

**REGULAR MEETING MINUTES  
CITY COUNCIL CHAMBERS  
THURSDAY, MARCH 27, 2025**

**1. CALL TO ORDER/ROLL CALL**

The meeting was called to order by Darrell Doan at 6:00 p.m. with the following participants:

Present Committee Members: Pablo Espinoza  
Sally Guttridge  
Mike Mangonon  
Man Phan  
Brian Rickel  
Aaryn Val

Absent Committee Members: Julee Cooper

City Staff/ Presenters: Sara Rodrigues, Economic Development Analyst  
Darrell Doan, Economic Development Director  
Kristyn Laurence, Public Affairs and  
Communication Manager  
Jonathan Hobbs, City Attorney  
Kaylah Ball, CivicSpark Fellow

**2. SPECIAL ACTION ITEM**

**a. Commission duties and responsibilities**

- Darrell Doan thanked everyone for volunteering their time for the commission.
- Doan gave an introduction on the purpose of the Arts and Creative Economy Commission (ACE) and review Resolution:
  - Purpose: to connect arts and culture with entrepreneurship and develop thriving creative industries
  - Mostly the same tasks as the previous Arts Commission- to provide input and guidance to City staff and City Council.
  - ACE will advise on the creation of an Arts and Creative Strategy, a document which will serve as a guiding document on arts-related projects and events in Elk Grove.
- Doan introduced Sara Rodrigues as the staff lead for ACE.

## **b. Introduction of Commission members**

- *Sara Rodrigues* introduced herself as the staff lead for ACE. She asked everyone to introduce themselves and their background:
  - *Man Phan* introduced himself. He teaches business management and marketing at Cosumnes River College. He has run a multicultural festival in San Diego for five years. Phan wants to create opportunities for artists to display talent and ensure that artists can have a sustainable livelihood.
  - *Mike Mangonon* introduced himself. He works for the arts education department for Elk Grove Unified School District (EGUSD) and is a musician. He was attracted to ACE because of the goal to “develop the City of Elk Grove into an arts and economic destination.”
  - *Pablo Espinoza* introduced himself. He was a journalist from South America whose interests are split between international business and art. He is passionate about connecting with young artists who lack mentorship.
  - *Sally Guttridge* introduced herself. She has a B.A. in art history and was on the Strauss Board and Arts Commission for several years. She is focused on the “arts” part of ACE.
  - *Aaryn Val* introduced herself. She is the Executive Director of Explore Elk Grove. She is interested in ACE because of opportunities to collaborate with many prominent organizations in Elk Grove.
  - *Brian Rickel* introduced himself. He is the dean of Arts, Media & Entertainment at Cosumnes River College with a background in theater and acting. He believes in valuing artists from all socioeconomic backgrounds and visualizes local art being featured prominently.
- Doan introduced the present City staff.

## **c. Nominate Commission Chair, Vice Chair, and Recorder**

- Brian Rickel was appointed Commission *Chair (Espinoza/Magonon)* *passed unanimously*
- Aaryn Val was appointed Commission *Vice Chair (Guttridge/Rickel)* *passed unanimously*
- Sally Guttridge was appointed Commission *Recorder (Val/Rickel)* *passed unanimously*

- Currently there are no term limits but the Commission wanted to review officer roles each year

**d. Choose location and time for reoccurring meetings**

- The Commission decided to keep the Resolution as is.
  - Meetings will be held on the 4th Thursday of each month at 6PM in Council Chambers unless a special meeting is called.

**3. APPROVAL OF AGENDA**

- Agenda was approved. *(Espinoza/Val) passed unanimously*

**4. PUBLIC COMMENT**

- A member of the public said they liked the idea of streaming the meeting online
- A member of the public proposed the city having a mural event

**5. APPROVAL OF PAST MEETING MINUTES**

- First meeting of Arts and Creative Economy Commission- no minutes to approve

**6. REGULAR AGENDA ACTION ITEMS**

**a. Receive information on the Brown Act and the California Public Records Act presented by Jonathan Hobbs, City Attorney**

- You cannot discuss committee business outside of public noticed meetings, including email.
- On social media, Commissioners can answer questions from residents and encourage input but cannot collectively discuss city business together in the comments of posts.
- Commissioners cannot directly reply to a commissioner's post about city business, including emojis.
- Emails will be sent BCC so that replies don't go to every Commissioner
- Espinoza asked if there would be an ACE email to give out when talking to residents. Kristyn Laurence said the Diversity Committee has their own business cards, so they could consider it.

**b. Receive information and provide input on Eric Dowdle Puzzle Project for City of Elk Grove 25th Anniversary presented by Kristyn Laurence, Public Affairs and Communications Manager**

- Kristyn Laurence shared a video introducing Eric Dowdle, a world-renowned artist.
- As part of the City of Elk Grove 25th anniversary, Dowdle would create an Elk Grove puzzle that highlights iconic places. The project still needs City Council's approval and will not be completed by the exact July 1st anniversary. The timeline is 6 months minimum. Laurence said the starting price is \$75,000 and includes the rights to the art and cost of puzzles.
- ACE concluded that they want Laurence to return to Dowdle and ask about inclusion of local artists. ACE is in support of moving forward with the project.
- In answering what should be included in the puzzle and events to follow:
  - Rickel added that the diversity of cultures in Elk Grove should be represented in the art
  - Val suggested there could be an educational component from Dowdle to young artistic students.
- A member of the public asked if corporate logos could be a possible funding source. Laurence said yes, it's possible.
- A member of the public said the piece could be included in Elk Grove's Historical Society Museum
- In late May, Laurence plans to bring forth an item to City Council regarding the anniversary activities.

**c. Receive information and provide input on Asphalt School Art Project**

**i. Consider appointing a Commission representative to selection committee**

- Rodrigues presented the item, including photos examples of other city asphalt art projects.
- Toby Johnson Middle School (TJMS) students would participate in a street art design contest, with the opportunity being advertised by the school art teacher.
- The Asphalt Art would improve safety and beautification. The design would be translated into a street design using stencils.
- If the pilot goes well, the city hopes to bring it to other areas of the City.

- Val suggested high school students could digitize the design instead of a professional at the city, to involve more students. Rodrigues said the timeline doesn't allow for this inclusion this year but she'd pass on the good idea for future projects. Rickel suggested high school students could still digitize the design as an exercise.
- Safety data collection: part of the pilot's purpose is to compare and contrast instances before and after the art installation.
- Staff will review and make sure the colors are allowable for safety purposes.
- Espinoza and Maganon were appointed to represent the commissioner on the Asphalt Art selection committee *(Phan/Guttridge) passed unanimously*

**d. Receive information and provide input on Sundae Funday**

**i. June 8, 2025 | 11AM-2PM | Old Town Plaza**

- Sara Rodrigues presented the item.
- Val suggested getting a large canvas as part of an interactive activity so residents could cut out things from magazines and paint things on the canvas representing Elk Grove. She suggested this could later be showcased at the 25th anniversary event.
- ACE reached a consensus that they want to have a table at Sundae Funday. Val expressed interest in taking the lead.
- Doan said there is no budget for ACE to get swag, but Economic Development might be able to provide some. Since Rodrigues will be running the Economic Development booth, ACE will need to plan and staff their booth.
- Espinoza suggested adding a digital aspect to it, like a video camera, to create content. Val suggested having a survey for parents too.
- This item will be continued in the future to discuss more ideas.

**7. GENERAL ADMINISTRATIVE UPDATE**

**a. Commission Volunteer Reception**

**i. April 28, 2025 | 5:30-7:30PM | District56**

- Rodrigues presented the item. Kristyn Laurence will send out information about this item. The Volunteer Reception is a

business-casual event for networking with other commissioners and volunteers.

## **8. COMMISSION COMMENTS/FUTURE AGENDA ITEMS**

### **a. Future items**

- i. Elk Grove Mural Festival MOU**
- ii. Arts and Creative Economy Strategy Request for Proposal (RFP)**
- iii. Percent for the Arts Program update**
  - 1. Old Town Plaza Art**
  - 2. Library Art**
- iv. Other items at the request of the Commissioners**
  1. Discussing the potential of reviewing officers' roles after serving for 1 year
  2. Discussing the potential of streaming meetings online for greater accessibility
  3. Discussing the creation of an email inbox for the Commission
  4. Sundae Funday ideas (continuing item 6d.)
  5. Discussing how to advertise to the public that we want to hear from them

### **b. Commission Comments**

- Phan suggested having a showcase of an organization sharing their artwork as a "community highlight," selected by ACE. The goal would be to see how the City can support the local artists
- Doan said anyone can reach out to Rodrigues to present to ACE, which will serve the same purpose as a community highlight.

## **9. ADJOURNMENT**

- The Elk Grove Arts and Creative Economy Committee Regular Meeting of March 27, 2025, was adjourned at 8:31 p.m.