

Ontario Museum of History & Art Board of Trustees  
Meeting Minutes  
June 28, 2022

**CALL TO ORDER**

President Chris Kueng called the Museum Board of Trustees meeting to order at 6:02 PM

**PLEDGE OF ALLEGIANCE**

Led by President Kueng

**ROLL CALL**

<b>PRESENT:</b>	President	Chris Kueng
	Board Members:	Randy del Turco
		Shannon Gerstheimer
		Jerry Weems
		Rick Caughman
	Museum Associate Liaison	Leslie Sherwood-James
	Council Liaison	Debra Dorst-Porada
	Museum, Arts & Culture Director	Marissa Kuchek
	Senior Planner	Diane Ayala
	Senior Administrative Assistant	Nelva Costello
<b>ABSENT:</b>	Executive Director	Helen McAlary

**APPROVAL OF MINUTES**

Meeting Minutes of May 24, 2022 were approved by a 4-0 vote with a motion from Board Member Randy del Turco and second from President Kueng. Board Member Shannon Gerstheimer requested a correction on page 3.

**PUBLIC COMMENT**

A member of the public asked why *Built on Water* exhibition is taking so long. City Council Liaison Debra Dorst-Porada explained some of the construction delays.

**CITY COUNCIL LIAISON DEBRA DORST-PORADA**

City Council Liaison Porada shared that the original rose bushes from John Armstrong of Armstrong Garden Centers will now be saved. The resident at 307 W. 6<sup>th</sup> Street recently passed away and had purchased this home from Mr. Armstrong. City Council Liaison Porada found Burlington Leon to help preserve some of the roses by taking cuttings from 28 different type of roses and will be making 5-gallon rose bushes.

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City Council Liaison Porada also informed that California legislators are passing many bills; one such bill is being sponsored by Eloise Gomez-Reyes, from California's 47<sup>th</sup> Assembly District. Representative Gomez-Reyes' bill will require warehouses to be 1000 feet from any sensitive areas. City Council Liaison Porada also reminded the Board that Senate Bills, SB9 and SB10 which affect zoning are still being pushed forward. These bills affect the planning and zoning for land use development which will limit our residential building options. She is leading a group to Sacramento to testify on these bills.

City Council Liaison Porada also commented on the good attendance at city events such as Concerts in the Park and movie nights.

## **STAFF REPORTS**

### Director's Report

Museum Arts & Culture Director Marissa Kuchek reported on education, which includes rebooting of the Museum docent program which brought back 11 veteran docents for re-introduction training with Museum Educator, Lisa Davis from the Getty Villa Center. Participants learned valuable skills on activating objects and art in the galleries and using questions to facilitate dialogue. The goal was learning how to reengage with our audiences to ensure different types of programs are available for the community to take part in.

The Museum Education staff attended Funtopia at Ovitt Family Library as part of the community engagement efforts.

The Museum Associates will be attending four concerts in the park this summer to help promote programs, share the Americans for the Arts (AFTA) survey, and recruit docents and volunteers.

On June 18<sup>th</sup>, the Museum hosted a new program: Dia de Los Ninos/Day of the Children with 100 people in attendance with activities out on the courtyard. Also attending were Community Life and Culture Agency colleagues from the library who promoted their summer reading program, as well as the Recreation department who shared their summer classes and Concert Series program.

The exhibit *Then & Now: Women Artists of the Pomona Valley* opened on June 2nd, with a VIP reception on June 11<sup>th</sup> from 2:30-4:00 pm, followed by a community reception from 4:00 – 7:00 pm. About 300 attended and many participated in the activities in the courtyard. There were also vendors from Mujeres Market and the first 25 guests received a free goodie bag.

### **Other Items:**

The City has participated in a national study with AFTA that focused on the economic prosperity of cultural events. This is a national organization that studies cultural organizations and the

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event-related spending by their audiences during fiscal year 2022. Arts Connection of the County of San Bernardino are the lead for the study in our region.

Director Kuchek shared that the Museum is currently recruiting for a Museum, Arts and Culture manager as well as other vacant positions. These openings include a part time Administrative Technician which should be filled shortly, three part time Museum Assistants and a full time Assistant Curator in Education, all of which are expected to be filled by Fall 2022.

The Museum staff also attended a retreat at the Huntington Library in San Marino, California on June 22<sup>nd</sup> with a goal of team building as well as to create a space for reflection and celebrate accomplishments this past year. The staff identified and reviewed goals and priorities for the next fiscal year and discussed the vision for the future. Museum staff 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 Library.

### **Downtown Land Use**

Senior Planner, Diane Ayala reported on Downtown Land Use and the recent passage of the Ordinance No. 3208, which established a public art program for the City of Ontario. This ordinance was passed by the Ontario City Council on May 17, 2022.

The Ordinance builds on the Public Art Program existing in Development Code and placed the Public Art Program in the Municipal Code. Ms. Ayala shared a PowerPoint presentation which included the details of the additions to the code:

- 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 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 from three organizations, provided that the City has received an application from at least one representative from each organization (details on Agenda Report).
- 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 improvements to install art as part of the project.

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- 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 (details of this Ordinance are available in the agenda located on the City of Ontario website).

Senior Planner Ayala also shared some of the changes that have happened in the downtown areas and how these changes began in the 1960's with the advent of the shopping mall when people no longer came to the downtown areas to do their shopping and therefore less activity took place. Then in the 1980's and 1990's, there was a large effort by residents and City Councils to restore the downtown areas and bring them back to being vibrant again. Today many cities have recreated downtown replicas such "Downtown Disney" and "Victoria Gardens".

In addition, Senior Planner Ayala touched on the land use districts and the diversity allowed. She also shared the some of the land use plans shown on her Power point presentation which included guiding principles and aspirational targets to include in land use. She explained some of the different districts and the reasoning behind their designation, including mixed use zoning and their compatibility or lack thereof.

Council Liaison Porada asked Senior Planner Ayala to elaborate on the dense housing options. Ms. Ayala explained the details of how a developer can build in terms of housing per acre. She also explained how dense housing options affect the planning of a downtowns, especially since it appears that people living in high density areas would be a "captive audience" for downtown activities.

President Chris Kueng asked about the parking availability, wherein Senior Planner Ayala explained that all parking has been planned and approved to meet development code requirements.

There was additional discussion of Euclid Avenue and its walkable atmosphere and the discussions about adding a trail or not.

Senior Planner Ayala ended her presentation at 7:01pm.

**STAFF REPORTS-continued**

Director's Report-continued

**City of Ontario Public Art Program**

Director Kuchek reported on the Public Art Program for the City of Ontario as well as noting the passage of Ordinance 3208 by the Ontario City Council on May 17<sup>th</sup>, which established a public art program with an advisory committee and a development fee to support public art. This ordinance builds on existing development code and put it into the municipal code. The four main areas it addressed are, expanding the definition of Public Art, expanded the Public Art Program Advisory Committee from three members to five and made it a Brown Act Board Commission. This Ordinance established some basic regulations for murals as well as allowed it to sync with the Museum's mission statement that Ontario be a premier arts and cultural center for the Inland Empire. It will allow the Museum to foster community/civic identity and allow Ontario to become a destination for the arts. Director Kuchek shared a slide with the AFTA survey, which showed how much non-residents and residents spend on other items such as food or childcare and other ancillary services/expenses in order to attend an arts function.

The fiscal impact of the Ordinance means it will create funds to support the public art with development fees with various options for payment. For the future, this Ordinance will allow for more visual art such as murals, sculptures, and art programs. This type of public art display can help Ontario be a cultural destination and expand and/or reach new patrons of the arts. This program will be a focus of the Museum, Arts and Culture Manager when he/she comes on board.

Director Kuchek shared Power Point slides with sample cities with public art such as Burbank (which also has a municipal airport), Rancho Cucamonga and Pomona. (Complete presentation available on the Agenda located on the City of Ontario website).

Implementation of this Public Art Program will include a citywide focus on community buildings and parks and could potentially include facilities with a regional draw such as the Convention Center, Toyota Arena, and the airport, as well as the Downtown area and the new Ontario Ranch development. In addition, this program will require that we look at the Downtown area and how it contributes to our arts district and how other parts of the city can have access to the arts. In addition, we will look at what other cultural assets are already in the city and see what public art will look like to ensure that it reaches all the different areas of the city. The new Museum, Arts and Culture Manager will look into the marketing of this program.

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This program will also have a Public Art Advisory Committee, composed of five members one each from Chaffey Community Museum of Art, the Ontario Heritage, the Museum Associates and two members selected based on their experience and relevance in the art world. This committee will work with the new Museum, Arts and Culture Manager to review and approved city commissioned art projects that are utilizing the pool of funds being collected as part of the Development Code fee in the new Ordinance.

Prior to this Ordinance being passed, murals were part of the Development Code in the sign ordinance. This new Ordinance 3208 will allow for local businesses to commission murals on their private business. There will be \$100 fee and be subject to an objective design checklist.

**OLD BUSINESS**

None.

**NEW BUSINESS**

None.

**MUSEUM ASSOCIATES COMMENTS**

Museum Associate Liaison, Leslie Sherwood-James informed the Board that the Museum Associates are about to approve a consultant to help revitalize their store. She is also very excited that a member of the Museum Associates will on the Public Art Advisory Committee.

**MUSEUM BOARD OF TRUSTEES COMMENTS**

Board member Jerry Weems said the Public Art Program is fantastic and is thinking about the daisies in the southeastern part of the city with its abundance of rural land surrounding them and how it could benefit from public art. He further enjoyed the Land Use Policy presentation and complimented Diane Ayala and is happy to be a part of it.

Board member del Turco thanked Director Kuchek on her presentation on public art and thinks it is long overdue and excited about it in the downtown Ontario area. He feels it will create color and excitement and artistry. Board member del Turco also felt that the current exhibit at the Museum, *Then & Now: Women Artist of the Pomona Valley* is fantastic and thought the opening reception attendance was great, the vendors were well positioned, and their involvement with the exhibit enhanced it.

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Board member Gerstheimer agreed on the prior comments on the public art presentation and mentioned that the two words that come to her mind on tonight's presentations were "momentum and vision". She appreciated Diane Ayala's presentation and liked the brainstorming happening for the city and its future. In addition, she is grateful for living in a city that is forward focused demonstrating their search for opportunities and making it possible for creative and innovative people to come in, as well as making it attractive to businesses and tourists alike. She sees this as an opportunity to bring different generations together as well as show the rich history of the City.

President Kueng echoed the previous board members' kudos on the presentations, he thought they were fantastic and appreciated the Land Use Policy as well the Public Art Presentation.

**FUTURE AGENDA ITEMS:**

Collection Plan - July

Follow up on Strategic Plan

Annual Report

**NEXT MEETING**

Tuesday July 26, 2022 at 6:00pm in Historic Council Chambers

**ADJOURNMENT**

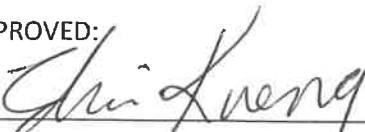
Motion to adjourn the Board of Trustees Meeting was made by Board Member del Turco with a second by Board Member Gerstheimer with a 3-0 vote. The meeting was adjourned at 7:40 PM.

Submitted:



Nelva Costello  
Senior Administrative Assistant

APPROVED:



Chris Kueng  
President