proportion is incorrect and it is out of scale to the surrounding Plaza. too massive in height, weight, media and coloration.

It is

- It divides the Plaza into distinct areas, rather than unifying it
- It “turns its back” on the Plaza because the height and “weight” of the piece presents an imposing view rather than a blending of elements
- It should produce more water noise
- It does not invite people in, but rather keeps them at arm’s length
- It does not perform correctly (or well) as a water feature because the artist designed a sculpture with water as a minor component, not as a key element which was the original intent
- The Design

Committee made the following recommendation:

- Relocate the water feature to the County’s Agricultural Center on Crows Landing Road. The weight and height of the piece works better in a more open location
- The replacement piece should be a fountain with the following attributes:
 - Preference is that it not be a “work of art” although it can include artistic elements. The purpose is to construct a fountain, not a sculpture.

- Lower the elevation to be a unifying element to the Plaza
- Use a media that presents an open feeling to the Plaza
- Make it interactive to both touch, hearing and sight
- Include an inviting ledge for seating
- Reposition/construct benches to invite seating surrounding the fountain
- Include night lighting

Several aspects of the “Historical Dissent” are no longer applicable.