

## CITY OF ONTARIO

## ONTARIO MUSEUM OF HISTORY AND ART BOARD OF TRUSTEES MEETING AGENDA

FAYE DASTRUP HAMILL HISTORIC COUNCIL CHAMBERS
225 S. EUCLID AVE. • ONTARIO, CA
June 28, 2022 • 6:00 PM

CALL	10	OK	DEK

6:00 PM

### PLEDGE OF ALLEGIANCE

Click or tap here to enter text.

ROLL CALL			
<ul><li>☐ Kueng</li><li>☐ Caughman</li><li>☐ Dorst-Porada/City Council</li></ul>		□ Weems	□ del Turco
MUSEUM ASSOCIATES LIAISON  ☐ Sherwood-James	I		
STAFF PRESENT  ☐ McAlary, Executive Director ☐ Kucheck, Museum Arts & Company of the content of	Culture Director	e & Culture A	Agency
MINUTES			

MOTION TO APPROVE MINUTES FOR April 26, 2022

### **PUBLIC COMMENTS**

6:30 PM

The Public Comment portion of the Board of Trustees meeting is limited to 15 minutes total, with each speaker allowed a maximum of 3 minutes. Additional speakers are allowed 3 minutes each at the end of the meeting. Prior to consideration of old or new business agenda items, speakers will be allowed a maximum of 3 minutes each to comment on that specific item. Under provisions of the Brown Act, the Board of Trustees is prohibited from taking action on oral requests.

## CITY COUNCIL LIAISON DORST-PORADA

### STAFF REPORTS

- 1. Director's Report Marissa Kucheck
- 2. Downtown Land Use- Diane Ayala, Ontario Planning Department
- 3. Ordinance No. 3208: Public Art Program, Public Art Advisory Committee, Murals Marissa Kucheck

### **OLD BUSINESS**

Click or tap here to enter text.

### **NEW BUSINESS**

### MUSEUM ASSOCIATES/LIAISON COMMENTS

Click or tap here to enter text.

### MUSEUM BOARD OF TRUSTEES COMMENTS

Click or tap here to enter text.

### **FUTURE AGENDA ITEMS**

1. Collections Plan

- 2. Follow up regarding strategic plan
- 3. Annual Report

## NEXT MUSEUM BOARD OF TRUSTEES MEETING(S)

Next meeting:

Tuesday, July 26, 2022 at 6:00 PM

ADJOURNMENT 6:00 PM

MOTION TO ADJOURN  $\square$  /  $\square$ 



## Agenda Report June 28, 2022

**SECTION: STAFF REPORT** 

Prepared By: Marissa Kucheck

**Staff Member Presenting:** 

Marissa Kucheck

**Approved By:** Marissa Kucheck

Action: Report & File

SUBJECT

Director's Report

### AGENDA REPORT SUMMARY

### **Education:**

On Friday, June 3rd the museum welcomed back 11 veteran docents for a re-introduction training with museum educator, Lisa Davis from the Getty Villa Center. In this training docents learned valuable skills on activating objects and art in the galleries using questions and facilitating dialogue. The goal of these reactivation trainings is to reimagine how we interact with our audiences and also understand how our audiences interact in a museum after being closed to the public for so long.

On June 14<sup>th</sup> the Education team attended Funtopia at Ovitt Family Library as part of our community engagement efforts. The Museum Associates will be attending four concerts in the park this summer to help promote programs, share the AFTA survey and recruit docents and volunteers.

On June 18th we hosted a new program: Dia de Los Ninos / Day of the Children, with 100 people in attendance. This program was a pilot event to welcome our family and young audiences to the museum and encourage art curiosity. We collaborated with our CLC colleagues to cross-promote family programming in the city while providing free art making activities: Library promoted their summer reading program, Recreation promoted their summer classes and Concert Series program. The Museum invited Balloon Artist Julie Sigler to recreate the beloved Balloon Dog Sculpture by Jeff Koons and teach visitors how to make their own. Artist Jessica Cruz offered face painting. We also launched our first weekend tours with our Museum Docents, using their skills from our June 3rd docent training.

### **Exhibits:**

Our current exhibit opened on June 2, 2022 and is a collaboration with CCMA: *Then & Now Women Artist of the Pomona Valley* closing on September 4<sup>th</sup>. OMHA's exhibit is titled *Creating a New Legacy*. OMHA's exhibit includes work by eight artists and CCMA's includes nine. The VIP reception was held on June 11<sup>th</sup> from 2:30-4pm, followed by a community reception from 4-7pm. Approximately 300 people attended the event. Activities included live screen printing by Skool Boiz with limited edition designs featuring the title of each Museum's exhibit and a pop up by Mujeres Market. The first 25 guests received a free goodie bag.

### Other Items:

The City is participating in a national study with Americans for the Arts: the Arts and Economic Prosperity study. The study measures the economic impact of spending by the nation's nonprofit arts and cultural organizations and the event-related spending by their audiences during fiscal year 2022. This study will build on five previous studies: 1992, 2000, 2005, 2010, and 2015, to document in unprecedented scope and detail the key role played by the nonprofit arts industry in strengthening local and statewide economies. Arts Connection and the County of San Bernadino are the lead for the study in our region.

The Museum is currently recruiting a Museum, Arts and Culture manager. This position was previously under the Community Life and Culture Agency and moved with restructuring of Arts and Culture moving into the Museum department. Other vacant positions include: PT Administrative Technician, 3x PT Museum Assistants and a FT Assistant Curator, Education. We hope to have all of these positions filled by Fall 2022.

We held a staff retreat at the Huntington on June 22<sup>nd</sup>. The objectives of the retreat were to create space for meaningful team bonding, reflect and celebrate accomplishments of the past year, identify and review goals and priorities for the next fiscal year and discuss our vision for the future. We also viewed the exhibit *Borderlands* and were visited by Dr. Elee Wood, the Nadine and Robert Skotheim Director of Education and Public Programs at the Huntington.



## Agenda Report June 28, 2022

**SECTION: STAFF REPORT** 

Prepared By: Diane Ayala

**Staff Member Presenting:** 

Diane Ayala

**Approved By:** Marissa Kucheck

Action: Report & File

### **SUBJECT**

Downtown Land Use

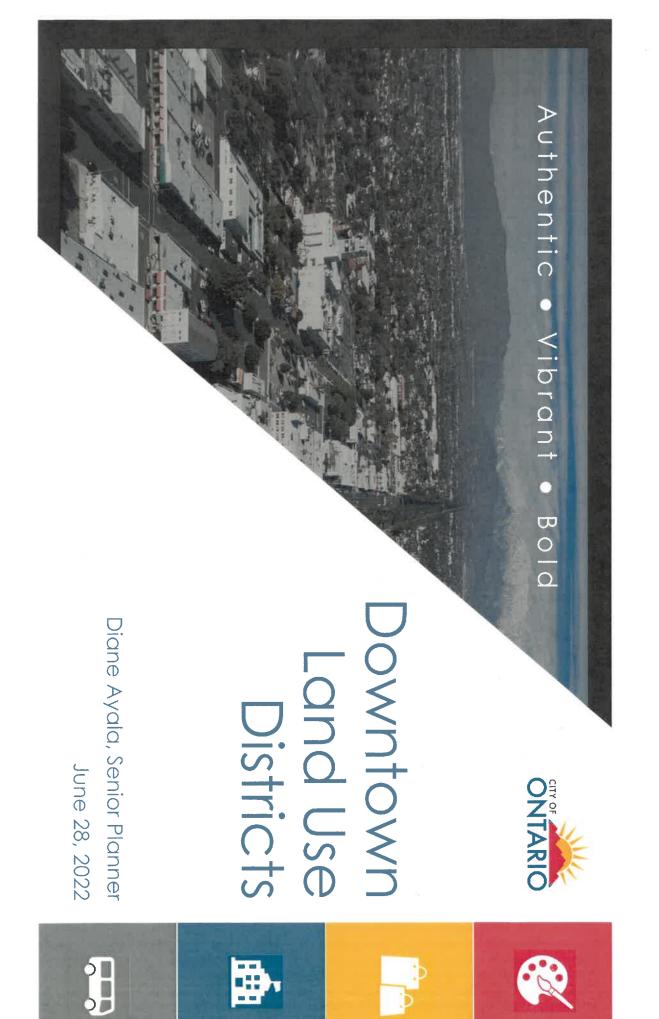
### AGENDA REPORT SUMMARY

With recent passage of the Ordinance No. 3208, which establishes a public art program for the City of Ontario, this presentation will lend context to current zoning within the downtown area land use districts and address the potential for public art to enhance the downtown area for residents by adding to a sense of place, civic pride and fostering a regional identity. This Downtown Land Use Plan was approved by City Council through a Development Code amendment in December 2020.

The MU-1 (Downtown Mixed-Use) zoning district was established to implement the land use policy plan of The Ontario Plan (TOP). The Downtown Mixed-use zoning district accommodates a fairly intensive mixture of vertical and horizontal retail, entertainment, and office uses, and multiple-family residential uses at a density of 25 to 75 DU/AC, with the most intensive uses envisioned along Euclid Avenue and Holt Boulevard. Development projects within the district are intended to maintain a pedestrian friendly atmosphere, while at the same time enhancing the historic character of the area. In December 2020, four land use areas were established within the MU-1 zoning district to: [i] recognize, protect, and

enhance the visual character and quality of Ontario's historic downtown area as a historic resource; [ii] establish and recognize Ontario's historic downtown as the arts and entertainment mecca for the surrounding region, to include a wide range of allowed uses, such as shopping, restaurants, outdoor dining, cultural offerings, street fairs, artist festivals, galleries, work/live lofts, breweries, and artisan coops; [iii] recognize Holt Boulevard as a vital east-west link to Ontario's historic downtown, offering opportunities for vertical and horizontal mixed use developments consisting of market rate and below market rate housing, retail and offices, and work/live uses; and [iv] recognize Ontario's civic center for its significant outdoor spaces, amenities and services, which serve to enhance the historic downtown's shopping, dining, and living experiences. The land use area "subdistricts" are as follows:

- 1. LUA-1 (Euclid Avenue Entertainment) District. The LUA-1 (Euclid Avenue Entertainment) district is intended to provide the vitality, amenities, and a range of entertainment, shopping, restaurant, outdoor dining, and cultural offerings.
- 2. LUA-2 (Arts) District. The LUA-2 (Arts) district is intended as a dynamic destination for locals and tourists, while creating a fulfilling urban experience energized by artistic, educational, and commercial participants.
- 3. LUA-3 (Holt Boulevard) District. The LUA-3 (Holt Boulevard) district recognizes Holt Boulevard as a vital east-west link to the historic downtown area, particularly from Ontario International Airport, the Ontario Convention Center, and the nearby hospitality center. Additionally, the district is intended for market rate and attainable housing, vertical or horizontal mixed-use developments, with retail or live/work on the ground floor, shopping, public services, open space, and public transportation.
- 4. LUA-4 (Civic Center) District. The LUA-4 (Civic Center) district is intended for City services at City Hall, the Public Library, or the Community Center.



# Reinventing Main Street



DOWNTOWN ONTARIO DESIGN GUIDELINES











# Visioning Exercise. ......What is the Perception?

A LACK OF HOUSING CHOICES

**NOT A DESTINATION ABSENTEE OWNERS** RIC LIMITED PRIVATE INVESTMENT

DILAPIDATED BUILDINGS

UNSAFE PARKING LOTS A H EUCLID AVENUE MEDIAN
EL SI OPPORTUNITY
SP O OVACANT LANDONTARIO AUTHENTICE NUSEUMS EX HOMELESS 12 BUILDING VACANCIES ACK OF RESTAURANT CHOICES



# What are Downtown's Assets?

**PUBLIC PARKING** AUTHENTIC SPECIAL EVENTS

N SQUARE

WALKABLE
WALKABLE
WALKABLE
WALKABLE
BURN SQUAR

**BUS TRANSPORTATION** 

ONTARIO LOCAL BUSINESSES

**EUCLID AVENUE MEDIAN OPPORTUNITY** 



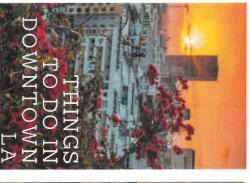
# What does Downtown's Future look like?

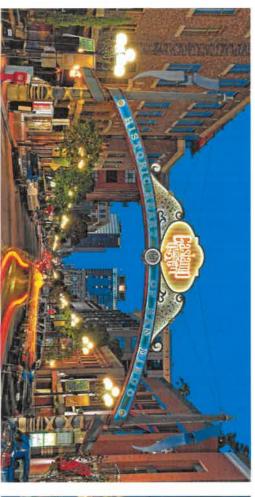
AUTHENTIC URBAN BIKE LIMITLESS
JOBS UNIQUE WALKVITALITY ACOMMUNITY P C NEIGHBORHOOD HISTORIC SPECIAL EVENTS **ARTS** OPEN SPACET A VALUE
PROGRAMMING E A PEOPLE **EUCLID AVENUE MEDIAN** RIO SAFETY **PEDESTRIAN EDUCATION** 



# Consumer Choices

Why would a person choose downtown as a destination with so many other alternatives available?









# The Answer is....

- A Strong and Authentic Sense of Place!
- Character, interest, and charm is not typically associated with regional malls, big box retailers or suburban commercial corridors
- Functional or standardized places create "placelessness"



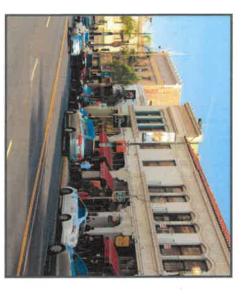






# What is a Sense of Place?

sense of real and lasting human attachment or connection unique and have real historic assets, as well as those that foster a The characteristics that make a place or community special or



Pasadena



Claremont



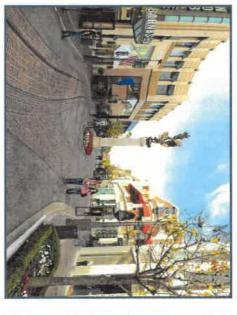
Monrovia

# Value of a Sense of Place

An increasing number of cities have developed town centers or main streets in the hopes of establishing a sense of place....but historic downtowns are more permanent.



Victoria Gardens



The Grove



Downtown Disney



# Key Elements of a Sense of Place

events, etc.), and it has evolved over time Downtown is distinct and interesting because it is pedestrian friendly and human-scaled, multifunctional (commercial, entertainment, services, programs, residential,





# Guiding Principles of the Downtown Land Use Districts



**Neighborhood compatibility-** support neighborhood identity and diversity, maintain stability and character



**Social Interaction-** support smart streetscape design principles, encourage public art, allow events, festivals and gatherings



Housing Choices- ensure access to a diverse range of quality housing options, encourage density, and variety of affordable price points

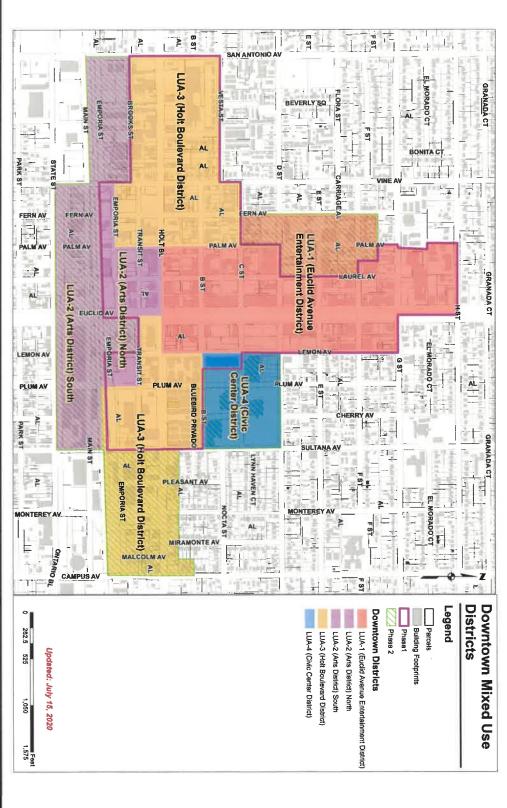


**Activity Nodes-** support neighborhood business, preservation character for a strong sense of place, pedestrian scale, transportation network, walkable

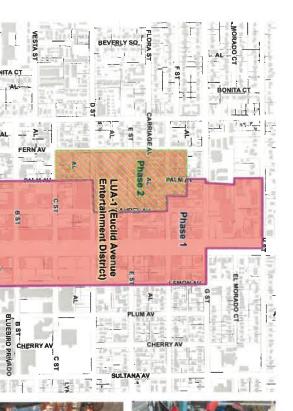


**Economic Vitality-** reinforce the importance of economic health to our overall quality of life, and to demonstrate the city's strong support of business and economic sustainability

















## City's Central Urban Location:

- Vitality
- Amenities
- Entertainment
- Shopping (indoor/outdoor dinning)
- Cultural offerings
- Support Small and Local Business

## Promote:

Dense housing options

## **Enhance ROW:**

- Activate Alleyways
- Pedestrian connectivity
- Bicycle connectivity
- Vehicular connectivity

# **Grow Employment Opportunities**

Downtown Land Use Districts
June 28, 2022





- and tourist. Dynamic destination for locals
- artist, educational programs and Urban experience energized by commercial participants.
- Street Fairs and Art festivals

## **Arts District North:**

- Work/live lofts
- **Art Galleries**
- Eateries
- Breweries

## **Arts District South:**

- Commercial\Business Park
- Artisan co-ops
- Light Industrial activates





# Artisan Small-Scale and Micro Manufacturing



- **Textiles**
- Woodworking
- Metaling working
- 3D Printing Glass blowing
- **Breweries**
- Bakery Candles
- Jewelry
- Cosmetics



- Shared commercial kitchens
- Shared office space
- Shared business centers





















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- AL

EMPORIA ST





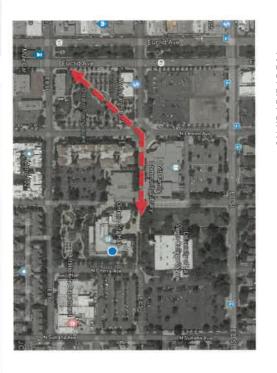
- Library Programs
  City Events\Town Square

Civic Centers Outdoor Spaces Link to:

- Downtown Amenities
- Shopping
- Restaurants

BST

BLUEBIRD PRIVADO





# Vital East & West Link to Downtown

- Ontario International Airport
- Convention Center
- Nearby Hospitality Area

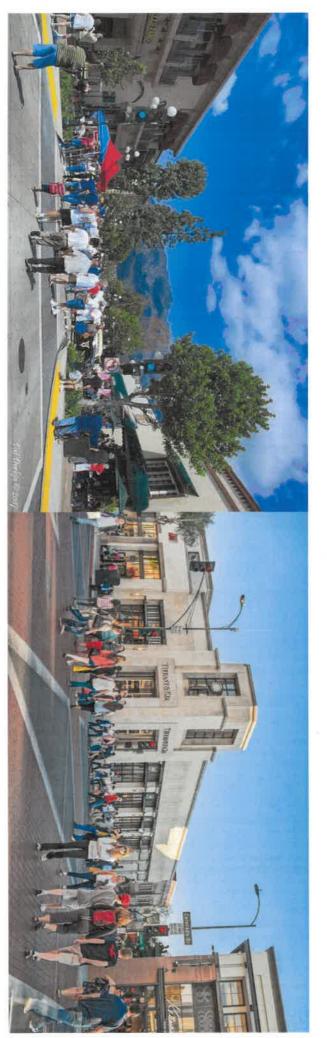
# Holt Blvd. District Opportunities:

- Housing
  Vertical/Horizontal Mixed-Use Market Rate & Affordable
- (Ground Floor Retail or Live/Work)

## Access to:

- Downtown Amenities
- Shopping
  Public Services
- Open Space
- Transit Mobility Hub





## Land Use Policies that Further the Vision

- Create an 18-hour downtown
- Increase business operations to provide more services and options
- Ensure safe operations
- Streamline land use and project review
- Reduce project costs and timing
- Land use processing flexible, certain and easy to use

Downtown Land Use Districts



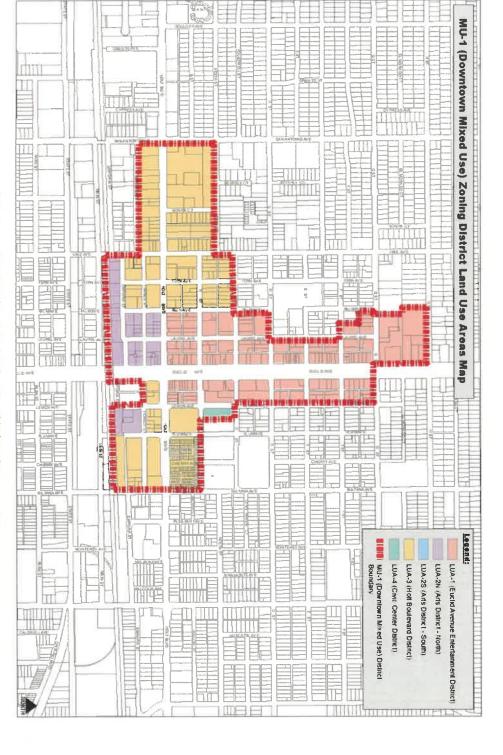


Figure £01-1: MU-1 (Downtown Mixed-Use) Zoning District Land Use Areas Map





## Agenda Report June 28, 2022

**SECTION: STAFF REPORT** 

Prepared By: Marissa Kucheck

**Staff Member Presenting:** 

Marissa Kucheck

**Approved By:** Marissa Kucheck

**Action: Report & File** 

### SUBJECT

City of Ontario Public Art Program

### **AGENDA REPORT SUMMARY**

### Ordinance 3208:

On May 17<sup>th</sup> the Ontario City Council passed an ordinance that establishes a public art program, a public art advisory committee and includes a development fee to support public art.

This Ordinance builds upon the Public Art Program existing in the Development Code but, places the Public Art Program in the Municipal Code. New additions include the following:

A. Expand the definition of Artwork to include additional projects, including earthworks, performing arts, literary arts, special events, festivals, other arts and culture programming, and other visual arts. Art is defined as both temporary and permanent installations and does not include objects that are mass-produced.

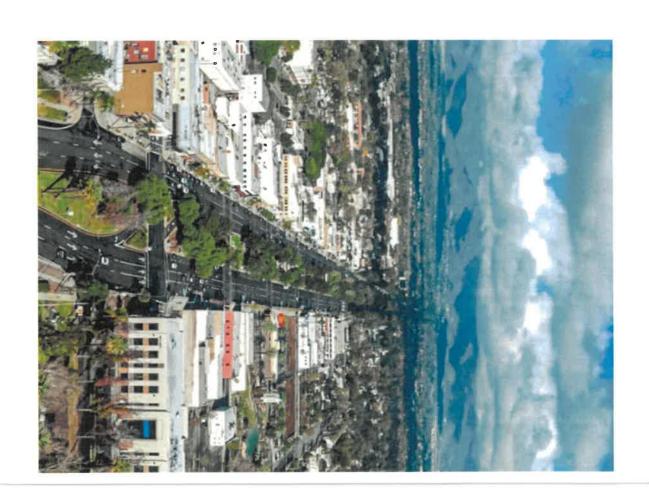
- B. Expand the Public Art Program Advisory Committee from three members to five. Members shall be comprised as follows: 1. Three (3) of the five (5) members shall be given priority consideration from each of the following organizations, provided that the City has received an application from at least one representative from each organization. a. A representative from the Chaffey Community Museum of Art; b. A representative from Ontario Heritage; c. A representative from the Ontario Museum of History & Art Associates; 2. The remaining two (2) members, or more if the City has not received an application from each of the three (3) organizations listed above, may be selected from the following: a. Local non-profit historic preservation advocacy organizations; b. Local arts educators; c. Local artists; d. Local performers; e. Arts professionals; f. College-level arts students; and g. Architects, landscape architects, and other design professionals
- C. Create a new Public Art in Development program to collect a minimal fee from all new commercial and industrial development valued at \$5,000,000 or more, as well as tenant improvements on commercial and industrial developments valued at \$500,000 or more, or allow the development or tenant improvement to install art as part of the project. The fee structure is as follows:

Eligibility	On-Site Fee Option	City Fee Option
New	Developer installs On-Site public	Developer provides the City
commercial/industrial	art display valuated at 1% of the	\$10,000 for City to deposit into the
development	total final project valuation as	Public Art Fund to be used for the
\$5,000,000 or more.	determined by the building official	installation of a new public art
	or designee.	display or maintain, upgrade, or
		expand an existing display.
Tenant Improvement	Developer installs On-Site public	Developer provides the City \$5,000
on	art display valuated at 1% of the	for City to deposit into the Public
commercial/industrial	total final project improvement	Art Fund to be used for the
development \$500K	valuation as determined by the	installation of a new public art
or more.	building official or designee.	display or maintain, upgrade, or expand an existing display.

D. Establish some basic regulations for the installation of murals. City-commissioned murals on City property will need to be approved by the Public Art Program Advisory Committee, and the Ordinance outlines some basic standards for the Committee to consider when reviewing a mural proposal. Non-City-commissioned murals will be subject to an objective design checklist established, and amended from time to time, by Resolution, and subject to ministerial City review. The Ordinance establishes an application of \$100 per non-City-commissioned mural application, which may be amended from time to time by Resolution.

## Public Art Program: City of Ontario

JUNE 28, 2022

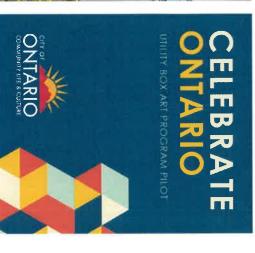


# ONTARIO IS THE PREMIER ARTS AND CULTURAL CENTER FOR THE INLAND EMPIRE.









# Why the arts are important

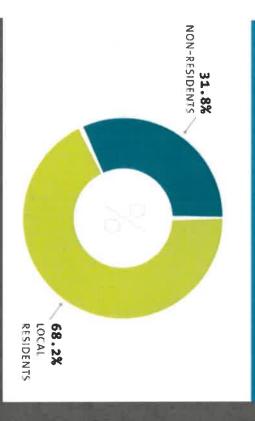
# **CULTURAL VALUE AND COMMUNITY IDENTITY**

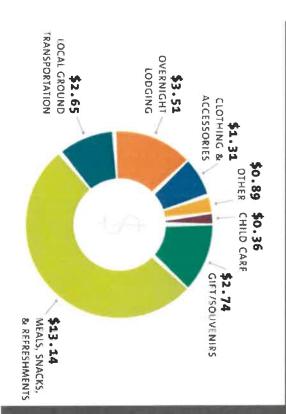
of place and identity. When we think about memorable places, we think Having a particular community identity, especially in terms of what our towns captured the spirit and atmosphere of their cultural milieu. the heads at Easter Island. All of these were the work of creative people who about their icons – consider the St. Louis Arch, the totem poles of Vancouver, to looks like everyplace else. Places with strong public art expressions break the trend of blandness and sameness, and give communities a stronger sense look like, is becoming even more important in a world where everyplace tends

# **ARTS STRENGTHEN COMMUNITIES**

serious crime (18%). Kids from those communities also scored 18% higher in show less child abuse and neglect investigations (14%) obesity (5%) and One study shows that lower-income neighborhoods with higher cultural assets English, language arts, and math exams than their peers.

## LOCAL VS. NONLOCAL AUDIENCES





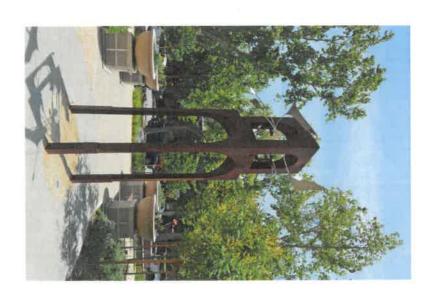
# Why the arts are important

# AN OPPORTUNITY FOR ECONOMIC DEVELOPMENT THAT ATTRACTS AUDIENCES AND BUSINESSES TO THE CITY

- Research has shown that nonlocal attendees spend more than their local counterparts and this study reflects those findings. Data shows that nonlocal attendees spent twice as much as local attendees (\$39.96 vs. \$17.42), demonstrating that when a community attracts cultural tourists, it harnesses significant economic rewards.
- Nationally, the arts industry generated \$135.2 billion, which supports 4.13 million full-time jobs and generates \$86.68 billion in resident household income. The arts added four times more to the U.S. economy than the agricultural sector and \$200 billion more than transportation or warehousing.

# Recent History of Public Art in Ontario

- 2014 COMMISSION OF WORKS AT CONSERVATION PARK AND TOWN SQUARE
- WITH DEDICATED FOCUS ON ARTS 2018 - COMMUNITY LIFE & CULTURE AGENCY FORMED - CITY'S FIRST POSITION
- 2018 LAUNCH OF THE ONTARIO FESTIVAL OF THE ARTS
- 2019 UPDATE OF ONTARIO ARTS & CULTURE STRATEGIC PLAN FOCUSING ON 4
- Partnership & Supporters
- Marketing, Branding & Communications
- Events & Programming
- Public Art
- 2020 LAUNCH OF "CELEBRATE ONTARIO," UTILITY BOX PROGRAM
- STRUCTURE, ANTHONY MUNOZ COMMUNITY CENTER 2021 - DEVELOPMENT OF PUBLIC ART PROJECTS FOR B STREET AND WEST VALLEY
- 2022 PASSAGE OF ORDINANCE NO. 3208 ESTABLISHING A PUBLIC ART PROGRAM



# City Goals & Objectives

- Invest in the Growth and Evolution of the City's Economy by enhancing quality of selected capital improvement projects;
- Focus Resources in Ontario's Commercial and Residential Neighborhoods by creating more opportunities to access high-quality cultural and artistic experiences;
- Operate in a Businesslike Manner by encouraging innovative approaches and acknowledging the contributions, skills and creativity of artists.
- commissions between local, regional and national artists that are representative of our development of culturally enriched spaces and ensuring access and distribution of **Programs, Policies and Activities** by enhancing quality of life of Ontario residents through the communities' diversity. Encourage, Provide or Support Enhanced Recreational, Educational, Cultural and Healthy City

# Fiscal Impact

- NEW COMMERCIAL/INDUSTRIAL DEVELOPMENT OF \$5,000,000 OR MORE, OPTIONS
- Art included as part of development project (1% on site fee)
- Maximum City Fee: \$10,000 per project
- TENANT IMPROVEMENT ON COMMERCIAL/INDUSTRIAL DEVELOPMENT OF \$500,000 OR MORE, OPTIONS:
- Art included as part of development project (1% on site fee)
- Maximum City Fee: \$5,000 per project

# Potential Public Art Projects

- VISUAL ARTS SCULPTURE, MURALS, EARTHWORKS
- PROGRAMS PERFORMING ARTS, LITERARY ARTS, SPECIAL EVENTS
- TEMPORARY OR PERMANENT INSTALLATIONS







## Burbank

- THE MINIMUM ALLOCATION FOR ART IN PUBLIC PLACES IS CALCULATED AS FOLLOWS:
- •1% OF THE TOTAL PROJECT COST FOR THE FIRST 15 MILLION DOLLARS;
- •AN ADDITIONAL 0.75% OF THE TOTAL PROJECT COST, FOR THAT PORTION BETWEEN 15 MILLION AND 25 MILLION DOLLARS
- •AN ADDITIONAL 0.50% OF THE TOTAL PROJECT COST FOR THAT PORTION EQUAL TO OR IN EXCESS OF 25 MILLIONS DOLLARS



Fausto Fernandez, 2018
Burbank-Glendale-Pasadena Airport Authority
Located at RITC building at Hollywood Burbank Airport.

# Rancho Cucamonga

- PUBLIC ART FEE:
- RESIDENTIAL (4 OR MORE DWELLING UNITS) \$750 PER UNIT
- COMMERCIAL/INDUSTRIAL WITH PROJECT
   VALUATION EXCEEDING \$1,000,000 \$1 PER SQ.FT.



Located in Town Square Shopping Center.

## Pomona

# ART IN PUBLIC PLACES PROGRAM:

- 1% for new commercial, institutional or industrial developments, where the total building valuation for the project is \$750,000 or more.
- existing commercial, institutional, industrial and residential property where total project is \$750,000 or more. New residential development of 10 units or more, or interior and exterior remodeling, repair, modifications, reconstruction and additions to

## **DEMOGRAPHICS**:

- Population: 151,713
- Median income: \$62,407
- Race: 71% Hispanic or Latino, 11% White, 11% Asian, 6% Black or African American, 8% Two or more races



Envisioning the Future mural at Thomas Plaza

# Implementation

- CITY-WIDE
- FOCUS ON COMMUNITY BUILDINGS & PARKS
- City Hall, Community Centers, Libraries, Parks
- POTENTIAL TO INCLUDE FACILITES WITH REGIONAL DRAW
- Convention Center
- Toyota Arena
- Airport
- SWOT AND EVENTUAL MASTER PLAN FOR PUBLIC ART
- MARKETING UPDATED ONTARIO ARTS WEBSITE, DIGITAL ARCHIVE, BLOG SERIES

# Public Art Advisory Committee

COMMITTEE TO WORK WITH ARTS & CULTURE MANAGER TO REVIEW AND APPROVE CITY-COMMISSIONED PUBLIC ART PROJECTS

Scope includes master planning, annual plans, and individual project recommendations

- COMMITTEE COMPOSED OF 5 MEMBERS\*:
- A representative from the Chaffey Community Museum of Art
- A representative from Ontario Heritage
- A representative from the Ontario Museum of History & Art Associates
- 2 members may be selected from any of the following:
- Local non-profit historic preservation advocacy organization; Local arts educators; Local artists; Local performers; Arts professionals; College-level arts students; and Architects, landscape architects, and other design professionals.

## Murals

- CITY-COMMISSIONED MURALS ON CITY PROPERTY WILL NEED TO BE APPROVED BY THE PUBLIC ART PROGRAM ADVISORY COMMITTEE.
- Ordinance outlines basic standards for the Committee to consider when reviewing a mural proposal.
- NON-CITY-COMMISSIONED MURALS WILL BE SUBJECT TO AN OBJECTIVE DESIGN CHECKLIST
- COMMISSIONED MURAL APPLICATION ORDINANCE ESTABLISHES AN APPLICATION OF \$100 PER NON-CITY-