

**SPECIAL MEETING MINUTES
CITY HALL CONFERENCE RM 3A
WEDNESDAY, MAY 28, 2025**

1. CALL TO ORDER/ROLL CALL

The meeting was called to order by Brain Rickel at 6:05 p.m. with the following participants:

Present Committee Members: Chair Brian Rickel
Vice Chair Aaryn Val
Julee Cooper
Sally Guttridge
Man Phan

Absent Committee Members: Pablo Espinoza
Mike Mangonon

City Staff/ Presenters: Sara Rodrigues, Economic Development Analyst

2. APPROVAL OF AGENDA

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

3. PUBLIC COMMENT

- a. Creator X – Introduced their work with young adults in animation and shared their passion for empowering the next generation of creatives.
- b. ARTners – Expressed appreciation to the City for maintaining transparency and for opening the mural project application process to all who are interested in applying.

4. APPROVAL OF PAST MEETING MINUTES

- April 2025 minutes were approved. *(Guttridge /Phan) passed unanimously*

5. REGULAR AGENDA ACTION ITEMS

- a. **Nominate Recorder** – A formal vote will take place once all committee members are present; in the meantime, the role will rotate among members.
- b. **Arts and Creative Economy Strategy RFP (Request for Proposal)**
 - i. Rodrigues provided City’s formal RFP process
 1. Prepare RFP document: Contract, Scope of work, and Criteria Rubric (1 month)
 2. Finalize RFP for release (1 month)
 3. Posted on the City’s website
 4. Identify and invite at least 3 consultants directly and advertise widely. Commissioners and public were asked for contacts if they know anyone qualified
 5. Proposals are submitted to the City Clerk via email

6. Typical to give about a month to ask questions and respond
7. Answers to questions will be posted on the website for transparency and fairness
8. Put together review panel- 2 commissioners and 3 staff who will rank against the criteria.
9. Top 3 come to commission as an agenda item. They'll be asked to present and the commission will make a recommendation to staff
10. Staff will make a recommendation to Council if the contract is over \$100,000

6. GENERAL ADMINISTRATIVE UPDATE

a. Staff Liaison Update

i. Arts and Creative Economy collateral

- Commission and public discussed logo options
- Option 1 was selected with minor revision given to Rodrigues.
- Rodrigues ordering stickers, banner, tablecloth, name tags, and flyers

ii. Outreach strategy for selecting Mural Festival organizing partner

- Rodrigues explained that a request for qualifications (RFQ) was promoted encouraging those interested in organizing the mural festival to submit a PowerPoint presentation of their qualifications to the Arts and Creative Economy email
- The RFQ was promoted on the Economic Development newsletter and on subsequent social media channels.
- PowerPoints are due June 18th and all submitted PowerPoints will be presented at the June commission meeting. (6/26)

iii. Sundae Fun Day update

- Val has taken the lead on this with Explore Elk Grove
- The commission will have a table at the Plaza with an interactive arts activity
- Local artist, Jessica Fonda will provide a large canvas with the image of Elk Grove's landscape for participants to decorate with images, markers, paints, etc.
- Economic Development will cover half of the cost with half covered by Explore Elk Grove
- Rodrigues will bring received collateral items mentioned previously

7. COMMISSION COMMENTS/FUTURE AGENDA ITEMS

a. Future items

- i. Elk Grove Mural Festival MOU
- ii. Receive presentation from art organizations interested in stewarding the Elk Grove Mural Festival
- iii. Arts and Creative Economy Strategy Request for Proposal (RFP) continued
- iv. Other items at the request of the Commissioners
 - a. Nominate Recorder

b. Select 2 Commissioners to serve on Strategy RFP panel

b. Commission Comments

- i. The Elk Grove Theatre Festival, hosted by CSD, will take place at Town Hall from July 18 to August 3. Guests are welcome to bring a picnic. Tickets are priced between \$10 and \$15.

8. ADJOURNMENT

- a. The Elk Grove Arts and Creative Economy Commission Special Meeting of May 28, 2025, was adjourned at 7:51 p.m. *(Val/Phan) passed unanimously*