

# Memorandum

**TO:** PUBLIC ART COMMITTEE

**FROM:** MICHAEL OGILVIE

**SUBJECT:** SEE BELOW

**DATE:** September 29, 2022

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Approved

Date

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**SUBJECT: RECOMMENDED APPROVAL OF TWO PUBLIC ART ADVISORY COMMITTEE MEMBERS**

## **RECOMMENDATION**

Take action on staff recommendations to:

- 1) Forward a recommendation to the Arts Commission for the appointment of Chris Arkley to the Public Art Advisory Committee or a term starting November 1, 2022 and ending June 30, 2024; and
- 2) Forward a recommendation to the Arts Commission for the appointment of Ruben Dario Villa to the Public Art Advisory Committee or a term starting November 1, 2022 and ending June 30, 2024

## **BACKGROUND**

On January 12, 2000, the Arts Commission approved the formation of a Public Art Advisory Committee (PAAC) to include up to 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 clarified 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.

The current structure of PAAC is for PAAC appointees to 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.

## **ANALYSIS**

### **Current Status of PAAC Membership**

There are presently no PAAC members as both of PAAC's current members, Chloe Shipp and Heidi Lubin, have had to recently resign. Chloe Verrey was originally appointed February 27, 2017; was reappointed on April 16, 2018 for a term ending June 30, 2020 and has continued to serve through June 30, 2022. Chloe represented the San Jose Downtown Association which continues to be a significant partner with the City in activating downtown spaces with art. Due to a promotion within SJDA, Chloe was no longer able to serve on PAAC and has recommended her replacement at SJDA to fill her seat.

Heidi Lubin was appointed in August, 2019. A visual artist, she was the Visual Arts Program Developer for the Children's Discovery Museum (CDM) where she developed monthly art activities for up to 40,000 visitors per year and coordinated many other activities for CDM before moving onto a position at Stanford. Heidi had to resign in August 2022 due to workload issues.

### **Recommended Appointment of Chris Arkley to PAAC**

Chris Arkley has replaced Chloe Shipp as the Operations Manager at the SJDA where he manages the Property-Based Improvement District (PBID). As such, Arkley oversees Groundwerx, the Social Impact Team, and other key PBID Programs. Arkley is staff liaison for the for the Commercial Property Owners and Managers Committee, Historic District Committee, SoFA District Committee, and the Social Impact Committee and previously served as the Community Engagement Manager for SJDA before being promoted into his current position. Prior to joining SJDA in 2021, Arkley worked as a manager at San Pedro Square Market. Arkley received a Bachelor's degree in History from San Jose State University. He will continue the strong representation of SJDA in the PAC's public art discussions.

### **Recommended Appointment of Ruben Dario Villa to PAAC**

Rubén Darío Villa is a first-generation Chicano multimedia artist and designer born in San Jose, CA to Mexican immigrants. He is a designer, brand strategist, artist, speaker, writer, and active community member in the South Bay Area. A first-generation college graduate of Santa Clara University, Villa landed a job at Apple after applying for a "Photoshop Expert" role without knowing photoshop. He eventually moved on from his tech position to launch his international, pop-culture inspired car freshener company Fúchila Fresheners. Villa is also currently employed at Google as a Visual Designer and Global Brand Lead. He recently opened his creative studio space in Gilroy, CA to explore the concept of "Chicanostalgia" and Chicano identity more broadly.

In his own words, he "devotes 120% of his time to empower minority and women-owned businesses and Latinx youth in underserved communities looking to break into the Silicon Valley." Villa sits on the board of Digital NEST, a local non-profit training Latinx youth in rural communities to kickstart a career in tech.

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The terms for these two appointees are recommended to start November 1, 2022 and end June 30, 2024. These are slightly shortened terms as they are both filling partial terms of vacated seats.

Support of these recommendations will provide for more effective management of PAAC terms over time, and will fill current PAAC vacancies, leaving up to three additional vacancies on the PAAC.

/s/

MICHAEL OGILVIE  
Public Art Director