



**AGENDA FOR REGULAR MEETING
PUBLIC ART COMMITTEE (PAC)**

Tuesday, July 27, 2021 at 3:00 pm

ONLINE ZOOM MEETING ONLY: <https://zoom.us/j/95098113151> (no password required)

Open to the Public

Call to Order

Pledge of Allegiance to the Flag

Roll Call

Non-Agenda Public Comment: The PAC meeting will occur only online to ensure the safety of City residents, employees and the communities we serve. See “PUBLIC COMMENTS” section below on how to submit public comments.

Approval of Minutes – April 27, 2021

Presentations

1. Introduction of Library and Community Services Director Joyce Ryan
2. John Baldessari Plaque Update (see attached report) – Bill Virchis & Charles Reilly
 - a. John Baldessari Fund to pay for plaque, unveiling, and library display
 - b. Homeowner consent to be obtained by the City with Committee member support
 - c. Fundraising to be done by Committee members with A Reason to Survive Serving as the fiscal agent
 - d. Installation and maintenance to be completed by the City

Action Items

1. Seeking approval for A Reason to Survive to serve as the fiscal agent for the John Baldessari Fund, pending homeowner consent.
2. Seeking a commitment from the Public Art Committee members to fundraise for the John Baldessari Fund, pending homeowner consent.

Non-Action Items

1. A Reason to Survive Update – James Halliday
2. Port of San Diego, Arts, Culture and Design Committee Update – Charles Reilly
3. Update on mural and library display honoring Manuel Cavada – Bill Virchis
4. Mandatory trainings – Audrey Denham
5. Return to in person meetings – Audrey Denham

City Staff Comments

Committee Member Comments

Date and Time of Next Meeting – The next Regular Meeting of the PAC is scheduled for Tuesday, October 26, 2021 at 3:00 pm.

Adjournment

PUBLIC COMMENTS: The Public Art Committee (PAC) will receive public comments via e-mail at adenham@nationalcityca.gov regarding any matters within the jurisdiction of PAC. Written comments or testimony from the public (limited to three minutes) must be submitted via e-mail by 2:00 p.m. on the day of the PAC meeting. All comments received from the public will be made a part of the record of the meeting.

Upon request, this agenda will be made available in an appropriate alternative format to persons with a disability. Contact the Community Services Department Office at (619) 336-4290 to request any disability-related modification or accommodation, including any auxiliary aids or services, that may be required by a person with a disability who requires such a modification or accommodation in order to participate in the public meeting.



**Public Art Committee
Minutes of the Regular Meeting of April 27, 2021**

The Regular Meeting of the Public Art Committee was called to order by Chair, William Virchis at 3:02 p.m.

ROLL CALL

Commissioners Present: William Virchis, Charles Reilly, Jacqueline Schllapnik-Garcia and Jose Lopez
Commissioners Absent: Nadia Nunez and Jose Gonzalez
City Staff: Audrey Denham, Karina Lopez, and Megan Gamwell
Guests: James Halliday

NON-AGENDA PUBLIC COMMENT

None

MINUTES OF PREVIOUS MEETING

Approval of Minutes for the meeting held on January 26, 2021, with a correction to the end time of 3:54 p.m.; 1st Reilly, 2nd Schllapnik-Garcia, motion carried by unanimous vote.

PRESENTATIONS

1. Market Makeovers – James Halliday, of A Reason to Survive discussed Market Makeovers and a NEA grant received to support the program.

ACTION ITEMS

1. Baldessari Plaque Funding – Committee voted to table the discussion until the July 27, 2021 meeting so more information can be provided by staff. 1st Schllapnik-Garcia, 2nd Jose Lopez, motion carried by unanimous vote.

NON-ACTION ITEMS

2. Bloomberg Asphalt Art Grant – James Halliday, of A Reason to Survive, notified the Committee that the City is applying for the Bloomberg Asphalt Art Grant with A Reason to Survive as a partner organization.
3. Port of San Diego, Arts, Culture and Design Committee Update – No report due to lack of meeting. Charles Reilly did remind the Committee that the Bay Marina Drive mural was completed and fundraising for the Coronado Bridge light project continues.

CITY STAFF COMMENTS

1. Audrey Denham announced that the staff liaison for the Public Art Committee will now be Megan Gamwell beginning in July.

COMMISSIONER COMMENTS

1. William Virchis wanted the Committee to be aware of AB5 and how it will impact small theater companies.

ADJOURNMENT

1st Schllapnik-Garcia, 2nd Lopez, motion carried by unanimous vote, meeting adjourned at 3:56 p.m. to the next Regular Meeting scheduled for July 27, 2021 at 3:00 pm.

**Righting a Wrong:
A Plan To Fund a Permanent Site Marker
At the National City Location of John Baldessari's
Famous "Wrong" Artwork**



Wrong - 1967



Wrong - Version #2 - 1996

**City of National City
Public Art Committee
July, 2021**

William Virchis, Chair
Members: Jose "Pepe" Gonzalez, Nadia Nunez, Charles Reilly,
Jacqueline Schliapnik-Garcia (Radio Latina), Jose Lopez (Alternate)

City Staff
Audrey Denham, Recreation Superintendent
Community Services Department

John Baldessari: A National City Story

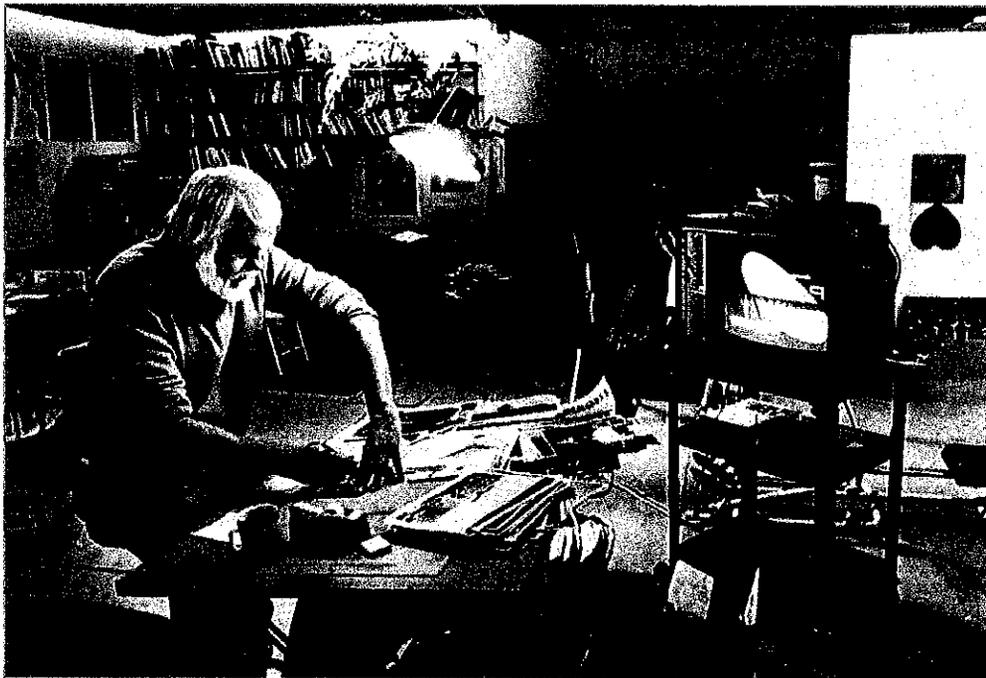
The late John Baldessari was born (1931) and raised in National City and grew to become one of the major international figures in the conceptual art movement in Postwar America before his death in 2020. In his lifetime, he received such national and international awards as the Guggenheim Fellowship, the National Presidential Medal of Arts (from President Obama), the National Humanities Medal, and (along with Yoko Ono in 2009) the Golden Lion Lifetime Achievement Award at the international art exhibition, the Venice Biennale, one of the most important events in the world of art. He was also a great teacher, influencing many other important young artists in the late 20th and early 21st Century.



And yet there is nothing in the city of his birth acknowledging the man, his art or his importance.

Fortunately, the site one of the best known works called “Wrong” has been located in National City. A photograph shot in 1967, it did as Baldessari intended: “Wrong” signaled the futility of rigid rules in art and went on to help lift the importance of conceptual art worldwide. The original is in the permanent collection of the Los Angeles County Museum of Art, and a second version, shot in 1996 and called “Wrong, Version #2,” is in the permanent collection of the Museum of Contemporary Art, San Diego.

Following is a plan to acknowledge Baldessari and his cultural contributions with a permanent plaque at the site of “Wrong” and “Wrong, Version #2.”



Steps to Raising the Funds Necessary to Realize the Baldessari Plaque

Perhaps the most powerful idea in fund raising is the “unbroken chain” of participation by those leading the effort. Full participation meets fund-raising goals, but perhaps most important, it empowers the leaders and participants. It generates enormous and long-lasting good will – for the cause and among all who take part.

Estimates from the company that has made plaques for UCSD’s Stuart Collection indicate the plaque to go in front of John Baldessari’s “Wrong” tree will cost \$1,500 – \$2,000. (Drafts and drawings approved by the National City Public Art Committee [PAC] are included in this packet.)

The Public Art Committee’s Leadership Role

With the understanding that the City of National City would fund the underground substructure to hold the plaque in place, the Public Art Committee at its April 27, 2021 meeting unanimously voted to:

- * Move ahead with the idea to fund the plaque;
- * Approve a draft of language for the plaque;
- * Raise money to fund the effort.

We should be able to raise at least half the \$2,000 from within the PAC. Some steps that have been taken are:

1. We have secured a challenge grant from an anonymous donor who will match, dollar-for-dollar up to \$500, funds contributed by volunteer members of the Public Art Committee.
2. To provide donors with non-profit tax deductibility, National City’s A.R.T.S. non-profit program, has agreed to serve as the fiscal agent. Donor funds will be held at A.R.T.S. in a fund called the “John Baldessari Fund” created for this purpose. Should the fund-raising effort exceed the costs of the plaque, funds can be available to support other aspects of the project, such as informational materials for the homeowners/occupants of the “Wrong” house, donor acknowledgements, related A.R.T.S. programming, etc.

Again, the “unbroken chain” is key. ***This should be a National City project and a National City accomplishment.*** We may be able to get help from those beyond the city who know Baldessari’s work and importance, but without a strong commitment from the National City “family,” help from those outside the family is extremely unlikely.

Fund-Raising Steps

1. Solicit and gain 100% participation from members of the committee.
(Bill Virchis, Nadia Nunez, Charles Reilly, Jacqueline Schliapnik-Garcia (Radio Latina), Jose "Pepe" Gonzalez, Jose Lopez [Alternate]).
 - a) Charles has pledged \$250. The goal is for Bill and Charles to meet with each committee member prior to the next PAC meeting July 27 and to seek full participation in the range of \$100-\$250 each.
2. With participation by Bill and Charles (and James), Charles and Bill can meet shortly with Audrey Denham to update her on progress and outline the plans for continuing.
3. We should also meet with any key community leaders to fill them in on what is happening and gain the benefit of their advice. They will not be asked to contribute but if support is offered, it will be gratefully accepted.

Other Prospective Donors

Once we have enlisted the necessary support from within the PAC, we can make a strong case to those beyond the city, especially those in the San Diego art world. They might include:

Matt Brower (a past contributor to A.R.T.S. and major art collector)

Hugh Davies, former Museum of Contemporary Art San Diego (MCASD) Executive Director

Michael Krichman, major art collector, originator and creator of inSITE, the bi-national (U.S.-Mexico) art program

Kathryn Kanjo, Executive Director of MCASD

Lynda Forsha, art consultant and former curator at MCASD

Jacqueline Reynoso, A.R.T.S. board

Erika Torri, Executive Director of the Athenaeum Library of Music and Art

Margo Leavin, Baldessari's Los Angeles gallerist (now retired)

Mark Quint, longtime contemporary collector and art dealer (ONE | Quint Gallery, La Jolla)

Bob Pincus, former SD Union-Tribune art critic

(Ms.) Leslie Simon, advocate of cultural activities

Yvonne Wise, Port of San Diego Director of Parks & Recreation and staff to the Port's Art, Culture and Design committee

Anne Porter, Chair, Port of San Diego Art, Culture and Design Committee

Robin Lipman, arts supporter

Michael Flaster, arts supporter

Lauren Lockhart, Manager, San Diego International Airport Arts Program

It is also possible that, once individual solicitation is completed, a "Go Fund Me" site can be established to encourage and process other donations.

Timeline: Realizing the John Baldessari "Wrong" Plaque

Steps:	Weeks >	April 26	June 7	June 14	June 21	June 28	July 5	July 12	July 19	July 26
Public Art Com. Approves concept, cost		X								
Secure Challenge Grant for PAC			X (\$500)							
ID & Secure Tax Deductible Org for Donors				X (ARTS)						
Gain Support from Committee Chair on Plan (WV)						X				
Update Audrey Denham on Progress									X	
Meet with Committee Members (4) to Gain Support Pledges										X (July 27)
Public Art Committee Meeting										
Update Dukie Valderrama, other community elders										
With City Manager Raulston's help we have located the "Wrong" palm tree (See P-6). We must strategize how to approach owners/occupants and gain their support.										
External fund raising to Other Prospective Donors (Page 4) to follow.										

Notes:

- The aim is to meet with all members (4 more) of the Public Art Committee by the next PAC meeting July 27.
- Our aim is 100% Committee participation for the match. Why is that important?
- * The "unbroken chain" idea is a powerful fund-raising concept. Everyone gives. Everyone will know the right amount for them to feel good about being part of this effort.
- * To be successful going forward, full participation by all Committee members is essential.
- * This should be principally a "National City project", not a project "dropped in" by outsiders.
- * As a matter of cold hard fact, future donors will probably not contribute to any project without demonstrated community support.

Subsequent Steps:

With full participation by our leadership group, we can approach members of the San Diego art community for additional funds.

We can also set up a "Go Fund Me" page when we have finished in-person solicitation.



The “Wrong” house has been located by City Manager Brad Raulston:
1128 East First Ave., National City

1128 E 1st St
National City, CA 91950

Elizabeth Mclachlan
Anastacia Yagao
Lisay Emerson

Source: <https://www.neighborwho.com/1st-St-National-City-CA-addresses>

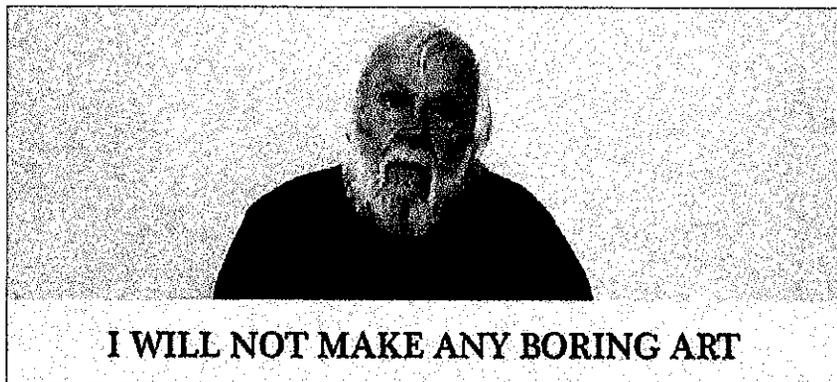
Brushed Aluminum Plaque





President Obama presents the 2014 National Medal of Arts to John Baldessari at the White House. Others cultural heavyweights receiving the award that day included actress Sally Fields, best-selling author Stephen King, fellow artist and MacArthur “genius” award winner Ann Hamilton and composer-singer-performer Merideth Monk.

Read/Write/Think/Dream*



* **Read/Write/Think/Dream**

Title of Baldessari's 2001 sculpture installation at the entrance of the University Library at the University of California, San Diego – and a timeless exhortation to students. “I will not make any boring art” was one of Baldessari's self-admonitions and teaching maxims that became a print owned by the Museum of Modern Art in New York. It has been inscribed on pencils and other items sold in museum stores.