



RANCHO BERNARDO UTILITY BOX PUBLIC ART PROJECT

November, 2008



*July 2008— The first box is painted by
artist Terry Anderson in front of the
post office on Lomica Drive.*

Sponsored by

**The Rancho Bernardo Community Council
The Bernardo Town Center Property Owners Association**

A COMMITTEE HAS BEEN FORMED:

A volunteer committee of local residents, business owners and council members has been formed to oversee the utility box painting project. This team will be creating a mission statement, setting standards and criterion, and developing a selection process for this endeavor. Members of this committee will serve as an art jury to choose appropriate artwork.

THE SECOND MEETING:

The second meeting will be on Wednesday, November 5 at 10am. This meeting is open to the public, but attendees are asked to please call ahead if they plan to attend.

CONTACT PERSON:

The contact person is Janet Atkin who can be reached at 858-487-7033 or by email at janetatkin123@aol.com. If emailing, please put "utility box project" in the header to avoid spam status.

COMMITTEE MEMBERS:

Janet Atkin, RB Community Council
Alethea Altenbern, RB Community Council
Ellen Willis, RB Planning Board
John Woods, RB Planning Board
Ron Bamberger, Boardwalk Development
Phil Ladman, Boardwalk Development

Bennett Lord, Architect, business owner
Toni Kraft, RB Business Association
A Chamber representative TBA
Libby Lolass, RB Art Association
Cherie Kuptz, Chair, RB High Art Dept.

RECAP OF THE 10/16/08 MEETING:

A jury will be established to select the artwork. The boxes will be painted on all sides and there will be no theme. The 80 boxes will be divided between businesses, local artists and students. A sub committee will review the map and make distribution recommendations. A roster of professional/commercial artists will be created for the business boxes. Businesses will pay to sponsor a box and hire a professional artist to paint the box. Money raised will benefit a local RB charity. Local artists and students will not pay to paint boxes. The RB Community Council web site will be the information center to download criteria, contracts, etc. Press releases will be sent to the media seeking professional and local artists. Artwork drafts will be emailed in to the jury. There will be a 'sunset clause' stating that artwork will eventually be painted over. At the end of the first phase, there will be a contest.