

REGULAR MEETING MINUTES

City Council Chambers

THURSDAY, MARCH 26, 2026

1. CALL TO ORDER/ROLL CALL

:

Present Committee Members: Chair, Brian Rickel (late)
Vice Chair, Aaryn Val
Pablo Espinoza

Absent Committee Members: Julee Cooper
Sally Guttridge
Mike Mangonon
Man Phan

City Staff/ Presenters: Sara Rodrigues, Arts, Culture, and Creative
Economy Program Manager
Markos Egure
Deborah George
Tracy Daniels

Public: 8 members of the public

2. APPROVAL OF AGENDA

a. No quorum to pass agenda.

3. PUBLIC COMMENT

- a. Tracy Daniels from Art Exploration introduced herself and Art Explorations
- b. Peggy Forseth-Andrews announced a new Executive Director for the Elk Grove Fine Arts Center has been selected. Andrea started April 1st. Forseth-Andrews also announced the 5th Festival of the Arts, sponsored by the City of Elk Grove, will take place April 25th.

4. APPROVAL OF PAST MEETING MINUTES

a. February 2026 minutes were moved to the April agenda for approval. *(No quorum)*

5. REGULAR AGENDA ACTION ITEMS

- a. **Nominate Recorder-** item moved to the April agenda. *(No quorum)*
- b. **Receive information about Mural Festival walls locations and artists and provide feedback**
 - i. Rodrigues presented all wall locations currently under consideration, along with images of the potential artists’ previous work. She explained her outreach with building owners to discuss participation in the festival and noted that she, and Talking Walls, answered questions and concerns while also providing owners an opportunity to share if there were any artists they would prefer not to have included on their wall. Rodrigues shared that different property owners were naturally drawn

to different artists, and that those conversations were positive and productive. Wall agreements are still being finalized, but the goal remains to complete 5–8 murals in the Historic District of the City. Rodrigues also reviewed the four Paint the Grove events: the VIP Artists and Sponsor Reception, Street Art 101, Mural Walking Tour, and the Local Artist Battle.

- ii. **Public Comment:** One member of the public asked why there is a concentration of murals in the Historic District. Rodrigues explained that, in collaboration with Talking Walls, the City prioritized proximity of mural sites to support walkability and create a centralized destination. This approach also provides a better experience for participating artists, ensuring they feel connected to a larger cohesive project rather than working in isolation. Another member of the public who lives near the Historic District shared excitement about the project and noted that it will bring increased activity and vibrancy to the area. One member of the public suggested reaching out to Sherwin Willians to see if they'd sponsor the paint. Another asked that the events be publicized at the elementary schools.
- iii. **Commissioner Comments:** Chair Rickel expressed enthusiasm for the mural locations and appreciation for the artwork, noting he looks forward to seeing the project come together. He also suggested the possibility of including a college student in the Art Battle. Commissioner Val stated that the project will generate attention and excitement in the area. Commissioner Espinoza shared that it is a well-balanced festival and believes it will increase foot traffic and engagement in the district. He agreed that concentrating the festival in one area will maximize impact and that the program can be expanded over time.

6. PRESENTATIONS/ ANNOUNCEMENTS

a. Receive presentations from Elk Grove arts organizations

i. ARTners and EGUSD Deborah George

- ARTners and Deborah George partnered for last year's Giant Pumpkin Festival and are continuing that collaboration for the upcoming Day of La Concha event. For Day of La Concha. Students will be creating 8x8 pieces of art.
- Three schools participated in last year's Giant Pumpkin Festival: Monterey Trails, Sheldon High School, and Laguna Creek High School, and all three are also expected to participate again in the Day of La Concha event.
- Deborah George has a long-standing connection to the Elk Grove Unified School District, where she has been involved for over 30 years. She connected with ARTners through a mural project she led at Tule Coffeehouse.
- Markos began working with students on mural projects in 1999 and has expressed interest in continuing that long-standing tradition of student engagement through public art.

ii. Art Exploration

- Tracy Daniels provided mini canvases and paint for the Commissioner's to use during the meeting as a visual way of understanding one of Art Exploration's services.

- Art Exploration is a nonprofit organization focused on helping people of all ages discover and develop their creativity.
- They offer instruction in a wide range of art mediums, including woodworking. Many of their programs are provided free of charge, with corporate events helping to support and fund their work.
- The organization is currently operating out of Tracy Daniel's home and is actively exploring options to secure a dedicated brick-and-mortar location.

7. **GENERAL ADMINISTRATIVE UPDATE**

a. Staff Liaison Update

i. **25th Anniversary Dowdle Puzzles**

- The additional 5,000 puzzles have been received.
- Puzzles are available for purchase at City Hall for \$25. They will also be sold at the State of the City event and at Paint the Grove on June 6th.

ii. **Art Related Event Grant Awardees**

- The Arts and Creative Economy Subcommittee met to review art-related event submissions and develop funding recommendations.
- All recommendations have been shared with the City's Events team. The City Manager will review them, after which City staff will present formal recommendations to City Council on April 22nd.

iii. **City Council Arts and Creative Economy Annual Report**

- The Arts and Creative Economy Annual Report is currently scheduled for presentation at the April 22nd Council meeting, though this may change due to a full agenda.

ii. **Music on Main**

- On Friday, May 15, the City will host Music on Main at the Plaza, featuring country music in coordination with the week Luke Bryan is scheduled to perform.

iii. **Luke Bryan Concert – Key to the City**

- Luke Bryan will perform in Elk Grove on May 16. The event spans both County property (parking) and City property (venue). Parking opens at 2 PM, gates open at 5 PM, music begins at 6 PM, and Luke Bryan performs from 9:30–11 PM.
- VIP tickets are sold out, while general admission remains available. A minimum of 15,000 tickets must be sold, with a maximum capacity of 20,000.
- The event represents a significant economic development opportunity and helps position Elk Grove as a destination for major live events.

ii. **Arts, Culture, and Creative Economy Strategy**

- All required documentation has been received from the selected consultant, Cultural Planning Group.
- The first staff kickoff meeting is scheduled for April 2nd.

8. COMMISSION COMMENTS/FUTURE AGENDA ITEMS

- a. Future agenda items
 - i. Other agenda items at the request of the Commissioners
- b. Commission Comments
 - i. Espinoza asked if we could look into busking laws

8. ADJOURNMENT

- a. The Elk Grove Arts and Creative Economy Commission Meeting of March 26, 2026, was adjourned at 7:28PM. *(No quorum)*