

Cultural Arts Commission Meeting Agenda Announcement

On September 16, 2021, Governor Newsom signed into law Assembly Bill 361, which allows Brown Act bodies to attend meetings telephonically. Please be advised that some, Whittier Cultural Arts Commissioners may attend this meeting telephonically.

Speakers must limit their comments to three minutes. Please note, by order of the presiding officer, public comments minutes may be reduced if at their discretion a surplus of public speakers is present at the meeting.

To submit Public Comments/Questions:

- Email: gonzalezr@cityofwhittier.org
- Voicemail: (562) 567-9400
- Live Audio via Zoom: Only those members of the public who have 'raised their hand' on Zoom will be in the queue for speaking.
- In person at City Hall, 13230 Penn Street, Whittier, CA 90602, City Council Chambers

To view live meetings remotely:

- Video and audio: <https://us06web.zoom.us/j/89899453642>
Use 'Raise Hand' feature
- Audio only: Dial (720) 707-2699 (Meeting ID: 898 9945 3642)
Press *9 to 'Raise Hand' and then *6 to unmute yourself when prompted
- In person at City Hall 13230 Penn St., Whittier, CA 90602, City Council Chamber

Please submit email comments by 5:00 p.m. on the date of the meeting to ensure Cultural Arts Commissioners receive and have time to review them. All emails received by 5:00 p.m. are forwarded to the Commission. Emails received after 5:00 p.m. but before the conclusion of public comments will be entered into the record.

Americans with Disabilities Act

Disability-related services are available to enable persons with a disability to participate in this meeting, consistent with the Federal Americans with Disabilities Act of 1990. Spanish interpreters are also available. For information or to request services, please contact the Parks, Recreation and Community Services Department at least 24 hours in advance of the meeting at (562) 567-9400.

**AGENDA
CITY OF WHITTIER
CULTURAL ARTS COMMISSION
COUNCIL CHAMBERS, 13230 PENN STREET
APRIL 28, 2025, 6:00 PM**

1. CALL TO ORDER

2. ROLL CALL

Julian Cepeda, Commissioner
Pamela Korporaal, Commissioner
Christopher Rubalcaba, Commissioner
Susan Eiden, Vice Chair
Beth Robinson, Chair

3. PLEDGE OF ALLEGIANCE

4. PUBLIC COMMENTS

The public is invited to address the Cultural Arts Commission regarding any item of business or any matter within the bodies subject matter jurisdiction. Consistent with Executive Order No. N-29-20 public comments can be made via:

- Email: gonzalezr@cityofwhittier.org
- Voicemail: (562) 567-9400

Please submit email and voicemail public comments by 5:00 p.m. on the date of the meeting to ensure Commissioners receive and have time to review them. All emails and voicemails received by 5:00 p.m. are forwarded to the Commission. Emails and voicemails received after 5:00 p.m. but before the conclusion of public comments will be entered into the record.

Pursuant to State law, Cultural Arts Commissioners cannot take action or express a consensus of approval or disapproval on any communications which do not appear on the printed agenda.

5. STAFF REPORTS

5.A. Approval of Minutes

Recommendation: Approve the Minutes of the Regular Meeting of March 24, 2025.

5.B. Sponsorship and Buyback Structure for Street Banner Program

Recommendation: Review the Street Banner Program Sponsorship and Buyback structure and make recommendations for the 2025/2026 program.

5.C. Guirado Park – Request for Proposal (RFP) FINAL DRAFT

Recommendation: Approve the Request for Proposal (RFP) for the Guirado Park Public Art Project.

6. SECRETARY COMMENTS

7. COMMISSION MEMBER COMMENTS/CONFERENCE REPORTS

8. ADJOURNMENT

Disability-related services are available to enable persons with a disability to participate in this meeting, consistent with the Federal Americans with Disabilities Act of 1990. Spanish interpreters are also available. For information or to request services, please contact the Parks, Recreation and Community Services (PRCS) Department at least 24 hours in advance of the meeting at (562) 567-9400.

The agenda packet is available three days before the meeting in the PRCS Department at City Hall (13230 Penn Street), Whittier Central Library (7344 Washington Avenue) and East Whittier Branch Library (10537 Santa Gertrudes Avenue). Additionally, the agenda packet can be viewed on the City's website. Materials distributed to the Cultural Arts Commission within 72 hours of the Cultural Arts Commission meeting are available for public inspection in the PRCS Department's Office.

Los servicios relacionados con la discapacidad están disponibles para permitir que las personas con discapacidad participen en esta reunión, de conformidad con la Ley Federal de Estadounidenses con Discapacidades de 1990. También hay intérpretes en español disponibles. Para obtener información o para solicitar servicios, comuníquese con el Departamento de Recreación y Parques al Servicio a la Comunidad al menos de 24 de horas antes de la reunión al (562) 567-9400.

El paquete de la agenda está disponible tres días antes de la reunión con El Departamento de Recreación y Parques al Servicio a la Comunidad en el Ayuntamiento (13230 Penn Street), Biblioteca Central de Whittier (7344 Washington Avenue) y Biblioteca sucursal del este de Whittier (10537 Santa Gertrudes Avenue). Además, el paquete de la agenda se puede ver en el sitio web de la Ciudad. Los materiales distribuidos al Comisión de artes culturales dentro de las 72 horas de la reunión del Concejo Municipal están disponibles para inspección pública en la con el Departamento en el Recreación y Parques al Servicio a la Comunidad.

I hereby certify under penalty of perjury, under the laws of the State of California that the foregoing agenda was posted in accordance with the applicable legal requirements. Regular and Adjourned Regular meeting agendas may be amended up to 72 hours in advance of the meeting. Dated this 25th day of April 2025.

/s/ Roxanne Gonzalez

Roxanne Gonzalez, Administrative Secretary



Agenda Report

Cultural Arts Commission

Date: April 28, 2025

To: Cultural Arts Commission

From: David Montgomery-Scott, Interim Director of Parks, Recreation and Community Services

Subject: Approval of Minutes

RECOMMENDATION

Approve the Minutes of the Regular Meeting of March 24, 2025.

BACKGROUND

None.

DISCUSSION

Staff prepared draft minutes and hereby submits the Minutes for Commission approval.

FISCAL IMPACT

None.

STRATEGIC PLANNING GOAL

Goal 4: Transparent & Open Government.

ATTACHMENTS

A. Minutes of the Regular Meeting of March 24, 2025

**MINUTES
CITY OF WHITTIER
CULTURAL ARTS COMMISSION
REGULAR MEETING
CITY COUNCIL CHAMBER, 13230 PENN STREET
MARCH 24, 2025, 6:00 P.M.**

1. CALL TO ORDER:

The regular meeting of the Cultural Arts Commission was called to order at 6:00 p.m., in the Council Chamber of Whittier City Hall, 13230 Penn Street, Whittier, California.

2. ROLL CALL

PRESENT:

Julian Cepeda, Commissioner
Pamela Korporaal, Commissioner
Christopher Rubalcaba, Commissioner
Susan Eiden, Vice Chair
Beth Robinson, Chair

STAFF PRESENT:

David Montgomery-Scott, Parks, Recreation and Community Services Interim Director
Erin Hamilton, Community Services Manager
Stacey Arismendez, Management Analyst II
Darren Schmidt, Community Services Supervisor
Robert Landis, Community Services Supervisor
Roxanne Gonzalez, Administrative Secretary

3. PLEDGE OF ALLEGIANCE

Commissioner Cepeda led the Pledge of Allegiance.

4. PUBLIC COMMENTS

No public comments

5. STAFF REPORTS

5.A. Approval of Minutes

It was moved by Vice Chair Eiden, seconded by Commissioner Cepeda, and carried 5-0 to approve the Minutes of the Regular Meeting of January 27, 2025.

5.B. Summer Concert's Subcommittee Update

On February 18, the Concerts Subcommittee convened to finalize the band lineup for the upcoming summer season. The subcommittee included Parks, Recreation, and Community Services Commissioners Westrup and Apodaca, along with Cultural Arts Commissioners Robinson and Cepeda. All twelve selected bands have verbally committed to performing, and written agreements

will be distributed soon to confirm their participation. Supervisor Landis shared that this year's focus is on attracting larger crowds to Central Park. The bands scheduled to perform on Monday nights at Central Park include Electric Vinyl, Dreamboats, 4 Lads from Liverpool (a Beatles tribute), Upstream (Reggae), Journey Through Time (a Journey tribute), and City Beat Band with the Main Street Horns (Top 40 pop).

Supervisor Landis added that staff have explored the possibility of hosting Thursday night concerts at York Field as a contingency plan, should construction begin at Parnell Park. Supervisor Landis noted that summer concerts were successfully held at York Field a few years ago, making it a viable alternative, though no final decision has been made. The bands slated to perform on Thursday nights at Parnell Park include Jukebox, Bruno Tribute, Y2K2K (90s/2000s), Taylor Swift Experience, Radio Royalty (80s), and Mariachi Jalisco.

Chair Robinson inquired whether staff had considered closing streets near Central Park during concerts. Supervisor Landis confirmed that discussions are ongoing with upper management. Vice Chair Eiden sought clarification on whether the potential venue change was due to construction at Parnell Park. Supervisor Landis responded that York Field is being considered as a backup location, but nothing has been finalized. Vice Chair Eiden asked if the primary reason for relocating specific bands to Central Park was to draw larger crowds. Supervisor Landis and Community Services Manager Hamilton confirmed that the decision was made with audience size in mind. Chair Robinson inquired about the timeline for announcing the lineup. Supervisor Landis explained that staff is coordinating with the social media team, and Community Services Manager Hamilton added that the lineup will be announced once written agreements are signed.

Chair Robinson asked when a final decision on York Field would be made. Community Services Manager Hamilton stated that they hope to know within the next 30 days. Once the construction bid process begins, staff will determine if Parnell Park will be closed and concerts relocated to York Field. Commissioner Rubalcaba sought confirmation that printed flyers would not be distributed until the construction project is confirmed, while social media updates could be made more flexibly. Community Services Manager Hamilton confirmed this. Vice Chair Eiden asked whether all Thursday concerts would be moved to York Field if the location change occurs. Community Services Manager Hamilton confirmed that, if relocated, the concerts would remain at York Field for the entire season.

Commissioner Cepeda inquired whether York Field could accommodate the bands. Community Services Manager Hamilton assured that it could. Supervisor Landis also mentioned that bands scheduled to perform at Parnell Park had been informed of the potential move and expressed their willingness to adjust. Chair Robinson asked whether sports teams that use York Field had been notified of the possible venue change. Community Services Manager Hamilton confirmed that the Sports and Facilities staff had been informed.

5.C. 22nd Annual Community Street Banner Program

The Street Banner Subcommittee, consisting of Commissioners Korporaal and Cepeda, met earlier today to select 120 participants from a pool of 322 submissions for this year's program. This year's theme is "My Community, Our Community." The program has received approximately \$5,400 in sponsorships.

Commissioner Cepeda inquired about the \$25 banner buyback fee, specifically how much revenue it generates, whether the program depends on it, and how many people recently purchased their banners from the previous year. Supervisor Schmidt stated that the revenue from buyback fees varies but typically amounts to around \$500. Recently, about five individuals have purchased their banners from last year, each paying the \$25 fee.

Community Services Manager Hamilton provided background on the fee, explaining that the program was originally managed by the Whittier Cultural Arts Foundation, which introduced the nominal fee to help sustain the program. When the City took over, it adopted the same practice. She added that if the Commission wishes to review or modify the fee, staff could prepare an agenda report for further discussion. Commissioner Korporaal requested an overview of sponsorship revenue for the program. Community Services Manager Hamilton confirmed that staff could provide a report at the next meeting detailing past revenue from both sponsorships and banner buyback fees.

6. SECRETARY'S COMMENTS

Community Services Manager Hamilton provided the following updates:

- Hosted Arbnor Day on March 25, 2025, at Central Park. We planted a hybrid Walnut tree today and four other trees. The Spring Day Camp kids will be in attendance.
- Eggxtravaganza will be hosted on April 12, 2025, at Parnell Park. We are hosting a special scavenger hunt, which you can follow on social media. There is an opportunity to win wristbands or fun gift baskets from sponsors. Winners will be posted on Instagram.
- Spring Day Camp is sold out.
- Recreational swim is available this week due to the heat.
- Swim lesson registration will open in April.
- Cal High School will participate in Students in Government Day, which will be held in April. Students will spend time with department heads and hold a mock council meeting.
- Chalktastic is scheduled to be held on November 15, 2025.

7. COMMISSIONERS' COMMENTS

Commissioner Cepeda expressed gratitude to the staff for their efforts.

Commissioner Korporaal thanked staff for their organization, which made the banner selection process efficient. She also shared that East Whittier schools, from

kindergarten through eighth grade, will be showcasing various art mediums—including visual art and live performances—at the Whittier Gallery on Wednesdays through Fridays in April from 1:00 p.m. to 7:00 p.m.

Vice Chair Eiden thanked everyone and announced that the Whittier Community Theatre will present Matilda this summer on July 7 and July 8.

Commissioner Rubalcaba shared that his son’s school recently introduced a photography class for third graders.

Chair Robinson welcomed Interim Director David Montgomery-Scott and expressed appreciation for staff’s efforts in organizing both the band selection and banner selection processes for the subcommittees.

8. ADJOURNMENT

The meeting was adjourned at 6:32 p.m.

Approved and adopted by the Cultural Arts Commission on _____.

Virginia Santana, Secretary



Agenda Report

Cultural Arts Commission

Date: April 28, 2025

To: Cultural Arts Commission

From: David Montgomery-Scott, Interim Director of Parks, Recreation and Community Services
Erin Hamilton, Community Services Manager
Darren Schmidt, Community Services Supervisor

Subject: Sponsorship and Buyback Structure for Street Banner Program

RECOMMENDATION

Review the Street Banner Program Sponsorship and Buyback structure and make recommendations for the 2025/2026 program

BACKGROUND

The Whittier Cultural Arts Foundation (WCAF), a funding arm of the Cultural Arts Commission, and the City of Whittier began the Street Banner Program back in 2003 with the intent of bringing art out of the gallery and on to the streets of Whittier. The WCAF agreed to reimburse the City annually for the cost of the banner program. In 2011, WCAF members were looking for a way to raise funds to offset costs for the expanding program. Though artists paid nothing for their participation, they regularly inquired about the disposition of banners once they were taken down. The Foundation determined that selling banners back to the artists who created them, for a nominal fee of \$25, afforded them an opportunity to own their work in perpetuity and raise the funds needed to sustain the program.

In addition, a sponsorship program was created the same year. Various organizations had the opportunity to have their logo displayed on a banner. The cost to produce a banner was \$100 at the time, so the Foundation decided to charge \$150 to sponsor a banner. In 2017, the WCAF board folded and donated all remaining funds to the City. The City continued using the framework established by the Foundation to sustain the program, but banner costs, printed materials, advertising, staffing, and the annual reception, program costs were rarely recovered. Recognizing the community's love for the program and, despite the running deficit, City Council adopted the program and asked the Commission to guide it.

The Pandemic saw a dip in both submissions and sponsorships, but staff have worked hard over the past few years to return the program to pre-pandemic levels and to significantly increase sponsorships through targeted marketing and improved advertising strategies. In 2024, to help secure more sponsors, staff began offering a different sponsorship structure: \$150 for the first banner and \$50 for each banner thereafter. This

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has led to an increase in sponsorship dollars but still has yet to achieve total cost recovery.

DISCUSSION

Below is a table showing the number of sponsorships over the past five years as well as the revenue from banner sales. The Commission may review the current Banner Buy-Back structure and provide direction to staff on a revised approach for the 2025–2026 program.

COMMUNITY STREET BANNER PROGRAM

	2025	2024	2023	2022	2021
BANNER SPONSORSHIP	\$4,050.00	\$1,750.00	\$300.00	\$0.00	\$0.00
BANNER BUY BACK	NA	\$600.00	\$425.00	\$675.00	\$225.00
BANNER COSTS	\$3,354.00	\$5,059.37	\$5,059.37	NA	NA

FISCAL IMPACT

There is no fiscal impact associated with the report.

STRATEGIC PLANNING GOAL

Goal 4: Transparent & Open Government

ATTACHMENTS

None.



Agenda Report

Cultural Arts Commission

Date: April 28, 2025

To: Cultural Arts Commission

From: David Montgomery-Scott, Interim Director of Parks, Recreation and Community Services

Subject: Guirado Park – Request for Proposal (RFP) FINAL DRAFT

RECOMMENDATION

Approve the Request for Proposal (RFP) for the Guirado Park Public Art Project.

BACKGROUND

The Art in Public Places (AIPP) Committee has identified Guirado Park as a site for a new public art installation. This site includes a gray retaining wall located behind the recently renovated double basketball courts. To encourage a wide variety of creative submissions, an RFP has been prepared for the Commission's review.

At its meeting on March 26, 2025, the AIPP Committee reviewed the initial draft and provided specific feedback to improve clarity and better convey the site context and project intent to artists.

Following further review and discussion at the AIPP Advisory Committee meeting on April 23, 2025, the revised draft RFP was recommended for approval by the Cultural Arts Commission.

DISCUSSION

The RFP has been updated to incorporate the Art in Public Places Advisory Committee's feedback from both the March 26 and April 23 meetings. Key revisions include:

- **Detailed Wall Description:** The document now includes a description of the wall's slope, which may influence both mural design and installation due to its impact on the wall's perceived and measurable dimensions.
- **Additional Measurements:** Supplementary exterior measurements of the wall have been added to assist artists in planning their proposals and material needs.
- **Design Guidelines:** A clear emphasis has been placed on fostering a youthful, family-friendly aesthetic, helping to guide the tone and style of submissions.
- **Outreach Enhancement:** The RFP has been formatted into a flyer version to support wider outreach efforts to both the community and local artists.
- **Proofreading:** General spelling and grammatical improvements have been made throughout the document.

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The RFP is now submitted for Commission's review and approval. Upon approval, the RFP will be forwarded for consideration by the City Council.

FISCAL IMPACT

There is no fiscal impact associated with this report.

STRATEGIC PLANNING GOAL

Goal 4: Transparent & Open Government

ATTACHMENTS

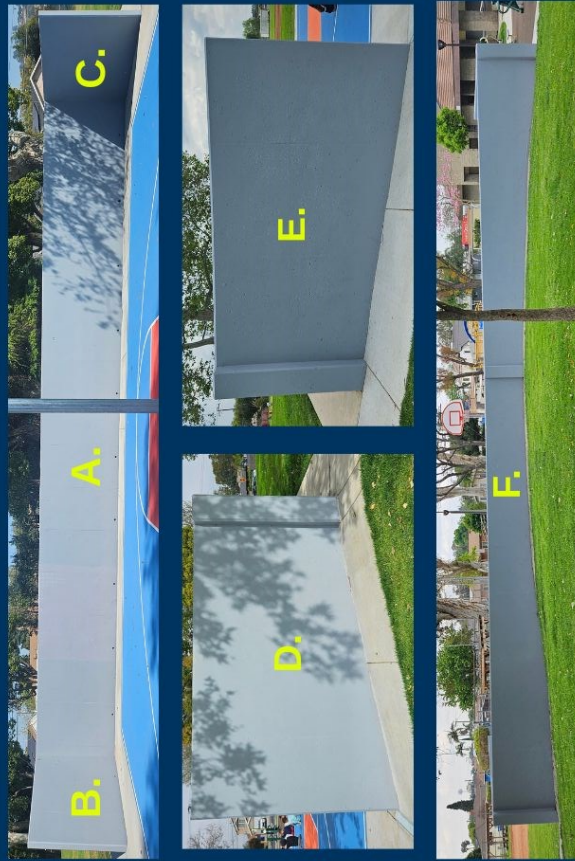
- A. FINAL DRAFT Request for Proposal (RFP)



AREA FOR ARTWORK

The artwork will be placed along the large, blank sections of the wall facing the basketball courts. The park-facing side of the wall is also to be considered. The wall is four segments and all sections should be designed for a safe and family friendly interaction.

There are varying slopes, angles, and heights to the four sections of the wall that should be considered when designing the mural.



- A.** Middle Wall (LONG) Facing in to Courts
Height: 7' 8" Width: 61' 3"
- B.** Left Side Wall Facing in to Courts
Height: 7' 8" Width: 11' 6"
- C.** Right Side Wall Facing in to Courts
Height: 7' 8" Width: 10' 7"
- D.** Left Side Wall Exterior
Height: 7' 6" Height: 5' 5"
Width: 11' 8"
- E.** Right Side Wall Exterior
Height: 5' 6" Height: 7' 3"
Width: 12' 5"
- F.** Middle Wall (LONG) Exterior
Height: 5' 5" Height: 5' 3"
Width: 61' 3"

CITY OF WHITTIER ART IN PUBLIC PLACES



REQUEST FOR PROPOSAL GUIRADO PARK MURAL

PARKS, RECREATION & COMMUNITY SERVICES
13230 Penn Street
Whittier, CA 90602
Attention: Erin Hamilton

Questions or additional information,
Contact (562) 567-9400 or ehamilton@cityofwhittier.org

SUBMITTAL DEADLINE: DATE TBD

Background

The City of Whittier Art in Public Places Committee is seeking a public artist to create an Art in Public Places piece at Guirado Park. Located on the west end of town at 5760 Pioneer Boulevard, the park is 3.5 acres in size.

The main road through Whittier before the 605 San Gabriel River Freeway was Guirado Road. The park was dedicated on March 18, 1980, after the freeway was completed. The guest of honor on that day was retired Judge Edward Guirado, representing the Bernardino Guirado family.

Budget Expectations

The current budget for this project is \$70,000 and must include all associated costs from design through fabrication, transport, and installation of the work. Travel, insurance, lighting, and other complementary elements proposed, and any additional expenses should also be considered. Permit fees, drawings, consulting, or other expenses will be incurred by the artist(s) and should be anticipated and reflected in the proposed budget.

Compliance with all state and local building codes and Los Angeles County and City of Whittier standards are required.

Project Description & Criteria

The Art in Public Places Committee is seeking proposals for a colorful piece that will visually enhance the park in a unique and engaging manner; the work should be appropriate for the site given the dimensions, space, and the way in which viewers will interact with the site.

Keeping in mind that the park is used for sports with basketball courts and a sports field, the park includes green spaces, a playground, fitness equipment, benches, as well as a Recreation Facility. The wall is adjacent to the basketball courts but was constructed out of an existing retaining wall. The largest side of the wall faces the basketball courts on the south end and the opposite side retains the turf that runs alongside the north side of the wall.

Artwork shall be permanent, weather resistant, and require minimal maintenance.

- A youthful and family design is desired.
- Artwork of the highest aesthetic quality and craftsmanship is expected.
- Proposed media must be audience and location appropriate.
- Guirado Park is open from dawn to dusk with some security lighting at the site.

Artist Eligibility

This competition is open to all artists. Local artists are encouraged to apply. Incomplete proposals will not be considered.

Submission Requirements

Cover Letter and Project Description. A written proposal explaining the idea or concept of the piece, the size, and materials. Please include references to be contacted regarding your past experience in working on a project with a municipality or other similar organization.

Outlined Budget. A one-page proposed budget including all costs associated with the project (design fees, engineering, site preparation, materials, fabrication, administrative costs, programming, installation, insurance, etc.). This should also include any proposed landscaping or other enhancements.

Drawings. Include drawings to show the design of the piece, materials, and its location within the space. Include the hardscape and utilities within the drawings with dimensions and scale.

If you have not already been qualified with the City of Whittier to be included in its artist pool, please also provide the following:

- **Examples of past work.** Email or submit a flash drive with 10 images of past work, numbered in the order of desired presentation. Work must be clearly labeled. The annotated list should correspond with the order the photographs are to be shown and should indicate the following: artist's name, title of work, project description, medium, location, commissioning agency, art consultant or project manager, project budget, subcontractors, fabricators, and other design professionals with whom you have worked.

Shipping or postage charges will be incurred by the artist. All items submitted will be retained by the City unless the artist wishes to have them returned. If artists wish to have materials returned, return postage must be provided.