



# Memorandum

**TO:** PUBLIC ART COMMITTEE

**FROM:** MICHAEL OGILVIE

**SUBJECT:** SEE BELOW

**DATE:** March 29, 2018

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Approved

Date

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**SUBJECT: PUBLIC ART ADVISORY COMMITTEE APPOINTMENTS**

## **RECOMMENDATION**

Take action on a staff recommendation to forward a recommendation to the Arts Commission for the following appointments to the Public Art Advisory Committee:

- 1) Appoint Karen Gauss to a full term ending June 30, 2020 and
- 2) Reappoint Chloe Verrey for a full term ending June 30, 2020.

## **BACKGROUND**

On January 12, 2000, the Arts Commission approved the formation of a Public Art Advisory Committee (PAAC) to include four art and design professionals and a non-specific number of special constituent ("guest") members for specific projects or programs. *Public Art NEXT!*, the public art master plan, adopted in 2007, further clarifies the PAAC as a five-member, non-voting adjunct committee of the Public Art Committee (PAC) comprised of professionals in the fields of art, design, architecture, landscape architecture, and urban planning. The PAAC convenes as part of the regularly scheduled PAC meeting and evaluates aesthetic issues related to art projects and makes recommendations to the PAC prior to votes on agenda items.

Staff develops a list of recommended PAAC candidates for review with the PAC, which then takes action to forward the recommendations for PAAC appointments to the Arts Commission for approval.

PAAC appointees serve renewable, two-year terms. From time to time, guest members that can provide expertise in conjunction with a specific project or program may be appointed to the PAAC and serve for a limited period determined by the PAC.

On February 27, 2017 the Arts Commission appointed Chloe Verrey for a partial term ending June 30, 2018, to fill a seat that was vacated by her SJDA predecessor Eric Hon when he took a position with the City of San Jose. The Arts Commission also reappointed Barbara Horiuchi to serve a term ending June 30, 2019.

**ANALYSIS**

The proposed appointments are for Karen Gauss to be appointed for a full two-year term ending June 30, 2020 and for Chloe Verrey to be reappointed to a full two year term ending June 30, 2020.

Karen Gauss has worked at VTA for three years, and is currently Community Outreach Supervisor. She handles public communication for construction and planning projects including light rail repair work, the recently completed Santa Clara Pedestrian Undercrossing, the Countywide Bicycle Plan, and Complete Streets corridor studies. She is part of the public outreach team for VTA's BART Silicon Valley Phase II extension. Originally from Milpitas and a graduate of Lincoln High in San Jose, Karen is well travelled. She lived in France for three years, and spent a year traveling in Southeast Asia and India. She has a master of urban planning degree from Texas A&M University. Because of the Public Art Program's current and possible future collaborations on transportation project with VTA as well as other possible transportation/transit-based public art projects, Ms. Gauss will bring a useful perspective to the PAAC.

Chloe Verrey is Operations Manager at the San Jose Downtown Association (SJDA) In this position she is directly involved in work with the Public Art Program on the ongoing maintenance of the Illuminating Downtown projects by Dan Corson, Sensing You and Sensing Water, beneath Highway 87. She also oversees the ongoing implementation of SJDA's Streetlife plan, which has included a number of artistic activations for the downtown district; these have included murals and crosswalk art. Because of the alignment between the Public Art Program's and SJDA's efforts to use artwork to activate the downtown core, the inclusion of SJDA staff on the PAAC has proven to be beneficial. Ms. Verrey is recommended for reappointment to a full two-year term that ends June 30, 2020.

Ms. Horiuchi will continue in her current PAAC term. A local artist specializing in painting, video, installation art and writing, she is also founder and editor-in-chief of Bay Area Art Grind, an online resource about art and art opportunities both regionally and beyond. She has exhibited in galleries, museums and other venues in the region. Ms. Horiuchi continues to be very effective as a member of PAAC.

Support of these recommendations will leave up to two possible vacancies on the PAAC.

  
MICHAEL OGILVIE  
Public Art Director

Attachment: Resumé for Karen Gauss; resumé for Chloe Verrey



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## EXPERIENCE

### Santa Clara Valley Transportation Authority (VTA)

#### **Community Outreach Supervisor**

2017-present

Develop and present VTA outreach plans to Community Working Groups and key stakeholders for Silicon Valley BART Extension to Alum Rock and Santa Clara Stations. Coordinate with City of San Jose for traffic operations planning for opening day of Berryessa BART station. Evaluate Milpitas and Berryessa BART stations for bicycle access and passenger experience. Supervise and train staff to create strategic outreach plans for capital projects, transit network redesign, planning studies, and congestion management initiatives. Improved coordination for riders notices during construction and large events which cause bus reroutes and light rail bus bridging. Identify resource needs and team skillset growth areas. By training outreach staff to use GIS, I moved a large portion of our printing and mailing operations from outside vendors to in-house production, significantly reducing costs. Train staff on effective content presentation and infographics, Salesforce data management, and evaluating census data for effective public outreach. Serve on committee to identify ways to counteract low ridership.

#### **Public Communications Specialist II**

2015-2016

Served as the main point of contact for public information, rider notices and bus bridging during light rail interruptions caused by construction. Create and implement outreach campaigns, website content, press releases, social media posts, printed materials and translations for capital projects, transportation planning, and large events. Communications project management for the Countywide Bicycle Plan, Express Lanes and Highway Programs, Rail Construction, Santa Clara Pedestrian Undercrossing, Complete Streets Corridor audits and studies, SR 85 Corridor Study, and others.

### Silicon Valley Bicycle Coalition

#### **Lupe Bikepool Ride Leader**

2017-present

Promote bicycle commuting and lead group rides to work on San Jose's Guadalupe River Trail.

### San Francisco Public Utilities Commission

#### **Public Service Aide**

2014-2015

Community outreach communications planning for the 2015 drought campaign, sewer system improvement program, groundwater blending, and LED streetlight conversion. Prepared social media, mass mailings, email outreach, and in-person presentations to community organizations and stakeholder groups. Assisted with transition to SharePoint file management system, Salesforce data management system, and development of a new intranet site. Wrote and edited press releases.

### Transportation for a Livable City

#### **Sunday Streets Event Staff**

2015

Planning and implementation of large street closures to allow bicycling, walking and placemaking.

Urban Planning Internships and Employment

2011-2014

**Associate Planner, Interim, City of Willits**

Prepared public hearing notices. Presented data and planning update to city council. Reviewed Assessor's Parcel data and zoning issues. Analyzed GIS data and created maps for grant applications.

**Geographic Information Systems (GIS) Intern, Greenbelt Alliance**

Analyzed bicycle and pedestrian crash data on El Camino Real and the Walnut Creek BART station area.

**City Planning Intern, City of Brownwood**

Provided strategies to improve vacancy, blight, and economic vitality. Produced a citywide general plan.

**Bicycle, Pedestrian, Greenways Intern, City of College Station**

Evaluated streets for walkability and cycling for city plans. Created cost estimates for capital projects.

Texas A&M University

**Senior Sponsored Student Advisor**

2018-2012

Represented the university at international conferences. Liaison with foreign sponsors and US Fulbright for admission, Homeland Security compliance, and financial support for over 500 sponsored students.

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**EDUCATION**

Master of Urban Planning, Transportation	Texas A&M University, College Station, TX	2012
Master of Arts, Social Sciences	University of Michigan, Flint, MI	2007
Bachelor of Arts, Language Studies	University of California, Santa Cruz, CA	2002
Coursework, Mineta Transportation Institute	San Jose State University, San Jose, CA	present

**SKILLS**

Microsoft Office Suite, ArcGIS, AutoCAD, Salesforce, Sprout Social, Nextdoor, GovDelivery, Photoshop

# Chloe M. Verrey

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## Summary of Qualifications

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- Experienced advocate for businesses and nonprofit organizations
- Knowledge of procedural development and implementation to create increased efficiency
- Passionate arts volunteer with board recruitment and retention experience
- Achieved proficiency in and ownership of multiple donor and CRM databases

## Work Experience

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**PBID Operations Manager** San Jose Downtown Association, September 2016 – Present

- Management of Groundwerx clean and safe program, including negotiation and management of the \$1.7 Million labor contract with cleaning contractor
- Management of Secondary Enforcement Unit program, working with active-duty and retired SJPD officers to provide additional security coverage to downtown San Jose
- Liaison to Commercial Property Owners & Managers Committee, and PBID Board of Directors
- Liaison to San Jose Downtown Foundation, including implementation of Downtown Doors program 2016 thru 2017
- Construction mitigation activities, including working with City of San Jose officials, development companies, contractors and impacted parties

**Membership & Outreach Manager** San Jose Downtown Association, January 2015 – August 2016

- Implemented free workshop programming for members
- Membership management, including welcoming new businesses, helping businesses with concerns and connecting businesses with relevant services
- Lead construction mitigation activities
- Researched, selected and implemented a new CRM for membership information
- Staff liaison to the Historic District Committee

**Membership Coordinator** San Jose Downtown Association, September 2013 – January 2015

- Membership management, including welcoming new businesses, helping businesses with concerns and connecting businesses with relevant services
- Created comprehensive amendments to membership benefits
- Coordinated construction mitigation activities
- Managed membership database
- Staff liaison to the Historic District Committee

**Development Coordinator** Family Supportive Housing, February 2011 – June 2013

**Development Assistant** St. Frances Cabrini School, August 2008 – February 2011

## Committee Membership

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**Vice Chair** – genARTS, a program of SVCcreates January 2017- Present

**Steering Committee Member**– genARTS, a program of SVCcreates January 2015- December 2016

**Board of Directors Member**- City Lights Theater Company March 2013- Present

## Education

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### Masters of Nonprofit Administration

University of San Francisco, December 2014

**Awards and Activities:** 2012-2013 Hearst Foundation INOM Scholarship Recipient, Graduate Student Ambassador- School of Management

**Bachelor of Arts** - Political Science, History Minor

University of Oregon, June 2008