



**CITY OF MODESTO
CULTURE COMMISSION**

Wednesday, April 5, 2023 at 4:00 p.m.
1010 10th Street, Room 2005

*Roll Call – Culture Commission

Julie Scherer, Chair
Patrick Cavanah, Vice Chair
Rebecca Harrington
Katherine Zagone
Elena Martinez

AGENDA

(NOTE: Any and all of the following agenda items are subject to action being taken by the Culture Commission.)

I. CALL TO ORDER

II. APPROVAL OF MINUTES

ACTION: Consider approving the minutes of the February, 2023 meeting.

III. WRITTEN COMMUNICATIONS

A. Stanislaus Audubon Society updated City Bird Nomination

IV. OLD BUSINESS

A. Landmark Preservation Committee Member Selection

V. NEW BUSINESS

- A. Convention and Visitors Bureau Presentation
- B. City Staff Updates

VI. ORAL COMMUNICATIONS

These may be presented only by interested persons in the audience. Under State law, Committee members may respond to matters being presented under this item only as follows:

- A. Briefly respond to statements made or questions asked.
- B. Ask a question for clarification.
- C. Provide a reference to staff or other resources for factual information.
- D. Request staff to report back at a subsequent meeting.

E. Finally, a Committee member or the Committee itself may take action to direct staff to place a matter of business on a future agenda.

VII. MATTERS TOO LATE FOR THE AGENDA

(These may be presented by members of the Culture Commission and staff, upon determination by a majority vote that an emergency exists, as defined by State law, or by a 2/3 vote that [1] there is a need to take immediate action and [2] that the need for action came to the Committee’s attention after the agenda was posted.)

VIII. CURRENT AND UPCOMING CULTURAL EVENTS

Downtown Modesto Art Walk – 3rd Thursday of the Month –
<http://modestoartwalk.com>

Event Media Sites:

<http://www.modestoview.com/catetory/event-calendar>

<https://www.galloarts.org>

<http://www.thestate.org>

<http://visitmodesto.com/calendar/default.asp>

IX. ADJOURNMENT

Next meeting: May 3, 2023 at 4:00 p.m.

NOTE: Copies of this agenda are on file at the Modesto-Stanislaus Library Reference Room, 1500 I Street, Modesto, and in the Office of the City Clerk, Tenth Street Place, 1010 Tenth Street, Modesto. A copy of this agenda may be obtained in the Office of the City Clerk.

Posted pursuant to Government Code Section 54954.2 on _____,
at _____ by _____ on the bulletin board at Tenth
Street Place.



City of Modesto
CULTURE COMMISSION
Wednesday, February 1, 2023
4:00 PM
Held via Teleconference

MINUTES

I. CALL TO ORDER/ROLL CALL

The meeting was called to order by Chair Julie Scherer at 4:01 PM.

Commissioners Present: Julie Scherer, Rebecca Harrington, Katherine Zagone, Patrick Cavanah, Monica Valencia (late)

Commissioners Absent: Elena Martinez (unexcused)

Staff Present: Ashley Weaver, Cambria Pollinger, Diane Sheatsley, Valerie Garcia, Patrick Crowley

Public Present: Salvatore Salerno

II. APPROVAL OF MINUTES

ACTION: Motion (Scherer/Zagone) 3 approving, 1 abstain, of the minutes of the January 25, 2022 meeting.

III. WRITTEN COMMUNICATIONS

None.

IV. OLD BUSINESS

A. 2023 Goals and Objectives

Chair Scherer lead the discussion of the priority projects for 2023. Public attendee Salvatore Salerno advised the Commission to move forward with the City Bird nomination proposed on behalf of the Stanislaus Audubon Society. After Commission deliberation, the priority list was determined.

1. City Bird Nomination from the Stanislaus Audubon Society
2. Modesto sesquicentennial anniversary mural
3. Alternate City flag for Modesto
4. 10th Street Plaza water fountain relocation
5. Convention and Visitors Bureau (CVB) collaboration for cultural information and events

B. Current and Potential Community Partnerships

Chair Scherer voiced potential to partner with CVB and requested a representative join the March or April meeting and present. Commission Zagone voiced partnership potential with Prospect Theater and will meet with the organization for partnering opportunities.

Commissioner Cavanah voiced potential with the Mansion and Museum, Chair Scherer expanded on collaboration with events on City property along with downtown Modesto.

C. Landmark Preservation Committee Member Selection

Chair Scherer nominated Commissioner Cavanah. Commissioner Cavanah voiced his desire to fill the position after availability is verified. Discussion is tabled until next meeting.

V. NEW BUSINESS

A. 2023 Chair and Vice Chair Nominations

Commissioners deliberated on Chair and Vice Chair Nominations

ACTION: Motion (Cavanah/Zagone) 5/0 approving Commissioner Julie Scherer as Culture Commission Chair for 2023.

ACTION: Motion (Scherer/Zagone) 5/0 approving Commissioner Patrick Cavanah as Culture Commission Vice Chair for 2023.

VI. ORAL COMMUNICATION
None.

VII. MATTERS TOO LATE FOR THE AGENDA
None.

VIII. CURRENT AND UP-COMING CULTURAL EVENTS
None.

IX. ADJOURNMENT
The meeting was adjourned at 5:07 PM. The next scheduled Culture Commission meeting will be held via teleconference on Wednesday, March 1, 2023 at 4:00PM

PROPOSAL FOR THE CITY BIRD OF MODESTO

Stanislaus Audubon Society is a non-profit organization whose mission is to “promote the enjoyment, understanding, and protection of birds and other wildlife by engaging people of all ages in birding, education, and conservation.” As president, I often watch the online programs of other Audubon chapters. Last year, I saw a program in which Golden Gate Audubon Society installed an Osprey Nest Cam for public viewing, which led to the Osprey being designated as the Official City Bird of San Francisco. I have since learned that some other California cities have also declared official city birds.

In **October 2021**, I brought this idea to our Board of Directors. We conducted a poll on our Facebook page, asking our members which of four local bird species would serve best as an official Modesto bird. By November 10, we had received 233 votes, and the winner was Yellow-billed Magpie with 42.5 % of the vote. Jim Gain, our website manager, designed a logo to present to the Culture Commission, which you have already received for review.

In **January 2022**, I submitted this material to the Culture Commission for a February vote, but that timeline was extended. This is the written proposal that the Culture Commission has requested that I submit for the April 6 meeting. I have attended several subsequent Culture Commission online since then. The agenda item has not been resolved yet.

There are several good reasons why the Yellow-billed Magpie would be an excellent candidate. To begin with, there is its uniqueness. This magpie is an endemic species, which means its entire population can be found *only* in the San Joaquin Valley and foothills—and nowhere else in the world!

Second, Yellow-billed Magpies are beautiful birds, which can attract the public into conversations about wild birds, their life histories and habitats. Their iridescent colors of black, blue set against white, along with their raucous voices, mark them as conspicuous urban dwellers.

Third, many longtime Modesto residents can remember when large, noisy flocks of Yellow-billed Magpies would fill the fields and neighborhoods around town. Many such residents have asked why their numbers have declined. Stanislaus Audubon is in a unique position to teach about habitat loss, West Nile virus, and other factors that have caused their numbers to decline.

Fourth, it is a happy co-incidence that the Modesto Parks and Recreation Department already has the Yellow-billed Magpie as its official mascot. That probably happened because of the birds’ spunky and colorful personality.

As I present this proposal to you, please consider its accompanying logo. Jim has done a clever job of incorporating the Modesto Arch, a magpie in flight, and the respective logos of City of Modesto and Stanislaus Audubon, to show our partnership in this venture. On behalf of our Audubon chapter, I ask now that the Culture Commission votes affirmatively to forward the Yellow-billed Magpie as The City Bird of Modesto to the Modesto City Council for its approval.

Salvatore Salerno

March 9, 2022

Revised and re-submitted, **January 27, 2023**



YELLOW-BILLED MAGPIE

OFFICIAL CITY BIRD