

**CITY OF LODI
INFORMAL INFORMATIONAL MEETING
"SHIRTSLEEVE" SESSION
CARNEGIE FORUM, 305 WEST PINE STREET
TUESDAY, MAY 3, 2005**

An Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, May 3, 2005, commencing at 7:01 a.m.

A. ROLL CALL

Present: Council Members – Hansen, Hitchcock, Johnson, Mounce, and Mayor Beckman

Absent: Council Members – None

Also Present: City Manager King, City Attorney Schwabauer, and City Clerk Blackston

B. TOPIC(S)

B-1 "Walldogs' (mural designers) and Lodi's Centennial Year Update"

Community Center Director Silvestre reported that the "Walldogs" Committee, headed by Tony Segale and Barbara McWilliams, has been meeting for nearly a year. She noted that Lodi will be celebrating the 100th anniversary of its incorporation date in 2006.

A video presentation was shown of the 1999 Walldog event held in Illinois, at which eight murals were painted in three days.

Tony Segale, owner of Segale Fine Art and Gold Leaf Sign Company, reported that 25 years ago a number of painters still using original brush techniques for their craft formed a group called the "Letterheads." The Walldogs are a group of Letterheads who paint wall murals. Mr. Segale distributed an event schedule (filed) for Memorial Day weekend 2006, at which the Walldogs are planning a similar event to what was done in Illinois. The Walldog mission statement is *"The Walldog Mural Project is designed to promote Lodi, California, and its surrounding agricultural community. The murals will capture the rich heritage of Lodi as a charming small town destination and a leader in the wine industry."* He noted that 100 artists will be coming to participate in the event. It is a community-driven event and sponsors will be sought for the \$70,000 cost. Mural project leaders will create a full-color rendering of their mural, which will be auctioned off on the final night of the event. The murals will be done in a concentrated area in downtown Lodi for logistics purposes. He hoped that a walking tour of historical murals would be created on eight or nine building walls. Some of the murals will be painted on panels pre-attached to the wall and some will be painted directly on the building wall. The proposal has not yet been discussed with property owners, though certain walls have been earmarked and written agreements will be prepared. The Downtown Lodi Business Partnership (DLBP) will oversee maintenance of the murals for ten years. Mr. Segale noted that this would be the first Walldog event west of the Rockies.

Council Members expressed support of the event and Mayor Pro Tempore Hitchcock and Council Member Hansen offered to host visiting artists in their homes during the event.

Peter Westbrook reported that a subgroup, Centennial Committee, consisting of himself, Pat Patrick of the Chamber of Commerce, Nancy Beckman of the Lodi Wine & Visitor Center, the DLBP, Lodi Arts Commission, and Destination Lodi, has been meeting to discuss how to market the event and create funding sources. It was originally thought that a larger Centennial celebration event could be held in conjunction with the Walldog event; however, more recently discussions have centered on creating a year-long succession of events.

City Manager King reported that staff will be coming forward at a future Council meeting to provide recommendations on what City events and activities could occur to celebrate the Centennial year.

Pat Patrick, President of the Chamber of Commerce, suggested that annual community events could incorporate a City Centennial theme in 2006.

Mr. Westbrook asked if the Lodi water tower could be painted to advertise the Walldog event.

PUBLIC COMMENTS:

- Myrna Wetzel inquired whether a children's activity would be included in the Walldog and/or City Centennial celebration events. She suggested that a penny drive be held as a fundraiser for the event.

Mr. Segale replied that there might be a children's art project coordinated on one block during the Walldog event.

Nancy Beckman, Executive Director of the Lodi Wine & Visitor Center, believed that the Walldog event would be a huge advantage for the tourism industry and will be a lasting gift that will bring economic benefits to the entire community.

C. COMMENTS BY THE PUBLIC ON NON-AGENDA ITEMS

None.

D. ADJOURNMENT

No action was taken by the City Council. The meeting was adjourned at 7:58 a.m.

ATTEST:

Susan J. Blackston
City Clerk

filed 5-3-05

Wall Dogs Event – Memorial Day Weekend 2006

This is NOT a Centennial celebration.

It is only one event happening during the City's Centennial Year.

We're not looking to make this event a tourism draw.

Once it is complete, THEN we can promote the heck out of it.

It's not about adding booths, it's about getting people to experience the actual stores, restaurants, etc. that are already there. Existing retail handles the people.

Saturday/Sunday May 20-21

All mural areas prepped and ready

Thursday, May 25

Mural Designers arrive late afternoon

Dinner with Tony & Mural Designers (semi-private)

Mural Designers depart to respective lodging

Friday, May 26

Mural areas cordoned off afternoon

- 1 cones and taped off areas blocking any driveways close by
- 2 20 feet minimum "breathing area" around the scaffolding/mural area
- 2 adjoining streets also blocked from car traffic (foot traffic only)

All artists arrive late afternoon

Dinner with all artists (semi-private) – Hosted by local service club

Artists go to respective mural areas to begin work

No marketing to public of this start

Saturday, May 27*

Pancake breakfast hosted by service club (open to public, but artists eat free)

- 3 tables in the streets
- 4 artists have a meal ticket
- 5 possible small entertainment decided after we have the map (dance troupe/face painting – type of things you would have happening at a community event like 4th of July)

Artists go to work

Volunteers in golf carts taking water & refreshments to artists

Once we have the map of the mural locations, we can block off all surrounding streets

- 6 *if space allows, entertainment, craft vendors, dedicated to the arts like face painting, story telling, poetry slams, everything low-key, wine garden (not too big)*

Lunch hosted by service club (open to public, but artists eat free)

Saturday Night Auction/Mural fundraising dinner (this could be moved to Sunday night instead)

- 7 Art auctioned off
- 8 \$\$ raised goes toward the costs of the murals
- 9 music/band/dancing
- 10 Invite Arnie the Governor

Sunday, May 28*

Huevos Rancheros breakfast hosted by service club (open to public, but artists eat free)

Lunch hosted by service club (open to public, but artists eat free)

- Or - Artists can eat at a discount at local downtown restaurants

Sunday Night Thank You Dinner for artists

- 11 Tony thanks service clubs/sponsors/
- 12 BBQ/tri-tip or picnic atmosphere

Monday, May 29*

Governor tours the murals

Breakfast hosted by service club (open to public, but artists eat free)

Mid-day Monday, murals are complete (hopefully)

NEEDS:

We will need people to help transport artists to & from Sac Airport

We need volunteer foster homes (12-20)

We will use camp grounds at Grape Festival Grounds

Or artists can stay in one of any of the many hotels available

BUDGET:

\$70,000 (supplies like paint, panels, framework to install panels, preparation and priming of panels/walls; equipment like scaffolding, scissor lifts, ladders, stipends for project leaders; refreshments like ice, water, sodas, apples, chips; artists' t-shirts, badges, event t-shirts, other merchandising opps like postcards; marketing materials to artists, marketing packets to property owners and to potential sponsors; preparation of property owner agreements...)