

Written materials relating to an item on this agenda that are distributed to the legislative bodies within 72 hours before the item is to be considered at its regularly scheduled meeting will be made available for public inspection on the City of Oxnard website. Commission agendas are available on the City of Oxnard website 7 days prior to regular meetings, at www.oxnard.org/city-meetings



AGENDA
Cultural Arts Commission
Regular Meeting
Council Chambers, 305 W. Third Street
September 3, 2025
4:30pm

To join remotely, click on the link below:

<https://us06web.zoom.us/j/82238160454?pwd=wshxH0l1DDRvNddT9-athOugc9Wxhg.P5tgyJfVqivsJv4v>

Or telephone (toll-free): 833 548 0282 US Toll Free 877 853 5257 US Toll Free 888 475 4499 US Toll Free
833 548 0276 US Toll Free

Meeting ID: 822 3816 0454

Passcode: 434186

If you wish to speak during public comments or a particular item on the agenda, please sign-on by following the zoom call in steps listed above. Once the Chair calls for public speakers, press *9 to raise your hand, or if online, click the raise hand icon in the Zoom interface to inform the Chair you would like to speak during the public speaking section for that particular item on the agenda.

YOU MAY PARTICIPATE IN THE MEETING IN THE FOLLOWING WAYS:

1. ATTEND THE MEETING AT THE LOCATION LISTED ABOVE OR VIA ZOOM
2. EMAIL COMMENTS OR REQUESTS TO SPEAK BEFORE THE MEETING
 - a. Submit a request to speak no later than 1:00 pm on the day of the meeting by contacting the Commission Secretary Sandra Diaz at sandra.diaz@oxnard.org. Please indicate the agenda item number in the subject line.
3. PROVIDING PUBLIC COMMENTS REMOTELY DURING THE MEETING
 - a. To provide a public comment during the meeting dial (888) 475-4499 and enter the Meeting ID and Passcode listed above as the Zoom details for this meeting. When the Chair announces the particular item on the agenda you want to speak on, press *9 to raise your hand. Once called on, press *6 to unmute your phone.
 - b. Public comments on agenda items will be taken following the announcement of the item. After the item is announced, members of the public shall have three minutes to register or otherwise be recognized for the purpose of providing public comment.

A. ROLL CALL/PLEDGE OF ALLEGIANCE

B. APPROVAL OF MINUTES

1. SUBJECT: Minutes of the meeting of July 2, 2025.
RECOMMENDATION: Approve.

C. PUBLIC COMMENTS

At a regular meeting, a person may address the Cultural Arts Commission only on matters within the subject matter jurisdiction of the Commission. The presiding officer shall limit public comments to three minutes. The Commission cannot enter into detailed discussion or take action on any item presented during public comments not on the agenda. Such items may only be referred to the

In compliance with the Americans with Disabilities Act, if you require special assistance to participate in a meeting, please contact Julie Estrada 805-385-7995. Notification at least 72 hours prior to the meeting will enable the City to reasonably arrange for your accessibility to the meeting.

Commission Secretary for administrative action or scheduled on a subsequent agenda for discussion. Unless otherwise approved by the Commission, persons wishing to speak on items not on the agenda should do so during public comments.

D. REPORTS

1. SUBJECT: Presentation from Open Door Studio on their upcoming Arts events and programs.
RECOMMENDATION: That the Commission receive a presentation from Open Door Studio on their upcoming events and programs as part of their annual goals to receive a presentation from a local artist or arts group.

E. COMMISSION BUSINESS

1. SUBJECT: Appropriation of funds from the Public Art Trust for the purpose of installing intersection murals as part of the 4th Street Mobility Project.
RECOMMENDATION: That the Cultural Arts Commission recommend to City Council that they approve the appropriation of \$150,000 from the Public Art Trust for the purpose of installing intersection murals as part of the 4th Street Mobility Project.

Please click the following link to view the required Measure M pre-recorded presentation video:
<https://youtu.be/t4GI-3jkf0M>

F. AD-HOC COMMITTEE REPORTS

1. SUBJECT: Annual Report Ad-Hoc Committee
RECOMMENDATION: That the Annual Report Ad-Hoc Committee give a report to the Commission on their efforts. Sunset date: October 2025. Members: T. Lopez and P.Concordia
2. SUBJECT: Artist & Mural Registry Ad-Hoc Committee
RECOMMENDATION: That the Artist & Mural Registry Ad-Hoc Committee give a report to the Commission on their efforts. Sunset date: December 2025. Members: S. Diaz and T. Lopez.

G. REPORT OF THE COMMISSION SECRETARY

The Commission Secretary shall report on items of interest to the Commission occurring since the last meeting. The Commission cannot enter into detailed discussion or take action on any items presented during this report. Such items may only be referred to the Secretary for administrative action or scheduled on a subsequent agenda for discussion.

H. COMMISSIONER COMMENTS

Commissioners may individually report on items of interest or concern outside of Ad Hoc Committee reports. The Commission cannot enter into detailed discussion or take action on any item presented during these reports. The Commissioner's report shall not exceed three minutes.

I. ITEMS FOR FUTURE CONSIDERATION

Commissioners may request that items be placed on future agendas for extended discussion.

J. ADJOURNMENT

Draft-MINUTES
Cultural Arts Commission
July 02, 2025

A. ROLL CALL

At 4:35pm, the regular meeting of the Cultural Arts Commission convened in the City Council Chambers. Chair Teodoro Lopez, Vice Chair Paloma Concordia, Commissioner Velia Soto, Commissioner Sandra Diaz and Commissioner Jose Cano were present. Commissioner Elissa Torres was absent. The meeting opened with the Pledge of Allegiance to the flag of the United States. Staff members present were Julie Estrada, Management Analyst, and Sandra Diaz, Administrative Assistant.

B. PLEDGE OF ALLEGIANCE

C. PUBLIC COMMENTS

No Public Comments.

D. REPORTS

1. SUBJECT: Presentation from the Downtown Oxnard Improvement Association (DOIA) on their upcoming Arts events and programs.
RECOMMENDATION: That the Commission receive a presentation from DOIA on their upcoming events and programs as part of their annual goals to receive a presentation from a local artist or arts group- DOIA was absent, did not attend.

E. COMMISSION BUSINESS

1. SUBJECT: Public Art Permit for the Durley Park Improvement Project
RECOMMENDATION: That the Commission approve the Public Art Permit for the Durley Park Improvement Project.
DISCUSSION: Assistant Public Works Director discussed the open call process for public art mural on water tanks at Durley Park.
ACTION: Item was moved by Commissioner P. Concordia, seconded by Commissioner S. Diaz to approve the item E. 1. Presented.
VOTE: Soto, Cano, Diaz, Lopez and Concordia voted in favor; the motion carried 6-0.
2. SUBJECT: Review of Proposed Citizen Advisory Group (CAG) Bylaws Updates
RECOMMENDATION: That the Cultural Arts Commission review the proposed updates to the CAG Bylaws and recommend approval.
DISCUSSION: Commissioners discussed the proposed Bylaws.
ACTION: Item was moved by Commissioner S. Diaz, seconded by Commissioner P. Concordia approve the item E. 2. Presented.
VOTE: Soto, Cano, Diaz, Lopez and Concordia voted in favor; the motion carried 6-0.

3. SUBJECT: Creation of Annual Report Ad Hoc Committee and Assignment of Members
RECOMMENDATION: That the Commission establish an Annual Report Ad-Hoc Committee and assign the Commission Chair and one additional Commissioner to develop the annual report for presentation to City Council on October 7. Sunset date: October 1, 2025.
DISCUSSION: Commissioners discussed the creation of Annual Report, preparing powerpoint and highlighting subject matter.
ACTION: Ad Hoc created with Chair Lopez, and Vice Chair Concordia.
Sunset date: October 1, 2025.

F. AD-HOC COMMITTEE REPORTS

1. SUBJECT: Public Art Research Ad-Hoc Committee
RECOMMENDATION: That the Public Art Research Ad-Hoc Committee give a report to the Commission on their efforts. Sunset date: December 2025. Members: P. Concordia and E. Torres.
DISCUSSION: Commissioners P. Concordia advised they have not been able to meet. Nothing to report at this moment.

SUBJECT: Artist & Mural Registry Ad-Hoc Committee
RECOMMENDATION: That the Artist & Mural Registry Ad-Hoc Committee give a report to Commission on their efforts. Sunset date: December 2025. Members: S. Diaz and T. Lopez.
DISCUSSION: Commissioner S. Diaz reported

REPORT OF THE COMMISSION SECRETARY

Sterling Venue Ventures partnering with Oxnard PAL and Cultural & Community Services for Free Summer Festival Concerts in the Park at Plaza Park, 7/12, 8/9 and 8/23 with Artists Market. Mini mural event in August 2025.
Musica Classes 50 kids registered starts next week at the Colonia Recreation Center. Art Classes expanding to 7 after school programs.
Mini Mural installation 8/16, 8/17 at the first floor of the downtown parking structure.

G. COMMISSIONER COMMENTS

1. Commissioner S. Diaz-Reminder 4th of July fireworks are illegal.
2. Commissioner J. Cano-Headliners for concerts at the park idea for original local artists.
3. Chair T. Lopez-Have local original artists, invite Sterling Venue Ventures to provide input.
4. Commissioner V. Soto-New Commissioner self introduction, wants inclusive opportunities for all individuals.
5. Commissioner P. Concordia-805 immigrant coalition group, organizing protecting families and the Community.

ITEMS FOR FUTURE CONSIDERATION

1. Commissioner E. Torres-Report on artist grants provided by the City in 2025.

G. ADJOURNMENT

Meeting adjourned at 5:32 pm.

Julie Estrada, Commission Liaison

Teodoro Lopez, Chair



TO: Cultural Arts Commission

FROM: Julie Estrada, Cultural Arts Manager, julie.estrada@oxnard.org, 805-385-7995

DATE: September 3, 2025

SUBJECT: Appropriation of funds from the Public Art Trust for the purpose of installing intersection murals as part of the 4th Street Mobility Project.

RECOMMENDATION

That the Cultural Arts Commission recommend to City Council that they approve the appropriation of \$150,000 from the Public Art Trust for the purpose of installing intersection murals as part of the 4th Street Mobility Project.

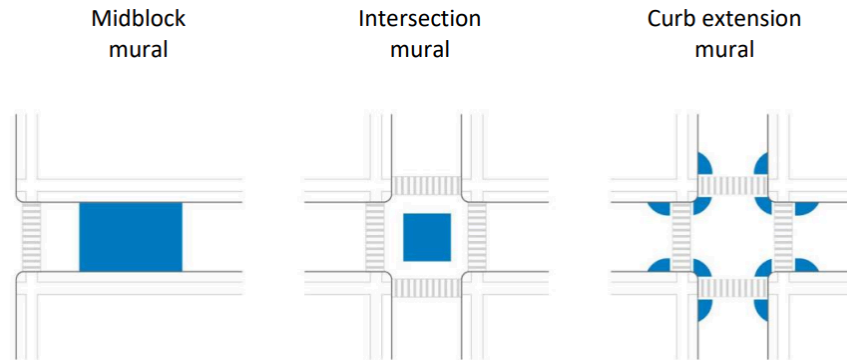
DISCUSSION

The Cultural Arts staff is requesting the Commission to recommend an appropriation of funds to support a staff led art call for an upcoming city project to improve pedestrian safety. 4th Street connects the John C. Zaragoza Transit Center (formerly the Oxnard Transit Center), Downtown Oxnard and surrounding neighborhoods to major transit services like Amtrak Pacific Surfliner, Coast Starlight, Metrolink Ventura County Line and local bus routes.

The 4th Street Mobility Project is working to create safer pathways for pedestrians traveling from the John C. Zaragoza Transit Center to C Street. The Oxnard 4th Street Mobility Improvements Project brings exciting upgrades to 4th Street that will enhance pedestrian, cyclist, and transit rider experience with amenities, public art, enhanced parking, and upgraded bike facilities. It also aligns with the City Council's Economic Development priority, which calls for the renovation of 4th Street between Downtown and the train station to create a safe connection between the transit center and Downtown.

The proposed intersections to receive art installations include those at A street, B street, and C street with mid-block murals between A and B streets. The proposed murals will be a mixture of what is referred to as intersection murals, mid-block murals, and curb extension murals, as provided in Figure 1 below.

Figure 1:



The 4th Street Mobility Project has a focus on pedestrian safety. Street murals are creative designs that promote traffic calming and pedestrian safety while also contributing to a sense of place. Street murals take advantage of our most extensive public spaces—streets—to bring more art into daily life, fostering inclusive and vibrant communities.

Bloomberg Philanthropies did a case study on asphalt art safety in 2022, which launched their asphalt art initiative. Their study found in the results of both the historical crash analysis and observational behavior assessment, asphalt art had a strong positive correlation with improved safety benefits across aggregated and most individual study sites. Road user behavior also showed improvement across the observed study sites in the post-analysis periods. They also found that at unsignalized intersections that don't have traffic lights, there was a greater frequency of drivers immediately yielding to crossing pedestrians where street murals were present.

Similarly, pedestrian-vehicle conflict assessments, which study how often pedestrians and vehicles come into near-collision situations, indicated a reduction in conflict rates at both signalized and unsignalized intersections where street mural art existed. Good pedestrian crossing practices, such as crossing at marked crosswalk locations and crossing during the pedestrian phase, also improved substantially at signalized intersections, with crossings against the signal dropping from 27% to 17%. Meanwhile, at unsignalized intersections, a few more people crossed outside the marked crosswalk, but the rate was still quite low (1% of people crossing the street).

Currently, the City of Oxnard supports the arts primarily through its General Fund and the Public Art Fund (PAF). The PAF, established via Resolution No. 12,290, No. 13,103, No. 13,736, & No. 15,329, requires all new development (detailed in the resolution) to pay a public art fee of \$0.35 per square foot of roofed building area before issuance of a building permit. Public art fees are deposited into the fund and restricted for costs associated with the installation of physical art such as murals, mosaics, and sculptures. At the time of this report the current balance for the



fund exceeds \$1 million. General Fund dollars are used to support the Oxnard Cultural Arts Division Programs, such as Mini Murals and the Oxnard Arts Academy.

For Oxnard to become a true arts destination, non-local artists with iconic artwork and international reach must have an equal opportunity to apply. Comparable Municipalities such as Palm Desert, CA and Saratoga, CA, provide equal opportunities for local and nationally known artists, with the latter used for projects that are significant in scope.

The installation of asphalt art via street murals in downtown Oxnard is a critical step in creating a visually aesthetic and pleasing built environment. This type of artwork requires another layer of knowledge and skill for the safety of transportation surfaces. Staff believes that limiting these significant pieces to local artists will prevent a crucial opportunity for Oxnard to choose from the best possible pool of artists for the vital job of creating public artwork of regional and national acclaim. Therefore, staff is recommending this project without stipulation on the artist's location.

Attachments:

- A. Presentation - Request for appropriation

Cultural Arts Commission

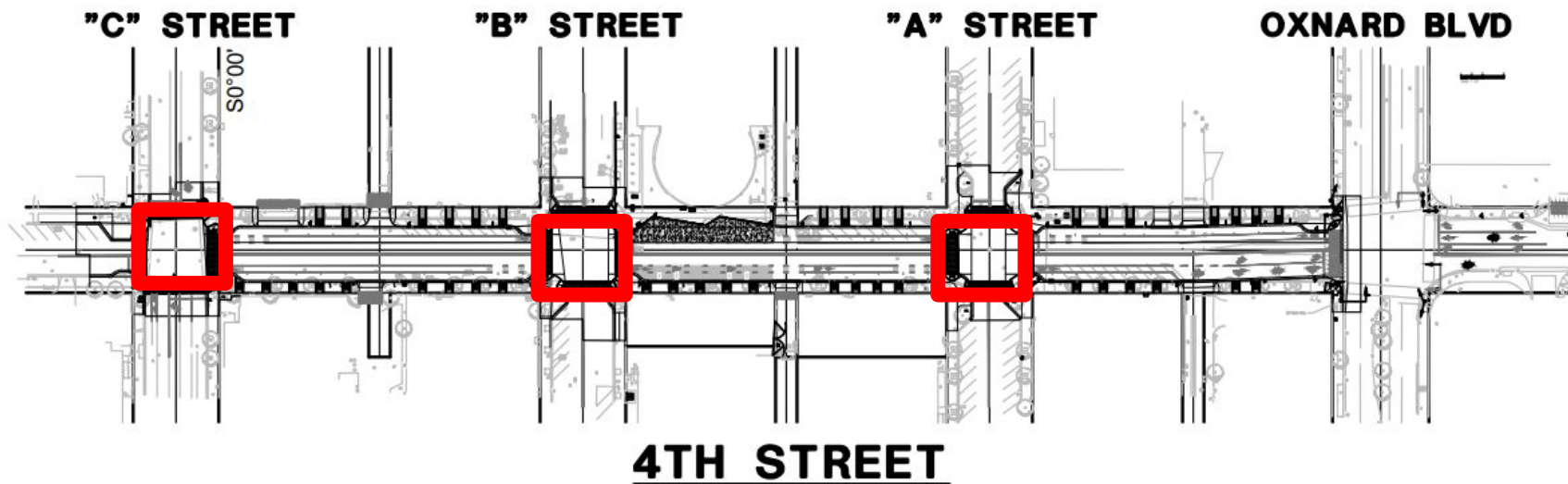
Appropriation Of Funds From The Public Art Trust For
The Purpose Of Installing Intersection Murals As Part
Of The 4th Street Mobility Project.

Julie Estrada, Cultural Arts Program Manager
September 3, 2025

That The Cultural Arts Commission Recommend To City Council That They Approve The Appropriation Of \$150,000 From The Public Art Trust For The Purpose Of Installing Intersection Murals As Part Of The 4th Street Mobility Project.

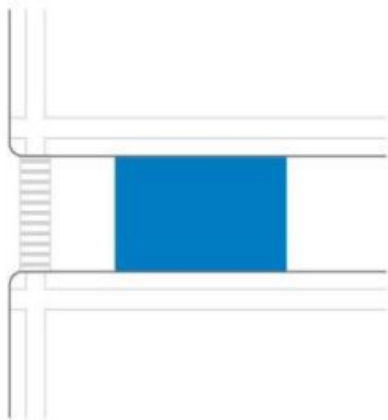
- 4th Street connects the John C. Zaragoza Transit Center (formerly the Oxnard Transit Center), Downtown Oxnard and surrounding neighborhoods to major transit services.
 - The 4th Street Mobility Project is working to create safer pathways for pedestrians traveling from the John C. Zaragoza Transit Center to C Street.
 - Brings exciting upgrades to 4th Street that will enhance pedestrian, cyclist, and transit rider experience with amenities, public art, enhanced parking, and upgraded bike facilities.
 - Aligns with the City Council's Economic Development priority, which calls for the renovation of 4th Street between Downtown and the train station to create a safe connection between the transit center and Downtown.
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- Proposed intersections to receive art include
 - 4th & A Streets
 - 4th & B Streets
 - 4th & C Streets

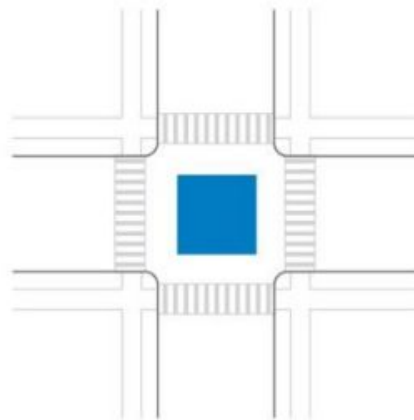


- Proposed art include
 - Intersection
 - Mid-block
 - Curb Extension

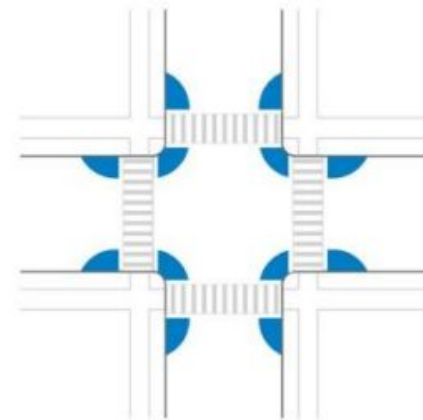
Midblock mural

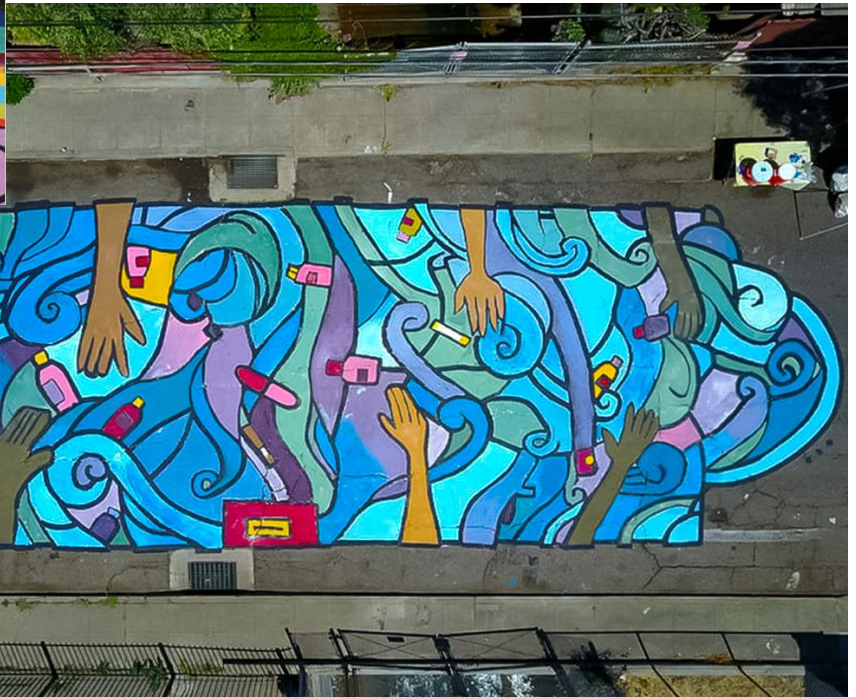


Intersection mural



Curb extension mural











- Bloomberg Philanthropies did a case study on asphalt art safety in 2022
- In the results of both the historical crash analysis and observational behavior assessment, asphalt art had a strong positive correlation with improved safety benefits across aggregated and most individual study sites.
- Road user behavior also showed improvement across the observed study sites in the post-analysis periods.
- They also found that at unsignalized intersections that don't have traffic lights, there was a greater frequency of drivers immediately yielding to crossing pedestrians where street murals were present.

- The pedestrian-vehicle conflict assessments, indicated a reduction in conflict rates at both signalized and unsignalized intersections where street mural art existed.
- Good pedestrian crossing practices also improved substantially at signalized intersections, with crossings against the signal dropping from 27% to 17%.
- Meanwhile, at unsignalized intersections, a few more people crossed outside the marked crosswalk, but the rate was still quite low (1% of people crossing the street).

- The City of Oxnard supports the arts primarily through its General Fund and the Public Art Fund (PAF).
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 - Public art fees are deposited into the fund and restricted for costs associated with the installation of physical art such as murals, mosaics, and sculptures.
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- Comparable Municipalities such as Palm Desert, CA and Saratoga, CA, provide equal opportunities for local and nationally known artists, with the latter used for projects that are significant in scope.
 - This type of artwork requires another layer of knowledge and skill for the safety of transportation surfaces.
 - Therefore, staff is recommending this project without stipulation on the artist's location.
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That The Cultural Arts Commission Recommend To City Council That They Approve The Appropriation Of \$150,000 From The Public Art Trust For The Purpose Of Installing Intersection Murals As Part Of The 4th Street Mobility Project.



THE END