

**CITY OF FOLSOM
ARTS AND CULTURE COMMISSION
SPECIAL MEETING
6:30 P.M. – NOVEMBER 8, 2021
CITY COUNCIL CHAMBERS
50 NATOMA STREET
www.folsom.ca.us**

Pursuant to Assembly Bill 361 and the Governor's proclamation of a State of Emergency due to the coronavirus (COVID-19) public health emergency, the Folsom City Council, staff, and members of the public may participate in this meeting via teleconference.

Members of the public wishing to participate in this meeting via teleconference may email dklamm@folsom.ca.us no later than thirty minutes before the meeting to obtain call-in information. Each meeting may have different call-in information. Verbal comments via teleconference must adhere to the principles of the three-minute speaking time permitted for in-person public comment at the Arts & Culture Commission meetings.

1. **CALL TO ORDER:**
2. **ROLL CALL:** Commission Members: Allaman, Hall, Mitchell, Sinha, Winward, Wyatt
3. **PLEDGE OF ALLEGIANCE**
4. **BUSINESS FROM THE FLOOR:**
Members of the public are entitled to address the Commission concerning any item within the Folsom Commission's subject matter jurisdiction. Public comments are limited to no more than three minutes. Except for certain specific exceptions, the Commission is prohibited from discussing or taking action on any item not appearing on the posted agenda.
5. **APPROVAL OF MINUTES:**
A. September 13, 2021 Special Meeting
6. **ACTION ITEMS:**
A. Arts Achievement Recognition Award Program Call for Nominations
7. **DISCUSSION ITEMS:**
A. Johnny Cash Trail Fundraising Strategies
8. **INFORMATIONAL ITEMS:**
A. Gallery at 48 Natoma 2022 Exhibition Schedule
B. Manager's Report
9. **COMMISSION MEMBER COMMENTS:**

10. ADJOURNMENT:

*Notice: Members of the Public are entitled to directly address the Commission concerning any item that is described in the notice of this meeting, before or during consideration of that item. If you wish to address the Commission on an issue, which is on this agenda, please raise your hand and when your name is called, you may unmute and be recognized by the Chairperson and then proceed to speak. If you wish to address the Commission on any other item of interest to the public, when the Chairperson asks if there is any "**Business from the Floor**," follow the same procedure as described above. Please limit your comments to three minutes or less.*

As presiding officer, the Chairperson has the authority to preserve order at all Arts & Culture Commission meetings, to remove or cause the removal of any person from any such meeting for disorderly conduct, or for making personal, impertinent, or slanderous remarks, using profanity, or becoming boisterous, threatening or personally abusive while addressing said Commission, and to enforce the rules of the Commission.

In compliance with the Americans with Disabilities Act, if you are a disabled person and need a disability-related modification or accommodation to participate in this meeting, please contact the City Clerk's Office at (916) 461-6035 or dklamm@folsom.ca.us. Requests must be made as early as possible and at least two-full business days before the start of the meeting.

Any documents produced by the city and distributed to the Arts & Culture Commission regarding any item on this agenda will be made available at the Parks & Recreation Department at 50 Natoma Street, Folsom, California during normal business hours.

**CITY OF FOLSOM
ARTS AND CULTURE COMMISSION
MONDAY, SEPTEMBER 13, 2021
SPECIAL MEETING
MINUTES**

Pursuant to Governor Newsom's Executive Order N-29-20, members of the Folsom Arts and Culture Commission and staff may participate in this meeting via teleconference.

1. CALL TO ORDER:

The Arts and Culture Commission meeting was called to order at 6:45 p.m. with Chair Maribel Wyatt presiding.

2. ROLL CALL:

Commission Members Present: John Hall, Commissioner
 Shivesh Sinha, Commissioner
 Lucinda Winward, Vice-Chair
 Maribel Wyatt, Chair

Commission Members Absent: Marc Allman, Commissioner
 Sunny Mitchell, Commissioner

Staff Present/Speaking Tom Hellmann, Community & Cultural Services Manager
 Cindy Abraham, Recreation Art Specialist

3. PLEDGE OF ALLEGIANCE:

The Pledge of Allegiance was recited.

4. BUSINESS FROM THE FLOOR:

Gary "Geo" Graening was present in the chambers and spoke on his request to donate a sculpture and review his current work.

5. SCHEDULED PRESENTATIONS:

A. Presentation by Toby Briggs

The commission received information and data from Toby Briggs with GROW Design & Development. GROW is contracted with the City of Folsom for the engagement and

enhancement of social and digital properties of the website and social media platforms related to the Johnny Cash Trail.

6. APPROVAL OF MINUTES:

A. July 8, 2021 Regular Meeting Minutes

Motion by Commission Member John Hall, second by Commission Member Lucinda Winward to approve the minutes of July 8, 2021. Motion carried with the following vote:

AYES: Commissioner(s): Hall, Mitchell, Sinha, Winward, Wyatt
NOES: Commissioner(s): None
ABSENT: Commissioner(s): Allman, Mitchell
ABSTAIN: Commissioner(s): None

7. DISCUSSION ITEMS:

A. Johnny Cash Trail Fundraising Strategies

Tom Hellmann, Community and Cultural Services Manager presented a list of ideas that were shared by the commission during the July 8, 2021, meeting regarding the Johnny Cash Trail Fundraising Strategies.

8. INFORMATIONAL ITEMS:

A. Upcoming Art Gallery Exhibit – “Found in Nature” on October 15, 2021

Cindy Abraham, Recreation Art Specialist shared an informational postcard about the new exhibit that will premier and open to the public on October 8 with available gallery hours of 9 a.m. to 3 p.m., Monday through Friday. The gallery reception to be hosted on Friday, October 15 for the community to meet the artists and enjoy an evening in the art gallery. She also handed out a flyer with information about the upcoming Folsom Glass Pumpkin Patch which is being held on October 9 and 10.

B. City of Folsom 2021 Park & Recreation Needs Assessment Survey

Tom Hellmann discussed the results of the City of Folsom 2021 Park & Recreation Needs Assessment Survey and provided copies of the results to the commission.

C. October is National Arts & Humanities Month

Tom Hellmann provided a draft copy of the Proclamation declaring October 2021 National Arts and Humanities Month, which will go to council on September 28.

D. Manager's Update

Tom Hellmann provided a written report to the commission and provided a recap of the August 24, 2021, City Council meeting regarding the American Rescue Plan Act. The City is expected to receive \$8.4 million, and they discussed how to identify areas for these onetime funds. He also reviewed upcoming community events. An informational handout about National Arts & Humanities Month was also distributed.

9. COMMISSION MEMBER COMMENTS:

Commissioner John Hall commented that the Folsom Americana Fest is a great time and a fabulous event for the City of Folsom.

Commissioner Shivesh Sinha had no comments at this time.

Commissioner Lucinda Winward commented about attending the art reception and had a conversation with the president of the Arts Association about weekly requests from parents inquiring about art classes for children. Tom Hellmann responded about the continuous conversations and efforts being made to bring back classes. Cynthia Abraham made note that we have always offered classes for children but due to COVID and current restrictions we are slowly bringing things back.

Commissioner Maribel Wyatt welcomed Dawn Klamm to the meetings. She encouraged everyone to attend the Folsom Americana Fest as well.

10. ADJOURNMENT:

There being no more business brought before the Folsom Arts and Culture Commission, the meeting was adjourned at 8:04 p.m.

RESPECTFULLY SUBMITTED:

ATTEST:

Dawn Klamm
Administrative Assistant
Parks and Recreation Department

Maribel Wyatt, Chair

TO: Arts and Culture Commission
FROM: Tom Hellmann, Community and Cultural Services Manager
SUBJECT: **ARTS ACHIEVEMENT RECOGNITION AWARDS PROGRAM
CALL FOR NOMINATIONS**

BACKGROUND

The Arts Achievement Recognition Program was developed in 2004 by the Arts and Culture Commission (ACC) to increase awareness and recognition of outstanding arts individuals and organizations in Folsom. There are two award categories that are available for submission. The first is the Folsom City Council Resolution of Commendation which is awarded to larger groups or organizations that meet the Arts Achievement award criteria. The second is the Folsom Arts and Culture Commission Certificate of Recognition which is appropriate for individuals or smaller organizations that meet the Arts Achievement award criteria.

DISCUSSION

In 2019 the Arts and Culture Commission awarded Arts Achievement in both categories, however due to the COVID pandemic the commission did not launch the awards program in 2020. Now, with our community rebounding and providing programs, services, and events again it warrants that the commission determine if launching the Arts Achievement Recognition Awards now is appropriate.

Once approved by this commission, staff will launch the program with a due date for all nominations to be submitted by December 10, 2021. Staff will review the submitted nominations and bring forth recommendations to the commission at the January meeting of the Arts and Culture Commission for approval. Then, staff will invite the award recipients to the March meeting of the Arts & Culture Commission so that the commission may present the award. Staff will work with the Arts and Culture Commission Chair and Co-Chair on a date to be determined for the presentation of the Resolution of Commendation at the Folsom City Council meeting in February or March.

ATTACHEMENTS

1. Arts Achievement Recognition Program Criteria and Nomination Form

RECOMMENDATION

Staff recommends the Arts and Culture Commission proceed with opening nominations for the Arts Achievement Recognition and allow staff to receive nominations and bring a recommendation to the commission at the next meeting of qualified nominees deserving of recognition.

ATTACHMENT 1

**ARTS ACHIEVEMENT RECOGNITION PROGRAM CRITERIA AND
NOMINATION FORM**



Nominate Someone Great for an Arts Achievement Award!

DUE: DECEMBER 10, 2021

The Arts Achievement Recognition Program was developed in 2004 by the commission to increase awareness and recognition of outstanding arts individuals and organizations in Folsom. Listed below are the criteria for determining qualifications for achievement recognition and methods of recognition:

A) Acknowledgement of Arts Achievements Criteria

- 1) Individual or non-profit organization clearly related to one of the following art categories: visual, performing, arts education, or historical.
- 2) May also be business or business-friendly organizations that make substantial contributions to stabilize an arts organization or promote the arts within Folsom or provide arts services to the community.
- 3) Must be a Folsom resident or organization based in Folsom.
- 4) Achievement benefits the general population.
- 5) May be a recent outstanding project or long-term service recognition.
- 6) May recognize other achievement award by a larger organization (i.e., SMAC, CAC, NEA, CPRS, scholarships, etc.).

B) Method of Recommendation

Achievements may be considered for recognition by being brought forward by any of the following methods:

- 1) Nomination by a committee member
- 2) Nomination by staff
- 3) Recommended by the public or a citizen's group

C) Recognition Awards

- 1) Attendance at either the Arts & Culture Commission meeting or Folsom City Council meeting for the person or group to be recognized and handed the Arts Achievement Recognition.
- 2) Publish a press release for local media attention.
- 3) Certificate of Achievement from the Arts and Culture Commission.
or
- 4) Resolution of Commendation from the Folsom City Council.

Nominations should include a list of the nominee's accomplishments along with a recommendation for the type of recognition to be awarded. For questions, call (916) 461-6611. Please return nomination forms to cabraham@folsom.ca.us

2021
Art Achievement Award Nomination Form

Please complete the nomination form and include a written description of the nominee for the award. A thorough description articulating the success, accomplishments and justification for the nomination are critical for assessing eligibility for the award. Please limit your nomination to two pages typed with 12 font and single spaced.

1. Name of Individual or Organization: _____

Folsom resident or Folsom-based organization (check one)

Individual _____ Non-profit Organization _____ Local Business _____

2. Type of Award Recommended: (check one)

_____ Folsom City Council Resolution of Commendation
(appropriate for larger groups and larger organizations)

_____ Folsom Arts and Cultural Commission Certificate of Recognition
(appropriate for individuals and smaller organizations)

3. Related to one of the following art categories: (check one or more)

_____ Visual Arts _____ Performing Arts _____ Arts Education _____ Cultural Arts

4. List number of population served or benefited by this activity _____

5. Please describe the arts activity, its benefits to the community, the long-term service of the individual or organization, or the recent achievements that may have been recognized by a larger organization that warrant public acknowledgement.

**Attach page(s) if necessary. This information may be used in future reports and publicity.*

DISCUSSION ITEM 7A
Arts and Culture Commission
November 8, 2021

TO: Arts and Culture Commission
FROM: Tom Hellmann, Community and Cultural Services Manager
SUBJECT: **JOHNNY CASH TRAIL FUNDRAISING STRATEGIES**

During the July 8 and September 13, 2021, commission meeting the discussion around ideas and strategies for fundraising for the Johnny Cash Trail Art Experience took place. Commissioners shared their thoughts and suggestions for strategies to promote the art experience. Here was a list of ideas shared by the commission:

- Update the signs on the trail with more specific language asking for donations.
- Include a QR Code to the sign that will direct individuals directly to the site to donate or purchase a donor wall plaque
- Develop a breakdown of materials needed to construct Cash's Pick No. 1
- Network with area businesses and companies to see about donating the materials identified and or volunteer labor
- Discuss with other city departments on future CIP projects that could include some level of work at the art experience sites
- Receive a demonstration of the Folsom Cash Art Trail website that is the main site for the Johnny Cash Trail Art Experience. www.folsomcasharttrail.com
- The City is partnering with the Wildwood Performing Arts Foundation to host the Folsom Americana Fest with a portion of the proceeds benefiting the Johnny Cash Trail Art Experience.

UPDATE

- A draft design of the updated signage that would replace the signs at Cash's Pick No. 1, Cash's Pick No. 2 and at the JCT Donor Wall is provided to you.
- City staff are working with RRM Design Group who is the landscape architect that is under contract with the City of Folsom to design Cash's Pick No. 1. They are working on finalizing the design plans which will include a materials list.

ACTION

What additional strategies and opportunities could be available to continue progress on the Johnny Cash Trail Art Experience?

**SAMPLE SIGNAGE TO BE PLACED ON THE
JOHNNY CASH TRAIL
AT**

**CASH'S PICK NO. 1
CASH'S PICK NO. 2
JOHNNY CASH TRAIL DONOR WALL**

BE PART OF THE LEGACY

JOHNNY CASH TRAIL

DONATE OR PURCHASE A DONOR WALL PLAQUE

FolsomCashArtTrail.com



SCAN ME

FUTURE SITE OF PUBLIC ART WORK

“CASH’S PICK NO. 1”

JOHNNY CASH TRAIL

BE PART OF THE LEGACY

MAKE A DONATION AT:

FolsomCashArtTrail.com



SCAN ME

FUTURE SITE OF PUBLIC ART WORK

“CASH’S PICK NO.2”

JOHNNY CASH TRAIL

BE PART OF THE LEGACY
MAKE A DONATION AT:

FolsomCashArtTrail.com



SCAN ME

INFORMATIONAL ITEM 8A
Arts and Culture Commission
November 8, 2021

TO: Arts and Culture Commission

FROM: Tom Hellmann, Community & Cultural Services Manager

SUBJECT: GALLERY AT 48 NATOMA 2022 EXHIBITION SCHEDULE

INFORMATION

Attached is the Gallery at 48 Natoma exhibit schedule for the dates and titles of the art exhibits to be shown in the gallery

ATTACHMENTS:

1. Gallery at 48 Natoma 22 Exhibition Schedule

ATTACHMENT 1
GALLERY AT 48 NATOMA 2022 EXHIBITION SCHEDULE

The Gallery at 48 Natoma



The City of Folsom opened the Gallery at 48 Natoma in June of 2007. An interesting line-up of art exhibits showcase a wide variety of professional art by regional and national artists, area museum collections as well as national traveling exhibitions. Whether you "know what you like" or are interested in seeing something completely different; from the conservative to the cutting edge – there will be something here for everyone.

The Gallery at 48 Natoma is offering consistent drop-in hours Monday through Friday from 11 a.m. to 2:00 p.m. Additional appointments are also available between 9 a.m. and 4 p.m. Monday through Friday; call 916-461-6601 for current hours or to reserve an appointment time.

All current COVID-19 safety protocols are followed.

- Exciting art experiences for ALL AGES
- The gallery is free and open to the public
- Most art is available for sale
- Great gift shop with one-of-a-kind pieces



Community Exhibition Gallery

Local, emerging artists, art organizations and students have opportunities to exhibit their work in the art center.

Want to show your art at the Gallery?

Most exhibits are scheduled a year in advance. To request gallery guidelines and an application to exhibit, please contact the gallery director.

The exhibits and programs are generously sponsored in part by: the "Take PART in the ARTs" program, the Folsom Arts Association, the Dyer Family Foundation and generous community support.

Please let us know if you would like to help support the gallery with a donation.

"This gallery is featuring artists of great caliber and is building a reputation for itself in Northern California."

"This show rivals recent showings of California art at the Crocker Art Museum in Sacramento, and future exhibits promise to be of additional cultural significance. Folsom's little free, community art gallery is absolutely worth taking the time to visit."

--- Village Life Newspaper

VOTED BEST ART GALLERY
FOLSOM TELEGRAPH

Contact Information:

Cynthia Abraham
Gallery Director
Gallery at 48 Natoma



FOLSOM
THINK & RECREATE

City of Folsom
Parks & Recreation Department
48 Natoma St, Folsom, CA 95630
0.916-461-6611

m.916-461-6601
cabraham@folsom.ca.us



www.folsom.ca.us

GALLERY at 48 NATOMA

2022

Exhibition Schedule



2022 Exhibits dates/exhibitions are subject to change.
Please check with the gallery for final schedule.

1. Main Gallery:
January 28 to April 7
"Small Expressions"



Juried exhibit from The Handweavers Guild of America

Community Gallery: January 21 to March 31



"It's a Small World"
Folsom Arts Association Membership Show

2. Main Gallery: April 22 to June 30
"Famous Faces"

Karen Fulk - sculpture
Mike Tofanelli - digital paintings



Community Gallery: April 12 to June 24
Faculty Art Exhibit
El Dorado Hills Arts Association Open Studio
Tour Preview show

3. Main Gallery:
July 15 to Sept 22
"Woven Works"

Paula Busch - encaustic
paintings
Carolyn Zeitler - basket
sculptures



Community Gallery: July 8 to September 23
Student/Faculty Art Show
Folsom Art Center Adult Art Classes

4. Main Gallery:
September 30, 2022 to January 12, 2023
"Stormy Weather"

Juan Pena - watercolor paintings
Marianne Woosley - pastels
Barbara Grauke - glass



Community Gallery:
October 6, 2022 to January 10, 2023



Folsom Focus Photography Contest

INFORMATIONAL ITEM 8B

Arts and Culture Commission

November 8, 2021

TO: Arts and Culture Commission

FROM: Tom Hellmann, Community & Cultural Services Manager

SUBJECT: MANAGER'S REPORT

City Council Updates:

- Request for Proposals for 405 Natoma Station and 905 Leidesdorff were reviewed by staff and City council will discuss on November 9.
- City re-district public hearings (3 remaining) are January 11, February 8, and February 22. Process will be complete by April 2022.

Notable Project Updates:

- Working with a vendor to purchase and install the following at the Community Center:
 - Sound System
 - Stage Lighting
 - Stage Curtains
 - Stage Screen
- Completed the update to the bar counter tops in the Community Center
- Completed the installation of flooring in the RG Smith room in the Community Center
- Completed the repairs of Rock'n River Art Sculpture
- A Request for Proposal was issued for a Historic Preservation Analysis for the Depot Building in the Historic District with proposals due November 19.

Upcoming Events:

- November 11: Veteran's Day Celebration
- Folsom Historic District Ice Rink Opens: November 11
- Thanksgiving Feast for the Animals at Folsom Zoo: November 25
- Folsom Turkey Trot: November 25 (JCT support)
- Wild Nights & Holiday Lights
 - December 10-12
 - December 17-23
- Folsom Toy Drive: December 1-17