



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council

Item No. _____

FROM: City Manager

SUBJECT: Update on Arts in Public Places Standing Committee Activities and Outreach Efforts

MEETING DATE: June 10, 2025

RECOMMENDATION:

Staff recommends that the City Council:

1. Receive and file this update on the Arts in Public Places Standing Committee and growing business interest.
2. Provide direction on preferred outreach strategies to update and expand communication with local property and business owners.

BACKGROUND:

There is the continued progress and interest surrounding the City's Arts in Public Places Program and the newly established Arts in Public Places Standing Committee. The program continues to generate strong community interest, particularly from local businesses that are eager to participate in public art projects that enhance the visual appeal and cultural vibrancy of Commerce's commercial corridors.

Since the formation of the Arts in Public Place Subcommittee that was recently changed to a Standing Committee, staff has received expressions of interest from the following businesses willing to participate by allowing murals or public art installations on their properties:

- United States Post Office – Commerce Location
- Commerce Flowers
- Liquor Store at Leo Street and Washington Boulevard
- Motel at 2192 South Atlantic Boulevard
- Code Red Fire Inc. at 5324 E. Washington Boulevard

These businesses represent continued momentum and broadening support from the local business community. Their willingness to partner with the City to activate blank walls through

murals and other creative interventions is a testament to the program's positive impact and potential for growth.

As part of the “Call for Walls” initiative, the City mailed outreach letters to local businesses inviting them to participate in the Arts in Public Places Program. However, approximately 30 to 50 letters were returned as undeliverable due to outdated or incorrect mailing addresses.

To improve outreach and ensure business/property owners in the Arts District receive accurate and timely information, staff seeks Council direction on preferred strategies for updating contact information and expanding engagement:

1. Collaborate with the Business License Division. Staff will continue to use the City's business license records to update mailing addresses and points of contact.
2. Cross-reference with County and Real Estate Databases: staff could explore looking or inquiring into Consult County Assessor data or commercial property databases to confirm property owner information.
3. Launch a Digital Outreach Form: Create a “Call for Walls” interest form on the City's website and promote it via social media, newsletters, and community events to drive awareness.
4. Conduct In-Person or Phone Outreach: assign staff or trained volunteers to visit businesses or make follow-up calls to gather updated contact info and answer questions.

The Arts in Public Places Program is demonstrating significant community impact and potential. With renewed interest from local businesses and proactive strategies to improve outreach, the City is well-positioned to further beautify the Arts District and promote creative placemaking throughout Commerce.

ALTERNATIVES:

1. Approve staff recommendation
2. Disapprove staff recommendation
3. Provide further direction to staff

FISCAL IMPACT:

No fiscal impact at this time.

RELATIONSHIP TO STRATEGIC GOALS:

This item is related to a specific 2016 Strategic Goal to “Develop and invest in infrastructure and beautification projects and support economic growth.”

Prepared by: Lena Shumway, Director of Administrative Services and City Clerk
Approved as to form: Noel Tapia, City Attorney
Respectfully submitted: Ernie Hernandez, City Manager