MINUTES

SAND CITY ARTS COMMITTEE - WALKING TOUR
Friday, January 17, 2020 11:30 A.M.

1. CALL TO ORDER:
The meeting called to order by Chairperson Gregory Hawthorne at 11:30 a.m.

2. ROLL CALL: Committee Members Present: Chairperson Gregory Hawthorne, Shelby Hawthorne, and Brian Clark. Absent: Don Davis and Dawn Peters. Others: Mayor Mary Ann Carbone, City Manager Aaron Blair, Pat Milbery, and Mark Baer.

3. PUBLIC COMMENT
There was no public comment.

4. OLD BUSINESS:
a. Approval of minutes.
Motion to approve the minutes was made by Committee Member Clark, seconded by Committee Member Hawthorne. AYES: Committee Members Hawthorne, Hawthorne, and Clark. NOES: None. ABSENT: Don Davis and Dawn Peters. ABSTAIN: None. Motion carried.

5. NEW BUSINESS:
a. Introductions and Presentation. Pat Milbery introduced himself and provided the committee with background on his past experience as an artist, his portfolio, and expertise in curating mural festivals and large-scale public art. He provided his relevant experience, and why he thought this type of investment would be good for the West End. There was a discuss on the possible festival, theme, purpose, and timeline for the event. The committee suggested that the week before the WestEnd Celebration be looked at for a date.

b. WESTEND WALKING TOUR: The group walked the Westend district to discuss possible mural locations that would have a high visible impact. There was a discussion about producing a couple small scale murals to promote the WestEnd image, and the possible mural festival. Pat Milbery agreed to donate his time to produce a WestEnd “Zebra Cat” mural. Milbery agreed to get back to the committee in February with a budget, timeline, and festival layout.

6. ADJOURNMENT: The walking tour ended at 1:05 p.m.
can enjoy project is to create works of art people from all walks of life can enjoy. The collective is a part of the larger So-Gnar Creative Division, a creative marketplace focused on the 50+ year old demographic.

Pat Miberry is a creator and entrepreneur with a background in business and marketing. He has helped create and scale major brands in the health and wellness industry. His work has appeared in major publications around the world, including Fast Company, Inc., and Entrepreneur.

Most importantly, Pat is a passionate advocate for snowboarding. He founded the nonprofit Kids' For Kids, which provides access to professional snowboarding camps for kids in the United States. Pat is an active participant in the snowboarding community, and he is committed to helping others experience the thrill of the sport.
SO-Cedar Creative Division Past Projects
About we. Fest

we. Fest is the first street and public art festival in Sand City, CA. The focus of the festival is to bring two artists together on one wall and celebrate/merge their individual styles to create unique public masterpieces for all to enjoy.

With target dates of August 17-23, 2020, the aim is to transition the last 2-3 days of the festival into the West End Music Festival to have a built in audience for the art.

The focus will be on quality art that creates conversation. The goal is to allow the artists to fully express themselves and build the foundation of a more accessible public art gallery in Sand City that will be enjoyed for years to come. Local Artist will be considered for at a minimum of two (2) walls and for 4 muralist.

zwe.
we. Fest Thematic Concepts

Drawing from past experiences in other public and street art festivals, we want to take the 10 walls available and have a loose theme for the artists to work with but not have them be pigeon-holed. Below are a list of thematic concepts that the Sand City Arts Committee can decide on together:

- we. Skate
- we. Explore
- we. Dream
- we. Build
- we. Share

- we. Connect
- we. Grow
- we. Surf
- we. Burn
- we. Believe
- we. Speak
- we. Rise
- we. Respect
- we. Can
to. Local Artists will be identified at a future meeting. The highlight is the non-local artists that we would like to reach out through auxiliary events and promotions. The next few slides illustrate opportunities to be a part of the Festival. The local scale will be contracted. For local artists that are non-committee, or are known to have the ability to produce large scale murals. Local artists that have been identified by the art committee will be contacted. Local artists who might not intentionally include local artists together who might not have the chance to work with each other thus creating one of a kind murals. Local artists that have been identified by the art committee will be contacted.

The curaion of each artist and artist paintings will be a lot of experience producing large scale murals in a week time frame.

We, Fest Art Curation
Together we can enrich the magnetism of the West End community through increasing awareness of the local creatives and businesses.

Boost Sand City!

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For inquiries, please contact: