



“The City with a Heart”

Nicole Hanhan, Chair
Stephen Seymour, Vice-Chair
Nader Abumuoilish, Commissioner
Jeanne George, Commissioner
Janet Monaghan, Commissioner

AGENDA Culture and Arts Commission Regular Meeting March 19, 2026 6:30 PM

IN PERSON* MEETING LOCATION San Bruno City Hall 567 El Camino Real, Conference Room 115 San Bruno, CA 94066 *Please turn off all electronic devices before the start of the meeting to prevent disruptions*	Zoom Link https://sanbruno-ca-gov.zoom.us/j/87948628509 Phone Line: 1-669-444-9171 Webinar ID: 879 4862 8509 Webinar Password: 339456 *Teleconference broadcasting is offered in the meeting via Zoom as a courtesy to the public. **No public comment accepted via Zoom
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PUBLIC COMMENT: In person attendees who want to provide public comment will be asked to fill out a speaker card and turn it in to Tim Wallace, Culture and Arts Commission staff liaison. Public comment may also be emailed to cultureandarts@sanbruno.ca.gov. Comments received via email will not be read aloud during the meeting.

ACCESSIBILITY: In compliance with the Americans with Disabilities Act, individuals requiring special accommodations or modifications to participate in this meeting should contact Tim Wallace 48 hours prior to the meeting at (650) 616-7084 or via email at twallace@sanbruno.ca.gov.

*Any disclosable public writings related to an open session item on a regular meeting agenda and distributed by the City to at least a majority of the Culture and Arts Commission less than 72 hours prior to that meeting are available for public inspection at the City Clerk’s Office at City Hall located at 567 El Camino Real, San Bruno, California during normal business hours. In addition, the City may also post such documents on the City’s Website at <https://www.sanbruno.ca.gov/AgendaCenter>.

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PLEDGE OF ALLEGIANCE**
- 4. REVIEW OF AGENDA**
- 5. ACCEPTANCE OF THE MINUTES:** January 15, 2026
- 6. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA**
Individuals allowed three minutes. It is the Culture and Arts Commission’s policy to refer matters raised in this forum to staff for investigation and/or action where appropriate. The Brown Act prohibits the Culture and Arts Commission from discussing or acting upon any matter not agendaized pursuant to State Law.

7. CONDUCT OF BUSINESS

- a. Conduct election of 2026 Commission Officers
- b. Consider a Recommendation to the City Council for the San Bruno Improvement Group Application for a Mural at 568 San Mateo Avenue
- c. Discuss: 2026-27 Work Plan Priorities, Ad-Hoc Committee Focus, and Potential Arts Programming Public Survey
- d. Consider the Proposed Artist Call, Jurying Criteria with Scoring Rubric, and Timeline Including the Installation Period for a Mural at 474 San Mateo Avenue facing Centennial Plaza

8. ITEMS FROM COMMISSIONERS

9. ITEMS FROM STAFF

- a. Receive and File: Key Takeaways from City Council Study Session on Merging Culture and Arts Commission and Parks and Recreation Commission
- b. Update on Posy Park Sculpture (Oral)
- c. Call to Artists for Community Art Gallery (Oral)
- d. Report Out on Lunar New Year event (Oral)
- e. Invitation to Shakespeare in the Park event (Oral)

10. ADJOURNMENT

**The next Regular Culture and Arts Commission meeting will be held
on May 21, 2026 at 6:30 p.m.**

POSTING: I declare a copy of this agenda was posted at City Hall, 567 El Camino Real, San Bruno, among other locations in the city limits of San Bruno on March 12, 2026, by 6:00 p.m.



Lupita Huerta, City Clerk



Nicole Hanhan, Chair
Nader Abumuilish, Commissioner
Jeanne George, Commissioner

“The City with a Heart”

MEETING MINUTES

Culture and Arts Commission January 15, 2026

1. **CALL TO ORDER:** Chair Hanhan called the meeting of the Culture and Arts Commission to order at 6:37 p.m.
2. **ROLL CALL:** Commissioners Present: Chair Nicole Hanhan, Nader Abumuilish, and Jeanne George. Commissioners Absent: Vice-Chair Stephen Seymour and Janet Monaghan. Staff Present: Ibarra, Stefanko, and Wallace.
3. **PLEDGE OF ALLEGIANCE:** Special Assistant Stefanko led the Pledge of Allegiance.
4. **REVIEW OF AGENDA:** No changes.
5. **ACCEPTANCE OF MINUTES:** Minutes from November 20, 2025. **MSC Abumuilish/George.** Accepted 3-0.
6. **PUBLIC COMMENTS:** None.
7. **CONDUCT BUSINESS:**
 - a. Conduct election of 2026 Commission Officers – **Superintendent Wallace** presented the staff report. **Commissioners** discussed deferring this item until the next meeting. **MSC Abumuilish/Hanhan.** Unanimous.
 - b. Review and consider approving the 2026 Culture and Arts Commission Meeting Schedule – **Superintendent Wallace** presented the staff report. **MSC Abumuilish/George.** Accepted 3-0.
 - c. Review and consider approving the 2026 Culture and Arts Commission Working Calendar – **Superintendent Wallace** presented the staff report. **MSC Abumuilish/George.** Accepted 3-0.
 - d. Selection of one Commissioner to be Member of Service Recognition Award Committee – **Superintendent Wallace** presented the staff report. **Chair Hanhan** nominated **Commissioner Monaghan** to be Member of the Committee. **MSC Abumuilish/Hanhan.** Accepted 3-0.
 - e. Consider a Recommendation to City Council for Selection of Posy Park Sculpture Artist – **Superintendent Wallace** presented the staff report and the shortlisted artists’ application packets. **Commissioners** reviewed the ten finalists’ proposals and their average score from the public survey. After deliberation, **Chair Hanhan** proposed recommending to City Council artist Salomon Bassoff proposal. **MSC Hanhan/Abumuilish.** Accepted 3-0.
 - f. Review and Approval of Art on Loan Program Artist Selections for the San Bruno Recreation and Aquatic Center (RAC) - **Superintendent Wallace** presented the staff report and the 14 submissions. After deliberation, **Commissioner Abumuilish** proposed approving artworks from artists Joseph Lynch, Faina Shpiller, Russ Robinson, and Lauren Yurkovich, with Nadine Levin’s as first alternate, and Boris Koodrin’s as second alternate with exclusion of artwork “Best of Show” deemed inappropriate for the location. **MSC Abumuilish/Hanhan.** Accepted 3-0.
8. **ITEMS FROM COMMISSIONERS:**
 - a. **Chair Hanhan** expressed her appreciation to staff for their work preparing the meeting agendas.

9. ITEMS FROM STAFF:

- a. Report Out on Progress of Potential Mural at Centennial Plaza - **Superintendent Wallace** informed on December 9, 2025 City Council approved the installation of a mural at Centennial Plaza (474 San Mateo Avenue wall). Staff will be developing a Call to Artists and requesting theme inputs from the Commission.
- b. Report Out on Winter Windows Wonderland Contest - **Superintendent Wallace** reported that 19 businesses participated. He announced the winners of the Judge's Award: 1st First Impression, 2nd Twice as Nice, and 3rd Lotus Falafel and Shawerma; and the winners of the People's Choice Award: 1st K-Grill & Tofu House, 2nd tied between Twice as Nice and First Impression. Staff is working on getting their awards.
- c. Report Out on and Invite to Centennial Plaza 1st Thursdays - **Superintendent Wallace** spoke about 3rd First Thursdays event held on January 8 at Centennial Plaza. Estimated 150 people attended. Reported that artists through August have been selected. Invited everyone to next event on February 5.
- d. Invitation to Lunar New Year event - **Superintendent Wallace** invited everyone to Lunar New Year event on February 10 from 6:30pm to 7:30pm at Centennial Plaza. There will be a traditional lion dance performance and photo session. Stated that Commissioners can contact him if want to be more involved.
- e. Special Meeting interest - **Superintendent Wallace** asked if Commissioners had interest in holding a Special Meeting before the next regular meeting to brainstorm activities for the Culture and Arts Commission 2026 Work Plan. **Commissioners** agreed.

10. ADJOURNMENT: With no other business to be conducted, **Chair Hanhan** adjourned the meeting at 8:40 p.m.



DATE: March 19, 2026
TO: Culture and Arts Commission
FROM: Tim Wallace, Community Services Superintendent
SUBJECT: Conduct Election of 2026 Commission Officers

BACKGROUND:

According to the Culture and Arts Commission By-Laws, the Commission shall elect a Chair and Vice Chair in January of each year.

DISCUSSION:

The Commission will elect a Chair and Vice Chair from amongst its members for 2026. The following procedures shall guide the election of the Chair and Vice Chair:

Call for Nominations

- The presiding officer shall open the floor for nominations for the position of **Chair**.
- Commissioners may nominate a member, including themselves.
- Nominations do not require a second.
- After nominations are made, the presiding officer shall ask if there are any additional nominations.
- When no further nominations are offered, nominations shall be declared closed.

Written Ballot Voting

- Each member present shall be provided a written ballot.
- Members shall write the name of one nominated candidate on the ballot for the position being filled.
- Ballots shall be collected by the staff liaison or a designated neutral party.
- Staff shall count the ballots and announce the results to the Commission.

Determination of Selection

- The nominee receiving a **majority of the votes cast** shall be selected as Chair.
- If no nominee receives a majority vote on the first ballot, the nominee receiving the fewest votes shall be removed from consideration and an additional written ballot shall be conducted among the remaining nominees.
- Balloting shall continue until one nominee receives a majority of the votes cast.

Selection of Vice Chair

- After the Chair has been selected, the same procedure shall be followed for the selection of the **Vice Chair**, beginning with the call for nominations. The Vice Chair shall be selected through the same written ballot process and majority vote requirement.

The final vote count and the names of the selected **Chair** and **Vice Chair** shall be recorded in the official meeting minutes.

FISCAL IMPACT:

None.

RECOMMENDATION:

Staff recommends that the Commission elect a Chair and Vice Chair for 2026.

ATTACHMENTS:

None.



DATE: March 19, 2026

TO: Culture and Arts Commission

FROM: Tim Wallace, Community Services Superintendent
Travis M. Karlen, Community Services Director

SUBJECT: Consider a Recommendation to the City Council for the San Bruno Improvement Group Application for a Mural at 568 San Mateo Avenue

BACKGROUND:

At its regular meeting on October 14, 2025, the San Bruno City Council approved the establishment of a citywide Mural Program. The Mural Program established a clear and consistent process for proposing, approving, installing and maintaining murals on both City-owned and private property.

The intent of the Mural Program is to encourage high-quality public art that enhances the visual environment, contributes to community identity, and supports the general health and welfare of the community. Following City Council approval of the program, staff developed an online application process for mural proposals on private property.

DISCUSSION:

The first completed application submitted under the City’s Mural Program was received on February 24, 2026, from the San Bruno Improvement Group (SBIG). SBIG proposes to commission muralist Julie Engelmann to create a mural on the south-facing wall of the privately owned building at 568 San Mateo Avenue. The property owner, Barry Gevertz, has provided written consent for the installation of the mural and has agreed to enter into a mural easement with the City, consistent with program requirements.

The proposed mural, titled *San Bruno’s Natural History*, is, according to the applicant, intended to celebrate the city’s natural landscape and history through imagery informed by community input. According to the application, the concept incorporates native plants, butterflies, and subtle historical references, with the goal of creating a welcoming and reflective visual experience in downtown San Bruno.

Upon review, staff determined that the application substantially met the Mural Program’s submittal and eligibility requirements as outlined in Section V of the program’s guidelines and is complete for Commission consideration.

Pursuant to the Mural Program guidelines, the Culture and Arts Commission serves in an advisory capacity and is tasked with reviewing mural applications and providing a recommendation to the City Council based on the criteria of the Mural Program. The City Council retains final approval authority. In its review the Commission is asked to evaluate that the proposal aligns with the Mural Policy. Other considerations for discussion include:

- **Concept of Art** - Strength, originality, craftsmanship of proposed artwork, and appropriateness of imagery for all audiences without political, religious, sexual, violent, or commercial content.
- **Scale** - Appropriateness of the mural’s scale relative to the wall, surrounding environment, and anticipated viewing audience.

- **Context** - The extent to which the artwork creatively responds to the site and reflects the character of the San Bruno Community.
- **Feasibility** - Adequacy of the proposed budget, materials, surface preparation, and protective coatings to ensure durability over the intended lifespan of the mural.
- **Artist Qualifications** - Demonstrated experience with similar projects, ability to complete the work in a timely manner, and willingness to collaborate with City staff and the Commission

In evaluating this proposal, staff requests that the Commission consider the application in its entirety, including the final mural rendering, the artist's qualifications and portfolio, the concept statement, and proposed funding approach.

Next Steps

Following review by the Culture and Arts Commission, a staff report and resolution for approval of the mural proposal will be brought to the City Council as part of its March 24, 2026, meeting.

If the City Council approves the mural proposal, an easement agreement will be signed with the property owner and the artist will begin work on the mural shortly after.

FISCAL IMPACT:

The San Bruno Improvement Group will fully fund the design and installation of the proposed mural and is not requesting the use of any City funds for the project. No direct fiscal impact to the City is anticipated for installation and only administration time will be accounted for. Any future maintenance costs, which are expected to be minor, would be addressed by the City in accordance with the terms of the easement agreement.

RECOMMENDATION:

Staff recommends that the Culture and Arts Commission:

1. Review the proposed mural application for 568 San Mateo Avenue in accordance with the City's Mural Program criteria; and
2. Consider forwarding a recommendation to the City Council to approve of the proposed mural and authorize the City to enter into a mural easement agreement and right-of-entry agreement with the property owner and artist.

ATTACHMENTS:

1. Rendering of Proposed Mural
2. San Bruno Improvement Group Mural Application
3. Current Photo of the South Wall of 568 San Mateo Avenue
4. Artist Portfolio
5. Mural Program

Design concept:



Street view from San Mateo Ave sidewalk

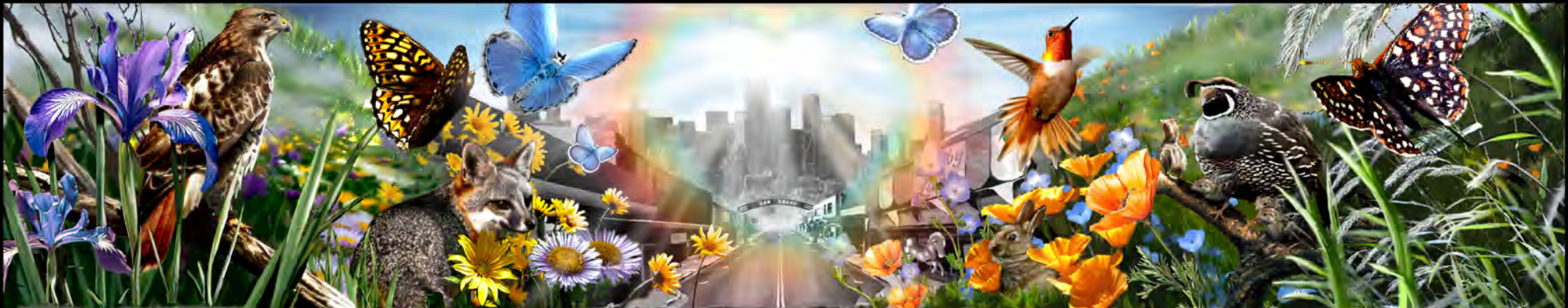


Street view from Mastick Ave parking lot



Mural Explanation

The overall theme of this mural represents San Bruno's natural history. I created the mural in such a way where the natural ecology of San Bruno frames and transitions to a modern version, to illustrate the historical urban development of the area. Much of the ecology represented is still found on the well-preserved San Bruno Mountain. The centerpiece of this mural showcases San Bruno's downtown area on San Mateo Ave, where the mural is located. The road in the center fades into the background and transitions into a cityscape of San Francisco, a view one would see at the top of San Bruno Mountain, to represent San Bruno as the gateway to the big city.



Mural Explanation, left side

Red tailed hawk—

A common and vital part of the San Bruno ecosystem and their historical importance as messengers and protectors in Native American culture.

Callippe silverspot—

An endangered species with a key population on San Bruno Mountain, a critical habitat in the San Francisco Bay Area.

Mission blue butterfly—

San Bruno Mountain is considered an epicenter for the endangered Mission Blue butterfly.



Coast iris—

A native beautiful flower found commonly on San Bruno Mountain Watch.

Mules ear—

Common and native wildflowers on San Bruno Mountain. They are a key nectar source and habitat plant for native pollinators, including the Mission Blue butterfly.

Seaside daisies—

A significant native wildflower for San Bruno Mountain, providing beauty and ecological value. **Item 7b**

Mural Explanation, right side

Brush rabbit— Crucial to San Bruno Mountain's ecosystem, serving as prey for predators (coyotes, hawks) and dispersing seeds.

Allen's hummingbird— San Bruno Mountain hosts one of the largest remaining populations of this species and provides critical, increasingly rare coastal habitat.

California quail— California's state bird, symbolizing its natural beauty, providing food for predators, spreading seeds, and offering aesthetic enjoyment and a connection to nature for people.

Bay checkerspot— Historically had a colony on San Bruno Mountain, but it disappeared due to habitat loss, fires, and invasive plants, though restoration efforts aim to bring them back.



California poppy— The California poppy is a beloved symbol of the Golden State, representing its history, natural beauty, and resilience.

Baby blue eyes— A beloved native California wildflower documenting its presence in the 1890s San Francisco Bay Area, fitting the profile of the region's rich floral tapestry before development.

Giant rye grass— native California bunchgrass found on San Bruno Mountain, valued for its drought tolerance, and use in restoration, offering food/habitat for wildlife and historically used by Native peoples. **Item 7b**

Attachment 2 - San Bruno Improvement Group Mural Application

Tuesday, February 24, 2026



Mural Program Application

Address Location of Mural Site 568 San Mateo Ave

Applicant Information

Name Sadana Traxler

Organization Name (if applicable) San Bruno Improvement Group Inc.

Address 559 San Mateo Ave, San Bruno, CA, 94066
San Bruno, CA, 94010

Phone Number (650) 238-8494

Email Address sadana@sanbrunogroup.org

Is the applicant also the artist?

Artist Information

Name Julie Engelmann

Address [Redacted]

Phone Number [Redacted]

Email Address [Redacted]

Is the applicant also the property owner?

Property Owner Information

Name Barry Gevertz

Address 568 San Mateo Ave San Bruno
San Bruno, CA, 94066

Phone Number [Redacted]

Email Address [Redacted]

Property Owner Consent (required if applicant is not the property owner)

Date Tuesday, February 24, 2026

Property Owner Consent Signature



Mural Proposal Information

Mural Title/Working Title San Brunos Natural History

Artist Name(s) Julie Engelmann

Artist Resume/Portfolio Upload (max 5 MB)





Proposed Location (wall, fence, etc.)	Wall
Dimensions (height x width)	25x75
Medium / Materials to be Used	Exterior house paint and spray paint. Clear coat and anti graffiti coating. Spray gun, rollers, brushes buckets, towels. Prep materials such as plastic sheets, tarps or cardboard roll to cover ground, tape.
Proposed Duration of Artwork	4-5 weeks weather permitting
Proposed Installation Dates	Feb 1st

Concept & Design

Concept Statement (attach up to 1-2 pages if needed, max 2000 characters)

Our concept is inspired directly by the voices of our community. Through an open survey shared with residents, families, and local businesses, we asked what themes they felt best represented San Bruno and what they wanted to see reflected in there downtown. The most requested theme was San Bruno's natural history-a reminder of the beauty, life and quite resilience that have always been part of this area.

With that guidance, our mural concept will highlight a soft, peaceful landscape that feels welcoming to all who pass by. The design will incorporate elements of San Bruno's native environment, including local plant/animal life and native butterflies that symbolize transformation, movement and renewal.

Layered into the landscape of the mural will be a subtle storytelling element that honors one of the most meaningful tributes the Heart of San Bruno, illuminated by sun rays-symbolizing hope.

Other tributes included will be a nod to Lullaby Lane, a beloved part of our city's past that still carries deep emotional significance for long-time residents.

Another key element will be the image of a gateway - a visual reminder that San Bruno stands as a proud gateway city to San Francisco. More than a point of entry, the gateway symbolizes opportunity and

connection.

The goal of the mural is to create a sense of warmth, belonging and pride. It will stand a permanent reflection of who we are: a community rooted in history, shaped by nature and strengthened by our shared stories. By combining community input, natural beauty and history tributes, this mural becomes more than art - it becomes a reminder that San Bruno's identity lives in both our landscape and our memories, carried forward for future generations to see.

Preliminary Design Image(s) Upload (scaled drawing or digital mock-up of the proposed mural, max 5 MB)



Feasibility & Maintenance

Detailed Funding Source/Budget Plan (max 500 characters)

The San Bruno Improvement Group has successfully raised and secured the full funding for the mural project through grassroots efforts and strong community partnership. Financial support has come from T-shirt sales community led fundraising events and direct donations from residents.

In addition, we received generous grant support and sponsorship from local businesses. Key contributors include San Bruno Rotary Club, Embarc, Artichoke Joe's and numerous small businesses throughout downtown.

Estimated Cost of Project 13,500

Maintenance Plan (describe who will maintain and how, max 200 characters)

The City of San Bruno will own the mural and per the artist's contract, will be responsible for all maintenance to preserve the artwork.

Protective Coatings (UV, graffiti, etc.)

Yes

Agreements & Rights

Check Off Each Statement That You Agree To (must agree to all 5 statements below)

- I agree that the mural will not contain political, religious, sexual, violent, or commercial content.
- I agree to grant the City of San Bruno rights to the mural artwork, including waiving rights under CAPA and VARA.
- I agree to enter into a mural easement with the City as the property owner (or confirm the owner will do so).
- I understand that the mural becomes the property of the City of San Bruno.
- I agree to collaborate with City staff and the Culture and Arts Commission during the review and approval process.

Date Tuesday, February 24, 2026

Applicant Signature



Date

Tuesday, February 24, 2026

Artist Signature (if applicant is not the artist)



Date

Tuesday, February 24, 2026

Property Owner Signature (if applicant is not the property owner):



Attachment 3 - Current Photo of the South Wall of 568 San Mateo Avenue



Corresponding Image List



This mural represents gold mining history, agriculture, and the natural beauty of Placerville, CA. Completed in 2024.



Commissioned by the City of Half Moon Bay, CA, representing the history and distinctiveness of the city. Created in 2022.



Comissioned by non-profit IDES Portuguese society to celebrate their heritage, story, and history. Created in 2025



Comissioned by the Town of Colma, CA to celebrate the Town's centennial. The mural stretches 180 feet long, representing the history, culture, overall aesthetic of the Town. Created in 2024.



Comissioned by Daly City, CA to represent all department of Daly City. All departments encircle a "remixed" city seal. Created in 2024.



Comissioned by a local business to represent the local marine environment in Northern California. Completed in 2024.

Attachment 5 - Mural Program

City of San Bruno Community Services

Mural Program

I. PROGRAM STATEMENT

It is the intent of the City of San Bruno to facilitate the installation of artistic murals in appropriate locations throughout the city. Murals can play an important role in enriching community spaces and enhancing cultural and social life. This program enables the City to effectively facilitate mural opportunities by providing a mural review and approval process, criteria, and a funding process for proposed murals to ensure consistency, transparency, and aesthetic value of mural installations in the community.

II. PURPOSE

The goal of this program is to facilitate the installation of murals by providing the City, mural applicants, artists, and property owners with a consistent and clear process for creating murals that enhance the general health and welfare of the community.

III. DEFINITIONS

- A. **“City”** means the City of San Bruno.
- B. **“City Property”** means property on which the City has rights of ownership or use, including property owned, operated, licensed, or leased by the City.
- C. **“Mural”** means a work of art that is fully integrated into the exterior of property, for decorative purposes only, and includes no commercial message.
- D. **“Commission”** means the City of San Bruno Culture and Arts Commission
- E. **“City Council”** means the San Bruno City Council
- F. **“Alteration”** means any change to an approved mural, including but not limited to any change to the image(s), materials, colors, or size of the mural

IV. MURAL APPLICATION PROCESS

The installation of new murals may be initiated by the City or by private property owners. Murals require approval by the City Council prior to installation.

Mural Installations Initiated by the City on City Property

1. City staff or the Culture and Arts Commission may initiate a mural installation on City property by selecting an appropriate City property for the mural and a scope and theme for the mural. An initial recommendation on the mural may be provided by the Commission, potentially utilizing community engagement.
2. Once this property and a scope and theme is selected, staff will present this to the City Council for action on the designation of the location of the mural on City property and a scope and theme for the mural and, if needed, appropriation of the funding.
3. Following City Council conceptual approval, staff will release a request for proposal (RFP) requesting specific proposals for mural project installations on selected City property.

4. The Commission will review the responses to the RFP according to criteria listed in Section VI and make a recommendation to the City Council for their review and action on the mural.
5. The City Council shall make a final decision on the mural.

Private Property Owner Initiated Murals

1. Private property owners may initiate the installation of a mural by submitting a mural application to the Community Services Department, Library Division. The Community Services Department will be responsible for ensuring that applications are complete according to objective criteria in Section V. Incomplete applications will not be accepted and will be rejected.
2. The property owner shall agree to enter into an agreement with the City for an easement for the mural and the artist shall enter into an agreement with the City to grant the City rights to the artwork.
3. Upon approval by the Community Services Department that all objective criteria in Section V are met, the Commission will review mural applications at one of their meetings and make a recommendation to the City Council for their review and action on the mural.
4. The City Council shall make a final decision and authorize the City Manager to enter into an agreement with the property owner for an easement for the mural and an agreement with the artist to grant the City rights to the artwork.

V. OBJECTIVE MURAL APPLICATION REQUIREMENTS FOR APPROVAL BY COMMUNITY SERVICES

This section contains objective approval criteria for both City and privately initiated murals. The Community Services Department shall determine that all requirements are met before a mural application can appear before the Commission.

- A. Proposed murals must be original works of art.
- B. A mural must be designed and installed under the supervision of a qualified artist, muralist or other qualified professional who has sufficient knowledge and experience in the design and execution of such projects, as well as with the application of the selected medium.
- C. The applicant must have a feasible funding plan to finance the installation of the mural (see Section VIII on the use of public funds to finance a mural).
- D. The Commission will recommend an installation period for the mural.
- E. Once the City Council approves the final mural design, the artist cannot change the design without returning to City staff for approval of the changes.
- F. Murals become the property of the City. The approval and acceptance of each public art mural shall be contingent upon the conveyance of a mural easement to the City from the owner of the structure upon which the mural will be located. The terms of the easement are specified in Section X.
- G. The mural artist must grant the City full rights to the artwork, including the waiver of all rights under the California Art Preservation Act (CAPA) and the Visual Artist Rights Act of 1990 (VARA).
- H. Each mural requires a maintenance plan and a contract with the artist providing for duration of artwork and decommissioning procedures.

- I. Murals must be visible from the public right-of-way and purposefully integrated into the interior or exterior of the property on which it is located.
- J. Murals shall only be allowed on structures or fences within approved zoning districts. These districts shall include all mixed-use and commercial zones (CBD, TODS, TOD1, TOD2, MXR, CC, C-N), as well as any planned development or specific zones/overlays that explicitly allow murals.
- K. The City reserves the right to reject any application for any reason.

VI. CRITERIA FOR REVIEW OF MURAL APPLICATIONS BY THE COMMISSION AND CITY COUNCIL

Once vetted by the Community Services Department, mural approval applications will be reviewed by the Commission. The Commission will provide an advisory recommendation to the City Council who will review and make a final decision on the mural application, according to the criteria below.

Concept of Art

- Strength of art concept
- Originality and craftsmanship of proposed artwork
- Appropriateness of the visual imagery for all audiences (not reflecting politics or containing sexual, religious, or violent content or expressing a commercial aspect)

Scale

- Appropriateness of scale of the artwork for the surrounding environment
- Appropriateness of the wall upon which the mural will be installed
- Strength of concept in regard to the target audience for the artwork (pedestrians, from moving vehicles, stationary audience, etc.)

Context

- Creatively responds to the site and character of the San Bruno Community.

Feasibility

- An appropriate budget and proposed materials to ensure durability for the proposed lifespan on the artwork
- Suitability of the wall surface to receive the proposed materials
- Commitment to prepare the surface for painting and to use acceptable UV/graffiti protective coating

Artist Qualifications

- Have previously designed and installed projects of similar style, medium, and scope, particularly in the nine county Bay Area
- Demonstrated ability to complete mural in a timely manner and with an appropriate level of quality of materials
- Ability and willingness to collaborate with City staff and the Commission

VII. APPEALS ON THE MURAL AGREEMENT ACTION

Appeals: All City Council decisions with regard to the mural agreements are final.

VIII. PUBLIC ART MURAL PROGRAM FUNDING

The City Council may receive a funding recommendation from the City Manager and may approve a budget allocation for murals as part of the annual City operating budget process, utilizing the public art fund. The Culture and Arts Commission may recommend mural project funding as part of this process, subject to review by City staff prior to inclusion in the City Manager's recommended budget to the City Council. Annual mural funding is subject to the availability of funds at the beginning of each fiscal year. City Staff may establish procedures for allocating such funds during the fiscal year, such as issuing a request for proposals or establishing selection criteria. Murals may also be funded by private parties, provided the City owns the mural through an agreement with the property owner for an easement for the mural and an agreement with the artist to grant the City rights to the artwork.

IX. MURAL AGREEMENT REQUIREMENTS

Mural Agreements Required: Any applicant seeking to construct, install, modify, maintain, or engage in an activity relating to a mural shall obtain City Council approval for the City to enter into the required mural agreements pursuant to the requirements of this program

Mural Application Form: The applicant shall submit a complete, duly executed mural application in a form approved by the Community Services Director, which may be updated from time to time. The application will not be considered duly filed or complete unless submitted in accordance with the requirements of this program. The applicant shall pay any applicable application processing fee, as set by the master fee schedule, at the time the application is submitted.

Applicant: The applicant of any mural installation request shall be either: (1) the property owner(s); or (2) an authorized agent.

Property Owner Authorization: If the property owner(s) is not the mural applicant, the explicit written consent of the property owner(s) is also required in the application.

Failure to Adhere to Mural Agreement Requirements: In the event that the installation plan submitted is not adhered to, and the City has identified either a safety risk to either the artist(s) and/or the public, the City has the right to stop work until such time that safety issues or concerns are addressed by the structure owner and artist(s).

X. MURAL EASEMENTS

As stated in Section V, the approval of a public art mural shall be contingent upon the conveyance of a public art mural easement to the City from the owner of the building upon which the mural will be located. The terms of the easement agreement include:

- Shall grant the right to create the public art mural on the property;
- Provide that the person granting the easement will include access to maintain and restore the public art mural in its original condition for the period of the easement; and
- State that upon termination of the easement, the property owner shall remove the mural, and restore the property to its prior condition.



DATE: March 19, 2026

TO: Culture and Arts Commission

FROM: Tim Wallace, Community Services Superintendent
Travis M. Karlen, Community Services Director

SUBJECT: Discuss: 2026-27 Work Plan Priorities, Ad-Hoc Committee Focus, and Potential Arts Programming Public Survey

BACKGROUND:

The Culture and Arts Commission annually establishes a work plan to guide its efforts in supporting arts, culture, and public art initiatives throughout the community. Ad-hoc committees are formed to allow Commissioners to take an active role in advancing specific projects and providing focused support to staff.

At previous meetings, the Commission identified several initiatives and assigned commissioners to serve on related ad-hoc committees. As membership and priorities evolve, it is beneficial to periodically revisit the work plan to confirm that selected initiatives remain aligned with the Commission's interests and that committee assignments reflect each Commissioner's availability and willingness to actively participate.

DISCUSSION:

As a volunteer advisory body, the Commission is most effective when it concentrates its efforts on a manageable number of clearly defined priorities. Staff recommends identifying four to five achievable work plan items. Limiting the number of initiatives allows Commissioners to dedicate meaningful time and attention to each effort, provide consistent support to staff, and achieve measurable outcomes.

As the Commission considers potential priorities, it is important that proposed initiatives align with the City Council's adopted strategic initiatives and policy priorities. Current City Council priorities include the Senior Center Remodel, City Software Overhaul, Downtown Beautification, a Street Sweeping Study, Building a Better San Bruno (focused on increasing developer interest in the community), Traffic Safety and Lighting, and efforts to Increase Revenue.

Aligning Commission initiatives with these priorities helps ensure that advisory input supports broader City goals and that staff resources are used effectively. Commissioners should also recognize that new initiatives often require staff support, funding, and other resources. When proposing new efforts, the Commission is encouraged to consider potential budget impacts, including staff time, and identify possible funding sources, partnerships, or grants that could support implementation. Any work plan items requiring additional staff time or financial resources will be reviewed by the Department Director and may be subject to City Council appropriation.

Following Commission discussion and identification of priorities, the proposed work plan will be forwarded to the City Council for approval. Once approved, the work plan will serve as the guiding framework for the Commission's efforts and staff support throughout the upcoming fiscal year.

Staff recommend that the Commission maintain no more than five priority initiatives or ad-hoc committees for the upcoming year and confirm that each selected effort has active Commissioner participation. Establishing a focused work plan will help ensure that:

- Committees remain productive and action-oriented
- Responsibilities are clearly assigned and understood
- Projects move forward in a timely manner
- Staff resources are used efficiently
- The Commission can demonstrate tangible accomplishments over the course of the year

For each priority initiative, staff recommends identifying:

- A clear scope or objective
- Assigned commissioners
- Anticipated timeline and/or key milestones
- Expected outcomes or deliverables

This is an appropriate time for the Commission to reassess its current work plan and committee structure. The Commission may choose to continue, modify, consolidate, or sunset existing committees based on current priorities, available capacity, and alignment with City goals. Initiatives that are not identified as priorities may be deferred for future consideration.

Staff has attached the current work plan and ad-hoc committee list for review and discussion. Following Commission input, a proposed work plan will be forwarded to the City Council for approval. Once approved, the work plan will serve as the guiding framework for the Commission’s efforts for the duration of the fiscal year.

The Commission may wish to consider gathering input from the community regarding the types of visual arts and performing arts classes and workshops residents would like to see offered at City of San Bruno–operated facilities. Feedback from residents, local artists, and community organizations could provide valuable insight into community interests and help staff better understand the types of artistic experiences that would be most meaningful and accessible. Information collected through surveys or other outreach efforts could then be used by City staff to help inform the development and scheduling of visual and performing arts classes and workshops within existing recreation and cultural programming. A sample community survey draft can be found as Attachment 2.

Commissioners should also recognize that implementation of work plan initiatives requires staff support and resources. The Community Services Director will review proposed initiatives to ensure they are feasible within existing staff capacity and budget. If sufficient staff time or resources are not available, the Director may recommend modifying, deferring, or recommending that the initiative not proceed. This is to ensure the Department can effectively manage its operational responsibilities and City Council priorities.

FISCAL IMPACT:

None.

RECOMMENDATION:

Review the current work plan and confirm up to five priority initiatives or ad-hoc committees for the 2026-27 year and assign or reaffirm participating commissioners for each initiative.

ATTACHMENTS:

1. Current work plan and ad-hoc committees list
2. Community Arts Program Interest Survey

Attachment 1 - Current work plan and ad-hoc committees list

CITY OF SAN BRUNO CULTURE AND ARTS COMMISSION WORK PLAN 2025					
Commission Approval: 3/21/2024					
Commission Review: 11/21/2024					
Commission Second Review: 7/17/2025					
Council Approval:					
	Stated Goal	Commissioners Involved	Timeline	Fiscal Impact	Intended Outcomes
	ARTS ADVOCACY				
1	Assist with promotion of City arts and culture events	All	Ongoing	None	Commissioners will assist City staff with submission of programs and events to public calendars as well as traditional and social media channels to help increase visibility in the community
2	Explore feasibility of programming of Centennial Plaza and downtown area	Hanhan/Monaghan/Seymour	TBD	None	Commissioners will recommend programs/events for FY2025/26
	PUBLIC ART				
3	Jury public art proposals, subject to public art implementation	Abumuoilish/George/Seymour	Ongoing	None	Jury public art submissions and forward recommendations to full commission
	VISUAL ART				
4	Art on Loan Program for Recreation and Aquatic Center	George/Hanhan/Monaghan	Complete within 3 mos. of RAC opening	None	Explore feasibility of instituting an Art on Loan Program for RAC. Develop guidelines and processes for establishing rotating art program
5	Winter Windows Wonderland	Abumuoilish/George/Monaghan	Dec	None	Jury holiday window decorations downtown businesses
	CULTURAL EVENTS				
6	Lunar New Year	Volunteering	January/Feb	None	Commissioners will make themselves available to assist staff prior to and at event
7	Juneteenth	Volunteering	May/June	None	Volunteering: Commissioners will make themselves available to assist staff prior to and at event

8	Dia de los Muertos	Volunteering	Oct/Nov	None	Commissioners will make themselves available to assist staff prior to and at event
9	Review of Arts and Culture programs and events supported by CAC	Abumoilish/Hanhan/ Seymour	TBD	TBD	Commissioners will review current CAC supported programs and event and make recommendations for FY2026/2027

Community Arts Program Interest Survey

Please complete **one survey per person**.

Be sure to include all members of your household, including children.

SECTION 1: GENERAL INTEREST

1. How interested are you in participating in arts programs in San Bruno?

- Very interested
- Somewhat interested
- Not interested

2. Have you participated in any arts programs in the past year?

- Yes
- No

3. Where have you participated in arts programs?

(Comment box)

4. How likely are you to enroll in an arts class in the next 6 months?

- Very likely
- Somewhat likely
- Unlikely

SECTION 2: TYPES OF ARTS PROGRAMS

5. Which types of arts programs would you be most interested in?

(Select all that apply.)

- Painting
- Drawing
- Collage
- Photography
- Dance
- Acting/Improv

- Music lessons
- Sewing/quilting
- Knitting/crochet/macramé
- Other (please specify)

6. Are there arts media, dance styles, or specific project types you are especially interested in?

(Comment box)

7. What barriers might prevent you from participating in arts programs?

(Select all that apply.)

- Cost
- Schedule
- Transportation
- Childcare
- Other (please specify)

8. Would you prefer programs for:

- Beginners
- Intermediate level
- Advanced level
- Series with progressive skill levels

SECTION 3: SCHEDULING PREFERENCES

9. Which days of the week would you most likely attend an arts program?

(Select all that apply.)

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

10. What time of day generally works best for you on weekdays (Monday–Friday)?

(Select all that apply.)

- 8 AM – 10 AM

- 10 AM – 12 PM
- 12 PM – 2 PM
- 2 PM – 4 PM
- 4 PM – 6 PM
- 6 PM – 8 PM

11. What time of day generally works best for you on Saturdays?

(Select all that apply.)

- 8 AM – 10 AM
- 10 AM – 12 PM
- 12 PM – 2 PM
- 2 PM – 4 PM
- 4 PM – 6 PM
- 6 PM – 8 PM

12. What time of day generally works best for you on Sundays?

(Select all that apply.)

- 12 PM – 2 PM
- 2 PM – 4 PM

13. What class format do you prefer?

(Select all that apply.)

- One-time workshops
- Multi-day intensives
- Multi-week class series
- Drop-in sessions

14. How long would you prefer each class session to be?

(Select all that apply.)

- 60 minutes
- 90 minutes
- 2 hours
- 3 hours
- Other (please specify)

SECTION 4: LOCATION PREFERENCE

15. Which location(s) would you prefer for arts programs?

(Select all that apply.)

- San Bruno Recreation and Aquatic Center
- San Bruno Library
- San Bruno Senior Center

SECTION 5: DEMOGRAPHICS

16. What age group is this survey being completed for?

- Tots (ages 0–5)
- Youth (ages 6–12)
- Teens (ages 13–17)
- Adults (ages 18–49)
- Older Adults (ages 50+)

17. What is your residential ZIP code?

(Comment box)

18. Primary language(s) spoken at home:

(Select all that apply.)

- English
- Spanish
- Mandarin
- Other (please specify)

19. Are you a member of the San Bruno Recreation and Aquatic Center (the RAC)?

- Yes
- No
- I'm interested in joining

20. Would you like to subscribe to City newsletter(s)? (Adults only)

Name: _____

Email: _____

Please subscribe me to:

- RAC newsletter

- Library newsletter
- Senior Center newsletter



DATE: March 19, 2026

TO: Culture and Arts Commission

FROM: Tim Wallace, Community Services Superintendent
Travis M. Karlen, Community Services Director

SUBJECT: Consider the Proposed Artist Call, Jurying Criteria with Scoring Rubric, and Timeline Including the Installation Period for a Mural at 474 San Mateo Avenue facing Centennial Plaza.

BACKGROUND:

At its regular meeting on October 14, 2025, the San Bruno City Council approved the establishment of a citywide Mural Program. The Mural Program established a clear and consistent process for proposing, approving, installing and maintaining murals on both City-owned and private property.

The intent of the Mural Program is to encourage high-quality public art that enhances the visual environment, contributes to community identity, and supports the general health and welfare of the community. Following City Council approval of the program, staff developed an online application process for mural proposals on private property.

The conceptual design for Centennial Plaza identified a mural as a potential placemaking element to enhance the visual character and vibrancy of the space. The proposed mural location is on the wall facing the plaza; however, this wall is privately owned, which presents a unique coordination challenge for the City. Recognizing the opportunity to incorporate public art in this prominent location, the City has worked collaboratively with the business owner to make improvements to the wall in preparation for a potential mural installation. These efforts helped position the site to support a future mural that could complement the overall design vision for Centennial Plaza while fostering a partnership between the City and the adjacent private property owner.

DISCUSSION:

It was identified that the south-facing wall of the privately-owned building at 474 San Mateo Avenue is a desirable location for the creation of a public art mural. The property owner, Vikas Sharma, has provided verbal consent for the installation of the mural and has verbally agreed to enter into a mural easement with the City, consistent with program requirements. The proposed location is one of two walls that frame and define Centennial Plaza, offering high visibility from within the plaza, along surrounding walkways, and to passing drivers.

The proposed mural is intended to reflect the character, culture, and values of San Bruno, and to have a meaningful connection to Centennial Plaza's role as a high-visibility downtown space used for diverse community events and cultural celebrations. Proposals should feature a clear, intentional theme; a cohesive artistic style; compelling visual impact; a color palette that thoughtfully complements the surrounding site elements and landscaping; and take into consideration how the artwork interacts with the stage and landscaping along the mural wall. Artists are encouraged to consider San Bruno's diverse population and demonstrate a meaningful, inclusive connection in their proposals.

FISCAL IMPACT:

There is no fiscal impact associated with this report. However, the City Council previously authorized funding not to exceed \$75,000 on December 9, 2025. Any additional fiscal considerations will be presented to the City Council at the time the artist contract is brought forward for approval.

RECOMMENDATION:

Staff recommends that the Culture and Arts Commission review the proposed artist call along with the jurying criteria and scoring rubric as well as the proposed timeline that includes the installation period for the mural facing Centennial Plaza and share any recommendations for staff to consider.

ATTACHMENTS:

1. Proposed Artist Call
2. Proposed Jurying Criteria and Scoring Rubric
3. Proposed Timeline with Installation Period

Artist Call: Centennial Plaza Mural, City of San Bruno

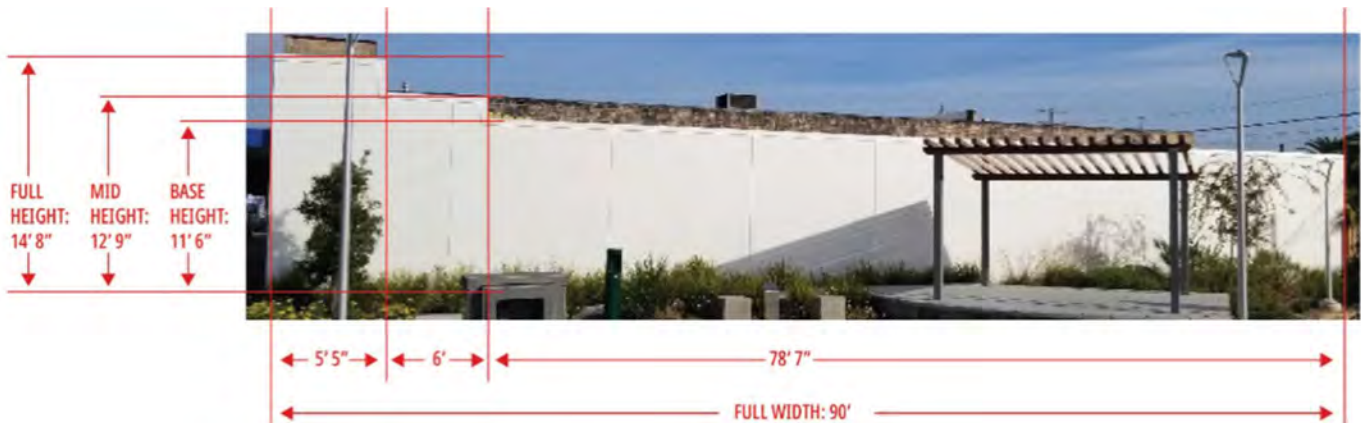
PROJECT SUMMARY / OVERVIEW

The City of San Bruno (City) is inviting qualified artists and artist teams to submit proposals for a site-specific, painted outdoor mural on the exterior south-facing wall of the building at 474 San Mateo Avenue (Mural Wall). The Mural Wall is one of two walls that frame and define Centennial Plaza, offering high visibility from within the plaza, along surrounding walkways, and to passing drivers. Centennial Plaza is a central outdoor public gathering space in the heart of downtown San Bruno, designed as a welcoming pedestrian-friendly plaza with seating, landscaping, an elevated stage, and walkways connecting to nearby shops, restaurants, and transit. The plaza regularly hosts community events, cultural celebrations, casual gatherings, and regular public use.

Mural Wall Dimensions & Surface

The Mural Wall is approximately 90 feet wide with heights ranging from 11 ft. 6 in. at the base to 14 ft. 8 in. at its tallest section. Including the two raised areas, the total paintable surface is approximately 1,060 square feet. Artists should reference approximated dimensions noted on the accompanying diagram of the Mural Wall. The surface is a rough stucco texture with no known faults or necessary repairs.

MURAL WALL DIAGRAM WITH APPROXIMATED DIMENSIONS



IMAGES OF CENTENNIAL PLAZA





PROJECT THEME & ARTISTIC DIRECTION

Proposals should be an original work of art that reflects the character, culture, and values of San Bruno, and be appropriate for a public setting, durable in outdoor conditions, and visually engaging from both near and far distances. The artwork should meaningfully connect to Centennial Plaza's role as a high-visibility downtown space used for diverse community events and cultural celebrations. Strong proposals will feature a clear, intentional theme; a cohesive artistic style; compelling visual impact; a color palette that thoughtfully complements the surrounding site elements and landscaping; and take into consideration how the artwork interacts with the stage and landscaping along the Mural Wall. Artists are encouraged to consider San Bruno's diverse population and demonstrate a meaningful, inclusive connection through their concept. Paint is the required medium, with full wall involvement expected in the design.

PROJECT BUDGET

Artists should propose a fee that reflects the full scope of work and is appropriately aligned with the project's scale, complexity, and duration, as well as the artist's experience and professional standing.

The total project budget for the Centennial Plaza mural is anticipated to range between \$30,000 and \$75,000. Artists are required to submit a proposed fee and itemized project budget that reflects the scope of their concept, including materials, fabrication and painting time, project duration, and other related costs. Proposals are not expected to automatically utilize the full budget amount; rather, artists should present a budget that is reasonable, well-justified, and proportional to the scale and complexity of the proposed work.

The proposed artist fee and budget will be evaluated as part of the selection process. Reviewers will consider whether the budget is appropriately aligned with the scope of work, including design development, surface preparation, painting time, project duration, and the use of durable materials suitable for the mural's intended lifespan. Proposals should also include appropriate UV-protective and graffiti-resistant coatings and clearly demonstrate overall value to the City.

- Include materials, tools, and equipment (e.g. professional exterior materials; UV/anti-graffiti coatings, exterior paints, primers, sealers, protective coatings, boom lifts, articulating ladders, scaffolding, brushes, roller, tarps, cleaning supplies, barricades, etc.), OSHA compliance; assistants, travel (if applicable), and contingencies.
- All taxes/permits/insurance required will be the responsibility of the artist and should be addressed in the proposal. (See sample contract.) City is responsible for securing the easement for the Mural Wall and providing right of entry to Centennial Plaza for the duration of the project.
- Consider daily parking fees of approximately \$10 per standard parking space for any artist vehicles or large equipment (e.g. boom lift). Equipment that occupies more than one standard parking space will be charged accordingly.
- No storage is provided for materials, tools, and equipment.
- Artists are responsible for repairing any damage and cleaning any messes/spills they may cause.

ELIGIBILITY

- Professional artists with mural/public art experience
- Artist teams allowed with an identified lead artist
- Local/regional artists encouraged

PROPOSAL SUBMISSION REQUIREMENTS

Submit one cohesive design per proposal (no multiple style options) and the materials below:

1. **Concept Design** (max 2 pages)
 - A scaled rendering or sketch of the proposed Mural Wall that considers the existing adjacent elements such as stage and landscaping. Include the color palette using a standard reference method (e.g. manufacturer paint color names/numbers). Only one design may be included in each proposal.
 - Brief concept narrative.
2. **Artist Statement** (max 1 page)

Explain interest in this project; approach to community/public art; experience with site-specific design; typical materials/process; and (if applicable) artist team roles.
3. **Collaborative Experience Statement & Annotated Images** (max 3 pages)
 - List and briefly summarize past collaborations with municipalities, architects, or design professionals. Highlight mural/public art experience and relevant large-scale painting work.
 - Include up to 12 images of past works that demonstrate the artist's proficiency with large scale murals in any context. For each, include client name, project name, location, dimensions, media, completion date, and a brief description of the artist's role (e.g. lead artist, member of artist team).

4. **Résumé/CV** (max 1 page per team member)
Highlight mural/public art experience and relevant large-scale work and include links to artist website and social media.
5. **Installation & Safety Plan** (max 1 page)
Outline wall prep, workflow, equipment (e.g., lift/scaffolding), traffic/pedestrian safety, and OSHA compliance. Note location of existing permanent structures and landscaping.
6. **Proposed Fee** (max 1 page)
Consider all aspects of completing the project such as design time, materials, equipment rental, assistants, wall prep, installation/sealing, travel/lodging (if applicable), and any contingency/overhead.
7. **Maintenance Guide Outline** (max 1 page)
Recommend cleaning methods, coating reapplication schedule, and color references for future touch-ups. City will be responsible for all maintenance after acceptance of the finished mural. Indicate the artist's desire to be contracted for any future repairs or maintenance to the mural and indicate an hourly rate along with any terms such as a minimum fee per repair and any additional requirements (e.g. paid travel/accommodations, reimbursement for materials and equipment, etc.). This information may be considered along with the Proposed Fee.

Artists/artist teams may submit more than one proposal. Each individual proposal should include only one design and be complete without reliance on referencing another proposal or any outside sources.

Attachment 2 – Proposed Jurying Criteria and Scoring Rubric

JURYING CRITERIA & SCORING RUBRIC (Total: 100 points)

The jury panel, assembled to include a non-majority number of members from the Culture and Arts Commission along with a select number of local arts professionals, will review all complete and timely submitted proposals to score them according to the established criteria and rubric.

1) Theme, Context & Site Suitability — 35 points

Evaluates the depth and clarity of the artist’s thematic vision, its expression, and alignment with the San Bruno Community and the high-visibility downtown public gathering space. Considers appropriateness for all audiences (i.e., no political, sexual, religious, or violent content, and no commercial messaging) and how well the imagery reads at different viewing conditions (pedestrians, moving vehicles, stationary audiences).

- **0–11:** Theme is weak or inconsistent; imagery not appropriate for all audiences or poorly aligned with San Bruno’s character and the downtown context; limited readability for intended audience(s).
- **12–23:** Theme is present and reasonably clear; imagery is generally appropriate and context-aware; demonstrates thoughtful but limited resonance with San Bruno and the site; adequate readability across typical audience vantage points.
- **24–35:** Theme is vivid, intentional, and clearly articulated; imagery is fully appropriate for all audiences; strongly responsive to San Bruno’s community character and site; seamless connection with context and excellent readability for the intended audience(s).

2) Artistic Style, Originality & Visual Cohesion — 25 points

Assesses visual impact, emotional resonance, clarity of artistic intent, originality and craftsmanship, aesthetic cohesion, and how the color palette complements existing site elements. Also considers legibility at scale and from varied distances/speeds (pedestrian, moving vehicle, stationary).

- **0–8:** Minimal visual impact or originality; weak resonance; limited clarity or cohesion; color palette clashes with the site; poor legibility at the intended scale or vantage points.
- **9–17:** Noticeable visual appeal; consistent cohesion; generally clear artistic intent; originality and craftsmanship are evident; color palette shows reasonable compatibility; legibility is good for most vantage points.
- **18–25:** Strong visual impact; compelling resonance; high originality and craftsmanship; a cohesive, clearly articulated vision that fully engages viewers; color palette thoughtfully enhances the site; excellent legibility at the selected scale and audience conditions.

3) Budget & Artist Fee Appropriateness — 20 points

Evaluates whether the proposed artist fee and itemized budget are appropriate for the project’s scale, complexity, and scope. Considers alignment with design development, painting time, project duration, and

inclusion of durable materials for the intended lifespan, plus UV/graffiti-protective coatings. Assesses overall value to the City.

- **0–6:** Fee/budget significantly misaligned with scope; durability and protective measures are missing or inadequate; poor value to the City.
- **7–13:** Fee/budget generally appropriate; acceptable value, but durability, protective coatings, or material quality are only partially addressed or insufficiently justified.
- **14–20:** Fee and budget are well-justified; clearly aligned with demands and lifespan; specify suitable, durable materials and UV/graffiti protection; demonstrate strong value for the City.

4) Project Feasibility, Materials & Completion Plan — 10 points

Evaluates the clarity and realism of the work plan and timeline to complete the mural within requirements, using paint as the required medium. Considers appropriateness of the wall for installation, suitability of the wall surface to receive the proposed materials, commitment to surface preparation, and use of acceptable UV/graffiti protective coating.

- **0–3:** Timeline unclear or unrealistic; wall choice/surface suitability not addressed; lacks surface prep or protective coating plan; materials not appropriate for the lifespan.
- **4–7:** Timeline workable with adequate detail; wall/surface suitability reasonably addressed; materials likely durable; surface prep and protective coating noted but may be under-developed.
- **8–10:** Timeline clear, feasible, and well-structured; wall and surface suitability are convincingly demonstrated; materials are appropriate and durable; strong commitment to surface prep and UV/graffiti protection; high readiness to deliver on schedule.

5) Artist Qualifications & Collaboration — 10 points

Assesses relevant experience with murals/public art and the ability to deliver quality work on time. Gives additional credit for prior projects of similar style, medium, and scope in the nine-county Bay Area, and for the ability/willingness to collaborate with City staff and the Commission.

- **0–3:** Limited relevant experience; minimal evidence of timely delivery or collaboration readiness.
- **4–7:** Adequate experience (e.g., at least **two murals of similar scope** as the lead artist or **five murals** completed as part of a team); some Bay Area experience preferred; demonstrates timely delivery; shows willingness to collaborate.
- **8–10:** Strong, directly relevant experience (e.g., five+ murals of similar scope as lead); Bay Area public art experience is evident; consistent timely delivery with quality materials; proven collaboration with agencies/commissions.

COMMUNITY SURVEY SCORING (Total: 30 points)

Based on the jury panel's scoring, the ten (10) highest scoring mural proposals will be included in a public survey to gather the community's preferences and input. Based on the results of that survey, each of those proposals may be awarded up to an additional 30 points based on the percentage of the public preference

captured in the final survey results. For example, if a proposal receives 50% of the community vote in the survey, it will receive 50% of the 30 available points (15 points). Fractional points will be awarded and not rounded up or down, so if a proposal receives 25% of the vote, it will receive 7.5 points which is 25% of the the 30 available points. This point distribution ensures fairness by translating the community vote directly into a proportional score, so even proposals with very small differences in vote percentages receive appropriately small and precise differences in points.

Attachment 3 – Proposed Timeline with Installation Period

PROPOSED PROJECT TIMELINE

- March 27, 2026: Artist Call Opens
- May 11, 2026: Artist Call Deadline
- May 15-20, 2026: Jury Panel Review
- May 26-June 28, 2026: Community Survey/Input
- July 16, 2026: Culture & Arts Commission Recommendation for Approval (Regular Meeting)
- August 11, 2026: City Council Approval Sought (Regular Meeting)
- September 8–September 28, 2026: Mural Painting/Installation Period
- September 30, 2026: Mural Completion Deadline



DATE: March 19, 2026

TO: Culture and Arts Commission

FROM: Tim Wallace, Community Services Superintendent
Travis M. Karlen, Community Services Director

SUBJECT: Receive and File: Key Takeaways from City Council Study Session on Merging Culture and Arts Commission and Parks and Recreation Commission

BACKGROUND:

At the February 24, 2026, City Council meeting a study session was held to study the merging of the Culture and Arts Commission and the Parks and Recreation Commission into a single advisory body titled Community Services Commission, which would also serve in an advisory role to the San Bruno Public Library.

The proposal was presented as part of the City Council's broader interest in evaluation the structure of the City's Commissions, Boards, and Committees to ensure efficient governance, strengthen coordination between related service areas, and improve effectiveness of advisory bodies.

Under the proposal, the two existing commissions would have been consolidated into a single body advising the City Council on parks, recreation, arts, culture, and library services.

DISCUSSION:

Prior to and during the study session, the City Council received substantial feedback from current commissioners and the public regarding the potential operational and policy implications of consolidating the two commissions.

Several themes emerged during the discussion.

Maintaining Focus and Representation

A number of commissioners expressed concern that combining the commissions could dilute the focus of each body. The Culture and Arts Commission and the Parks and Recreation Commission each provide subject-matter expertise and community representation within their respective service areas. Some commissioners and City Councilmembers noted that merging the commissions could reduce the level of dedicated attention given to arts and cultural initiatives as well as parks and recreation priorities.

Commission Workload and Capacity

It was noted during the study session that the Parks and Recreation Commission already maintains a full workload related to park planning, recreation programming, and capital improvement projects. It was also noted that the Culture and Arts Commission's workload is growing. Some expressed concern that adding additional subject areas could expand the scope of responsibilities beyond what would be manageable for a single commission.

Commissioners and Councilmembers also noted that with staff guidance, active commissioners can serve as an extension of staff capacity by supporting initiatives, participating in community outreach, and helping advance projects within their respective focus areas.

Commissioner Engagement and Support

Discussion also highlighted the importance of ensuring commissioners clearly understand the mission and expectations of their role. Some commissioners and City Councilmembers expressed interest in pursuing additional commissioner-led initiatives and noted that strengthening internal processes and engagement opportunities may be beneficial.

Councilmembers discussed the importance of supporting commissioners and ensuring that advisory bodies have meaningful opportunities to contribute to City initiatives.

Commission Vacancies and Governance

The discussion also touched on the need to continue evaluating the City's broader governance structure for advisory bodies. Some Councilmembers noted that strengthening recruitment and retention efforts to fill commissioner vacancies may be an important step in maintaining strong and effective advisory bodies.

Opportunities for Collaboration

Several participants noted that collaboration between the two commissions could still occur without a formal merger. Potential approaches discussed included holding joint meetings when topics overlap or establishing ad-hoc collaboration on projects that involve both commissions.

Library Advisory Role

The proposal also raised the broader question of how the San Bruno Public Library might benefit from additional advisory input. While the City Council did not pursue the proposed commission merger, Councilmembers expressed interest in exploring potential ways to connect the Library with an advisory structure in the future.

City Council Direction

Following discussion, the City Council reached consensus not to move forward with the proposed merger of the Culture and Arts Commission and Parks and Recreation Commission at this time.

The City Council expressed support for maintaining the two commissions as separate bodies while continuing to evaluate opportunities to strengthen commissioner engagement, improve internal processes, and encourage collaboration between commissions when appropriate.

The City Council also indicated interest in further exploration of potential ways to incorporate advisory input related to library services in the future.

FISCAL IMPACT:

None.

RECOMMENDATION:

Receive and File

ATTACHMENTS:

None.