

Special Airport Arts Advisory Committee Meeting Agenda

Tuesday, January 28, 2025
3:00 p.m. – 5:00 p.m.

San Diego County Regional Airport Authority
Administration Building
First Floor - Zenith Conference Room
2417 McCain Road
San Diego, California 92101

This Agenda contains a brief general description of each item to be considered. If comments are made to the Committee without prior notice, or are not listed on the Agenda, no specific answers or responses should be expected at this meeting pursuant to State law.

Copies of written documentation relating to each item of business on the Agenda are on file in the Office of the Authority Clerk and are available for public inspection.

PLEASE COMPLETE A "REQUEST TO SPEAK" FORM PRIOR TO THE COMMENCEMENT OF THE MEETING AND SUBMIT IT TO THE LIAISON OF THE COMMITTEE.

The Authority has identified a local company to provide oral interpreter and translation services for public meetings. If you require oral interpreter or translation services, please call the Office of the Authority Clerk with your request at (619) 400-2550 at least three (3) working days prior to the meeting.

CALL TO ORDER:

ROLL CALL:

Committee Members: Elsa Cameron, Cat Chiu Phillips, Bob Bolton, Jon Graves, Robert Gleason (Chair), Clare Haggarty, Lidia Martinez, Matt Rich, Adena Varner

Board Members

Gil Cabrera (Chair)
James Sly (Vice-Chair)
Whitney Benzian
Lidia S. Martinez
Monica Montgomery Steppe
Rafael Perez
Esther C. Sanchez
Steve Vaus
Marni von Wilpert

Ex-Officio Board Members

Ann Fox
Col. R. Erik Herrmann
Michele Perrault

President/CEO

Kimberly J. Becker

Special Airport Arts Advisory Committee

Meeting Agenda

Thursday, January 28, 2025

NON-AGENDA PUBLIC COMMENT:

Non-Agenda Public Comment is reserved for members of the public wishing to address the Committee on matters for which another opportunity to speak **is not provided on the Agenda**, and which is within the jurisdiction of the Board. Please submit a completed speaker slip to the Committee Liaison.

Note: Persons wishing to speak on specific items should reserve their comments until the specific item is taken up by the Committee.

NEW BUSINESS:

- **REVIEW- Inaugural NT1 Temporary Exhibition Plan**

COMMITTEE MEMBER COMMENTS:

ADJOURNMENT:

NOTE: Members of the public wishing to address the Committee on Agenda Items must submit a speaker slip to the Liaison of the Committee. When called to speak, you may state your name and city of residence for the record. Each speaker is limited to three (3) minutes per Agenda Item.

This information is available in alternative formats upon request. To request an Agenda in an alternative format, or to request a sign language or oral interpreter, or an Assistive Listening Device (ALD) for the meeting, please call the Office of the Authority Clerk, at (619) 400-2550 at least three (3) working days prior to the meeting to ensure availability.

For your convenience, the agenda is also available to you on our website at www.san.org.

Arts Advisory Committee Meeting January 28, 2025

New Terminal 1 Inaugural Exhibition

Review of Curatorial Strategy Research

Gail Goldman and Associates, the consultant retained by the Airport Authority to assist in future exhibition strategy for New Terminal 1 (NT1), presented a progress update to the Arts Advisory Committee at the December 12, 2024 meeting.

Feedback fell into two primary buckets:

Things that worked well

- An inaugural exhibition with a theme focused on spotlighting San Diego's special and unique cultural, artistic, and historical features.
- Preliminary interest from reputable San Diego organizations.
- Opportunity to partner and grow relationships with local groups and institutions.
- Potential to engage emerging local curators and designers.

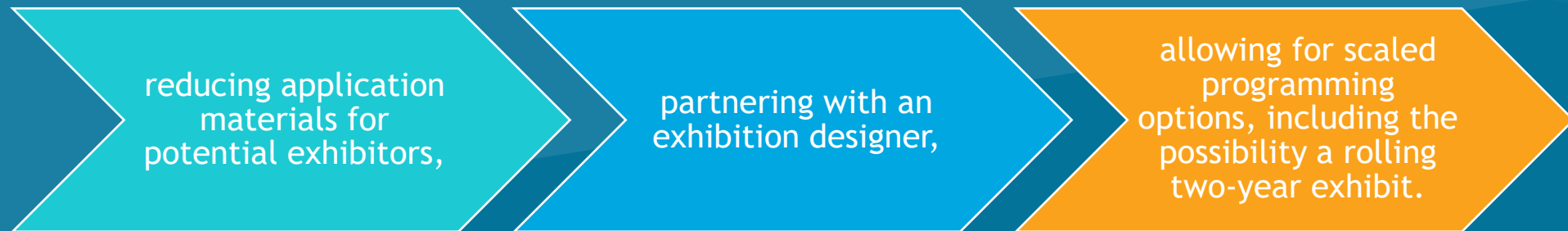
Areas of concern

- Limited staff capacity to accomplish all elements of the exhibition.
- Realistic timeline expectations and submission hurdles for potential exhibitors.
- Maintaining a reputation of quality exhibitions.
- Ensuring we continue to work with contemporary San Diego artists.
- An unclear future for programming beyond initial exhibition.

Updated Exhibition Plan

Goal: Present a temporary exhibition that welcomes travelers to the monumental accomplishment of NT1 by celebrating the diverse cultural and historical vibrancy of the region through partnerships with local arts and culture organizations. This exhibit would utilize the existing temporary exhibition framework and run concurrently with a contemporary artist focused exhibition in Terminal 2.

We will maintain quality, maximize staff capacity and address timeline concerns by:



Overview of Spaces

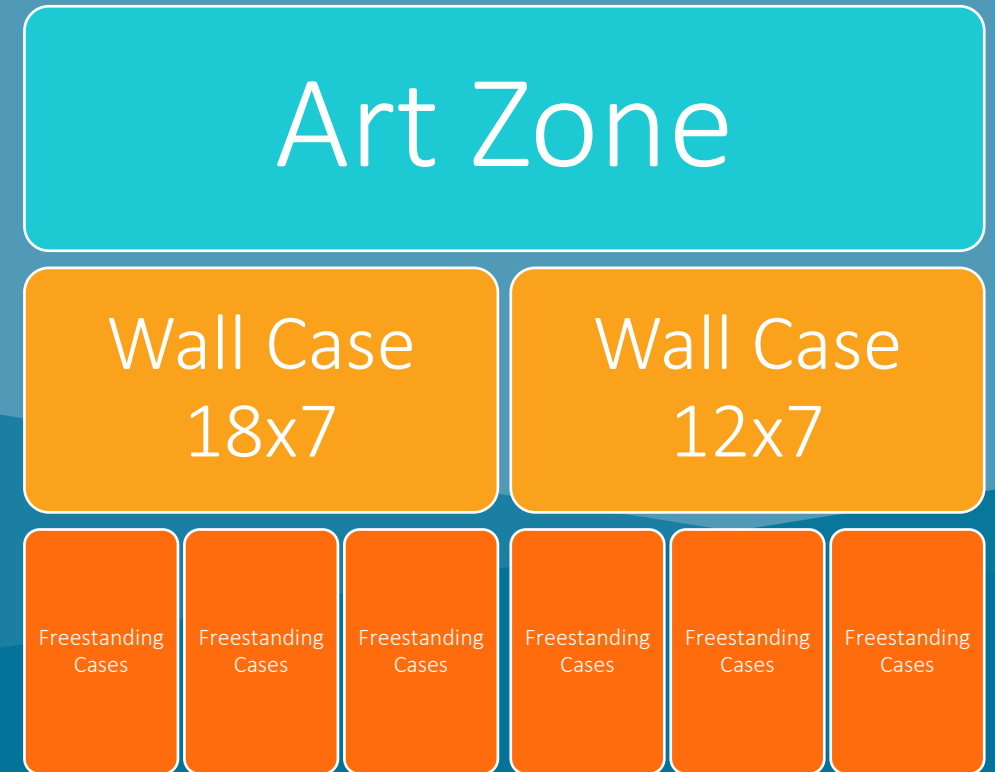
Overview of Available Spaces

To understand exhibition possibilities, it is valuable to think through the number, type, and confinements of the available spaces.

Art Zone (1) - gallery white box with display case

Wall Cases (2) - built in glass cases, one at 18Wx7Hx1D (ft), and one at 12Wx7Hx1D (ft)

Display Cases (6 sites) - freestanding cases, varying numbers, in modules of 3Wx7Hx3D (ft)



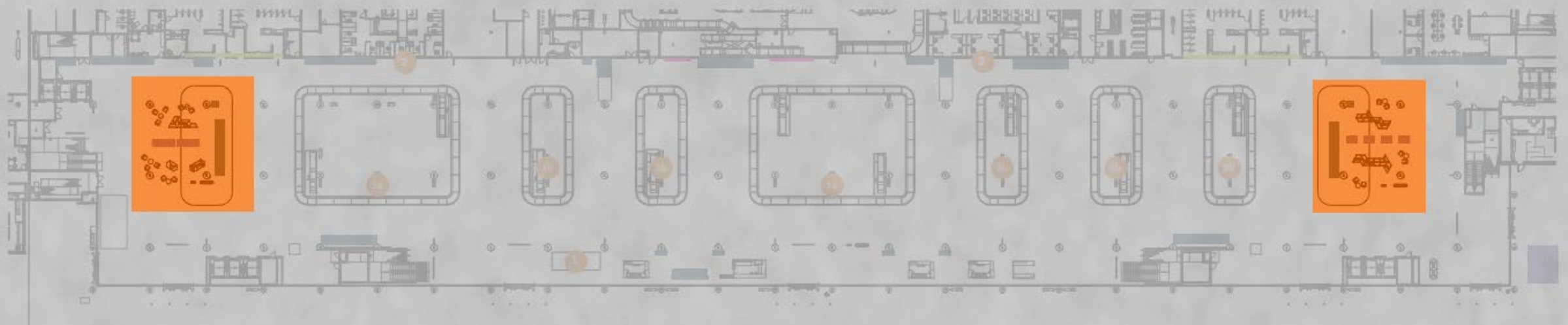
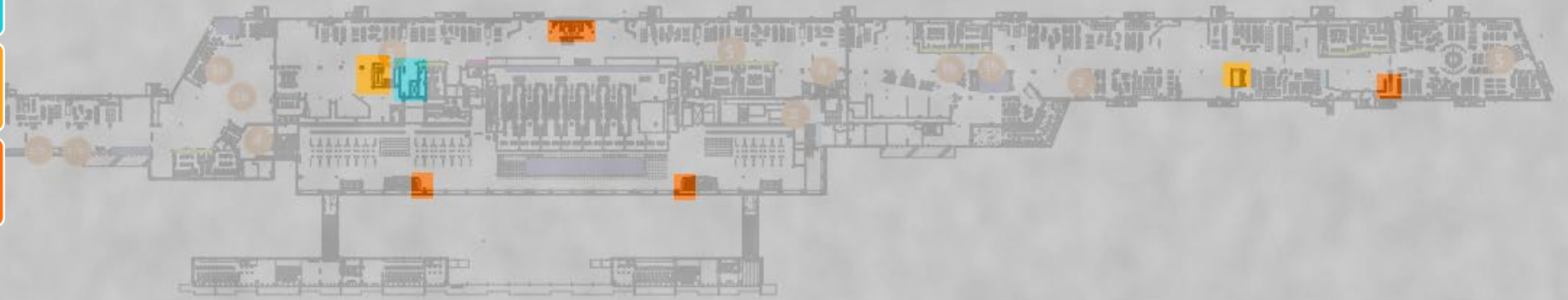
Map by Display Type

Top: Second Floor, Bottom: First Floor

Art Zone

Wall Case

Freestanding Cases



Space Visualizations: Art Zone



Space Visualizations: Wall Cases



Space Visualizations: **Display Cases**



Space Visualizations: Display Cases



Single Site: Concourse Level Escalator: 3 cases (joined together as one unit) vs. 4 cases (split into two groups of 2 units each)

Space Functions

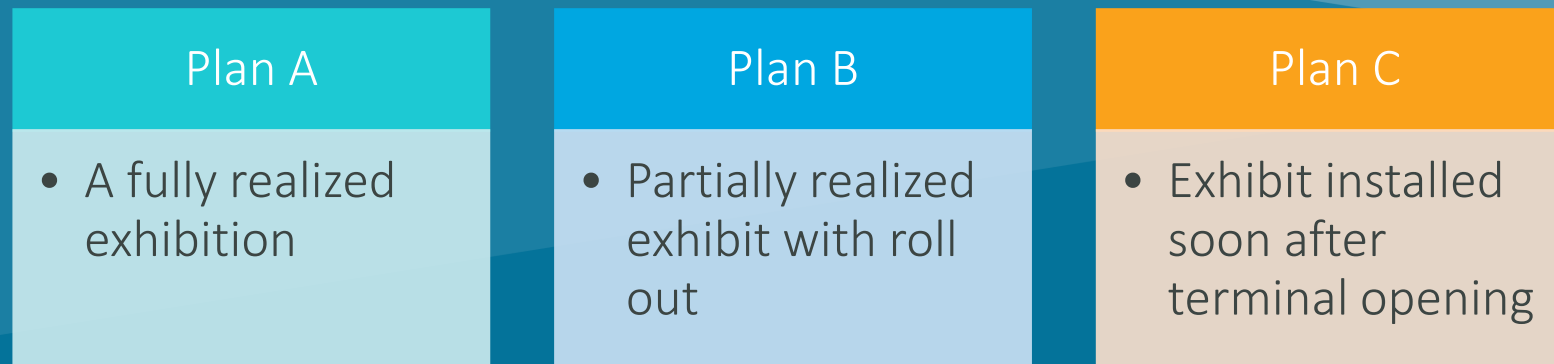
Each available space seems ideal for certain types of displays or artworks. After research and recommendation from the NT1 Curatorial Strategy Consultant, we envision the following:

- *The Art Zone* will function as an anchor space for the entire exhibition featuring short descriptions of all exhibitors in one space. We anticipate accomplishing this design through a vinyl wall wrap and potentially some photographs, art pieces, or artifacts exhibited from each institution.
- *Wall Based Cases* will likely feature two-dimensional work.
- *Freestanding Cases* will likely feature three-dimensional collections, or graphics and two-dimensional work on false walls.

Tiered Installation Strategy

A Tiered Approach

- We have a condensed timeline for the open call, contracting, collection selection, design, and installation.
- External factors may limit case installation during substantial completion.
- We recommend a **three-tier execution option** to ensure success despite shifting timelines.



Plan A Summary

Scenario: Arts Program staff are able to move through the selection, contracting and design processes, are approved for case installation at the start of substantial completion, and can install artworks during that phase for full realization upon opening of NT1.

Installed
Before
Opening

Art Zone

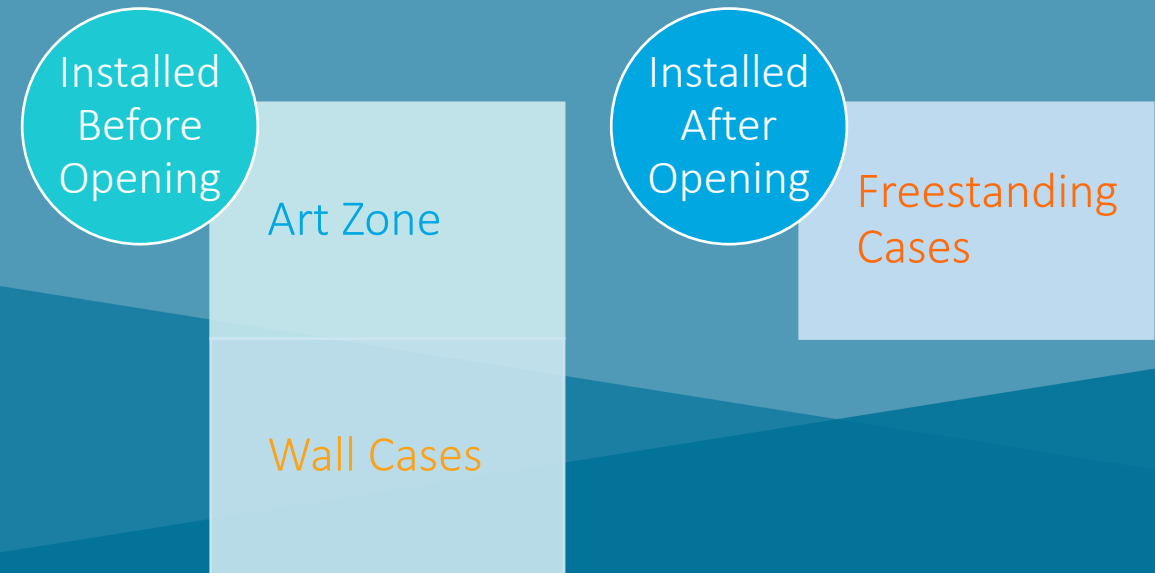
Wall Cases

Freestanding
Cases

Plan B Summary

Scenario: Arts Program staff can progress through selection, contracting, and design, but freestanding display cases can't be installed during substantial completion or have incomplete designs.

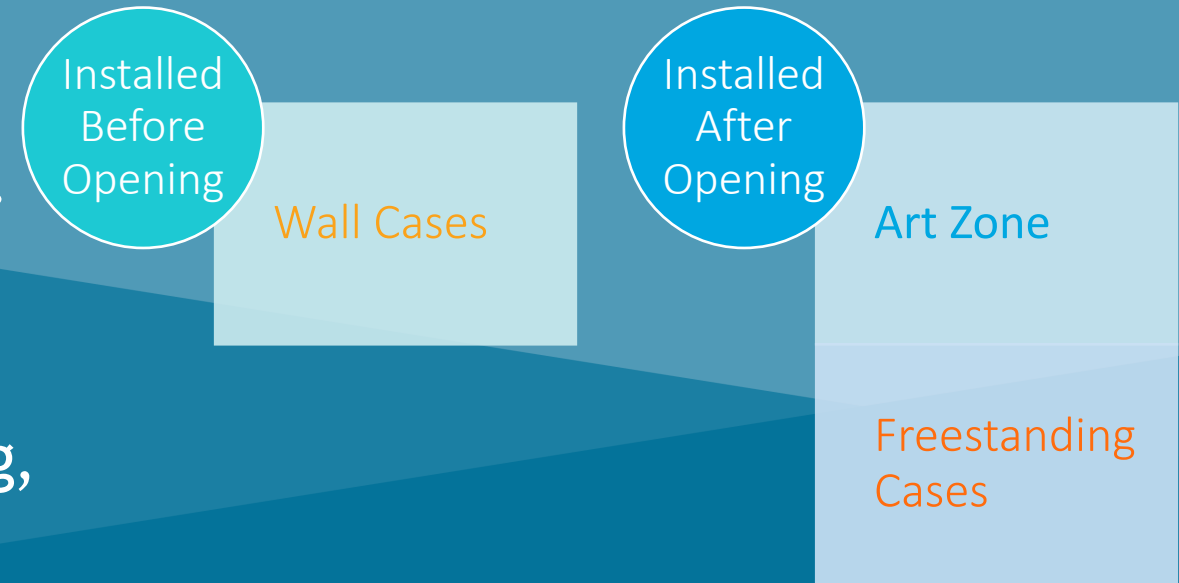
Outcome: Only Art Zone and Wall Cases will be installed for the NT1 Opening. Freestanding Cases will be added exhibit by exhibit after opening. This option is "invisible" as customers won't expect cases in this space.



Plan C Summary

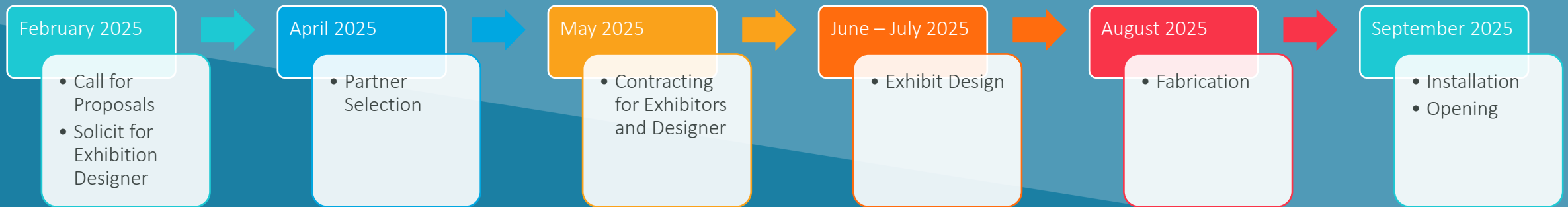
Scenario: Arts Program staff can move forward with selection, contracting, and design, but due to construction timelines, the Art Zone isn't ready for graphics, freestanding display cases can't be installed, and designs are incomplete.

Outcome: Only Wall Cases will be installed for the NT1 Opening. The Art Zone and Freestanding Cases will be added after opening, exhibit by exhibit. While a shuttered Art Zone isn't ideal, the Art Team will add signage over the roll up door to minimize the impact.



Timeline

The ideal timeline for coordination of the exhibition is as follows:



If delays occur in selection, contracting, design, procurement of cases, construction, or installation, or if quality is compromised, the timeline will be adjusted according to Plan B or C. The goal will be to roll out the remaining exhibition space as soon as reasonably possible, ensuring high-quality standards.

Request for Feedback:

- Are there additional concerns about the timeline or the tiered approach?

Thematic Umbrellas

Pilot Program Inspired by the Arts Master Plan

According to the *San Diego International Airport Arts Master Plan (2019)*, the Arts Program should continue to develop cross-disciplinary partnerships with community organizations in pursuit of Cultural Exchange programs that highlight the region's "bright spots." It specifically recommends that we consider co-programming or co-producing work that supports the mutual interests of both the Arts Program and partnership organizations.

Our Pilot Strategy:

We aim to implement this strategy by collaborating with a wide range of community partners. In our Open Call, we define "Cultural Partners" broadly to include **cultural, community, and educational organizations, as well as curators, collectives, and artists.**

Two Potential Themes



SNAPSHOT **— SAN DIEGO —**

A polaroid-like glimpse of the region's arts and culture for the opening of NT1.



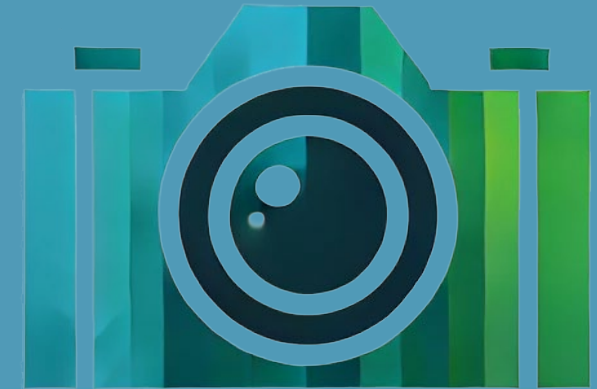
Celebrate San Diego!

A hoorah for the achievement of NT1 by celebrating the unique arts and culture ecosystem.

Snapshot San Diego

San Diego is a city of vibrant contrasts—where coastal beauty meets a thriving cultural landscape. *Snapshot San Diego* offers a polaroid-like glimpse of the region's arts and culture scene, capturing the spirit and stories of key cultural players, artistic innovators, and others whose contributions command a second look. Presented as a series of small, curated micro-exhibits, the display highlights the diverse voices and creative energy that shape this unique destination.

Each "snapshot" offers travelers a moment of discovery, showcasing the artistry, heritage, and innovation that make San Diego memorable. From established institutions to organizations whose stories deserve wider attention, the exhibition celebrates the heart of the region's creative community. Just as a photo becomes a timeless representation of a powerful moment, *Snapshot San Diego* captures the essence of a city that's as inspiring as it is unforgettable.



SNAPSHOT
— SAN DIEGO —

Celebrate San Diego!

San Diego thrives as a crossroads of creativity, innovation, and cultural expression. This exhibition highlights the city's dynamic arts and culture ecosystem, featuring important local organizations that play a vital role in shaping its distinctive identity. Through a curated selection of artworks, objects and artifacts, *Celebrate San Diego!* pays tribute to the diverse voices, stories, and traditions that define this coastal border region.

From visual arts to heritage and community initiatives, the exhibition underscores the city's creative pulse and the contributions of well-known organizations as well as those whose story deserves further attention. Each featured exhibition celebrates San Diego's spirit of collaboration, resilience, and artistic excellence, inspiring viewers to explore the richness that extends far beyond its scenic landscapes. This exhibition not only welcomes travelers to discover San Diego's vibrant cultural scene but also honors the enduring connections between creativity and community that make the region exceptional.



Celebrate San Diego!

Request for Feedback:

While presenting similar concepts, the proposed themes play on different facets of the San Diego identity.

- Does either theme help us achieve the inaugural exhibition goals?
- Is one a better fit?
- Are there elements or key concepts that should be combined?

Strategy for Successful Execution of a High Caliber show

Strategy 1: 2-Year Exhibition / 2 Exhibitor Groups

We recommend the number of exhibitors selected through this open call process be sufficient to program this same temporary exhibition over at least 2 years, until the opening of NT1 Phase B in 2028.

Rationale:

- **Reduces workload:** By holding the open call only once, we streamline the process.
- **Increases opportunities:** Multiple exhibition opportunities over multiple years will attract more exhibitor applicants.
- **Fosters diversity:** A larger pool of applicants will allow us to create a more diverse and representative selection.
- **Flexibility:** If we don't receive enough applicants, we can re-launch the call in 2026.

Strategy 2: Reduce Application Materials

- The application process will follow previous open calls, with an emphasis on simplification to encourage more submissions.
- The Arts Team will host a virtual informational session to address questions about the application process and materials, ensuring accessibility for all participants.
- The team is exploring options for a basic form that potential exhibitors can complete as part of the submission.
- Applicants are invited to propose 1 to 3 exhibition concepts based on available materials they can loan to us.

Strategy 3: Exhibition Designer Support

To assist Arts Program staff with the expedited timeline, the team recommends retaining an exhibition designer who will attend exhibitor meetings with the curator, draft potential designs based on the selected collection of materials, and help develop specifications for custom display supports that will begin to build out stock items for the new display cases.

Outreach Efforts:

The Arts Team has already reached out to identify 5-10 reputable exhibition designers interested in bidding for the scope of work.

Roles and Responsibilities

Selection Committee

- Composed of industry leaders from the broader San Diego arts and culture community.
- Final slate approved during the December AAC meeting.
- Responsible for recommending the final roster of cultural partners and exhibitors.

Curator (Arts Staff)

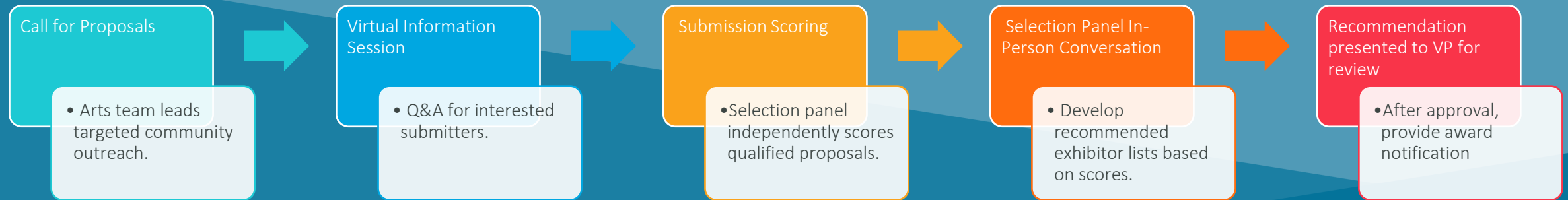
- Workshops concept with each exhibitor and selects loaned items that best align with theme.
- Has final authority over which items are displayed in each exhibition location.
- Collaborates with cultural partners to ensure relevance and cohesion of the exhibit content.

Exhibition Designer

- Designs the overall look and layout of each display.
- Ensures a cohesive visual theme across the entire exhibition.
- Works with each exhibitor to simplify their contribution, requiring only object loans and exhibit text.

Selection Process

Because the exhibition uses the temporary exhibition framework, the selection process mirrors the approach used for previous open calls.



Selection Criteria

The selection committee will evaluate applicants based on five established criteria. Afterward, the committee will convene in person to review the applicants, using the highest-scoring as a starting place for discussion. A final exhibitor recommendation with alternates will be created for Vice President approval.

5 Evaluation Criteria:

- Relevance to Exhibition Theme
- Cultural Significance and Community Impact
- Educational Value and Artistic Merit
- Feasibility of Proposal
- Cultural Partner Diversity and Representation

Request for Advocacy:

- If we move forward with this approach, we request the AAC's help in sharing the call for proposals with your networks and qualified exhibitors.
- A direct request from you would create an "invitational" feel and encourage busy stakeholders to submit their concepts.

Questions / Discussion

Thank you!