



Arts Commission

Agenda

Wednesday August 7, 2017

6:00p.m.

Council Chambers

809 Center Street, Santa Cruz, CA 95060

Call to Order – Bennett Williamson -Chair

Roll Call: Mary Tartaro—Vice-chair; Edith Meyer, Stacey Garcia, Lorri Kershner; Suna Lock,
Already excused absences: Lorri Kershner and Louise Leong.
Staff: Beth Tobey, Arts Program Manager

Statements of Disqualifications.

No action may be taken.

Oral Communications. Audience comments not related to a General Business item.

General Business

1. Public Hearing

Hearing regarding a mural proposed for SCOPE Park. SCOPE Park located at North Pacific Avenue and Mission Street (36.977205, -122.027398), that is 55 feet long and 13feet high (715 square feet.) Artist Sarah Bianco (<http://www.sarahbianco.com/>) was selected based on the concept she presented to a selection panel and her thoughtful view of inclusivity. Inspired by ideas of children and their openness and of dissolving boundaries, her concept features children jumping in a variety of poses, the Santa Cruz coastline, a web of honeycomb and dots and the phrase “Jump In!” The mural represents connection and taking risks. To her, for a community to be inclusive all of us must take personal responsibly for including and connecting with others.

If approved by the Arts Commission the new mural will replace the current mural, *Moonlight Dance*, which has been a symbol of the open and accepting culture of Santa Cruz for almost 25 years. First installed at Scope Park by Peter Bartczak in 1993, the artist gave his blessing for a new mural on site and a Farewell Party was held on July 15, 2017, celebrating the mural and his legacy. There is a video of the July 15th farewell party to *Moonlight Dance* with Peter Bartczak here: https://www.youtube.com/edit?o=U&video_id=tnHFHer0gLI

Staff Recommendation: Approval the proposal as presented or approve with conditions to be defined by the Commission.

Hearing order:

1. Overview of the process used to select the current artist and notify the public of how to provide comments by Beth Tobey, Arts Program Manager

2. Presentation by Sarah Bianco, artist, of her proposed mural design
3. Arts Commissioner questions and comments for the artist
3. Public Comment –three minute limit per speaker
4. Commission deliberation and decision

2. Friends of State Parks unsolicited request of \$1,000 to support the 5th annual Mole & Mariachi Festival Staff will provide an overview and Jo Kenny Parks, Philanthropy Director for Friends of Santa Cruz State Parks, will be present to answer questions.

Adjournment – The Arts Commission will adjourn from this special meeting to its regular meeting on **September 13, 2017** at 6:00 p.m.in City Council Chambers.

ADDITIONAL INFORMATION *The City of Santa Cruz does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. Upon request, the agenda can be provided in a format to accommodate special needs. Additionally, if you wish to attend this public meeting and will require assistance such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the City Clerk's Department at 420-5030 at least five days in advance so that we can arrange for such special assistance, or email CityClerk@cityofsantacruz.com. The Cal-Relay system number: 1-800-735-2922. Visit the City's Web Site at cityofsantacruz.com with links including City Advisory Body Meeting Agendas and Minutes, advisory body information and the Santa Cruz Municipal Code.*

APPEALS - Any person who believes that a final action of this advisory body has been taken in error may appeal that decision to the City Council. Appeals must be in writing, setting forth the nature of the action and the basis upon which the action is considered to be in error, and addressed to the City Council in care of the City Clerk. Appeals must be received by the City Clerk within ten (10) calendar days following the date of the action from which such appeal is being taken. An appeal must be accompanied by a fifty dollar (\$50) filing fee.



July 12, 2017

Scope Park mural selection criteria, process and interview questions:

Here are my proposed selection criteria – which I will send to the artist BEFORE the meeting so they can prepare

Selection Criteria:

1. Artistic merit of proposal. (10 points)
2. Demonstrated ability to manage large scale project – or a plan to bring in outside expertise as needed. (5 points)
3. Involvement strategy- -How will you involve the community and/or create a sense of local ownership. (5 points)
4. Passionate personal point of view/explanation of what “inclusivity” means - noting that “inclusivity” can be interpreted by the artist – we just want to know what it means to YOU. (5 points)
5. Distinctive style/Santa Cruz appropriate – NOT a mural that might be placed in any other community. (5 points)
6. A proposal that is forward-thinking. So, for example, if the lifetime of the mural is 10 years, how does the message/content of their mural retain relevance? (5 points)

Total possible points: 35

In-person interview questions:

1. Tell us a little bit about yourself and why you are interested in this project.
2. Tell us about a project you have worked on that you are proud of or that you learned a lot from.
3. Describe the concept, composition and purpose of the proposed mural. Walk us through each element.
4. Tell us about your experience managing large-scale projects.
5. How would you involve the community in the mural in some way – or create a sense of “ownership”?
6. What does inclusivity mean to you in the context of this proposal? What about “inclusivity” makes you passionate?





SCOPE Park Mural Hearing

Public Comments Received as of 5:00pm on 8/7/17

Written comments:

-My favorite part is the reflection in the water & the shoreline. Because people are used to the strong black figures on the previous mural, the figures in the new mural should be darker (bolder?) also to stand out from the background. It find of needs something in the lower right area (a subtle dolphin or saline shape) maybe also a subtle beach-related item (kelp?) in upper left tan area.

-I love your vision, Jump in!

- I have love-hated the moonlight dancers mural since I moved to this city in 1997. It is open-hearted, inclusive and amateurish, and truly reflects the DIY/hippy values of Santa Cruz. The proposed replacement mural lacks that homey feeling and, while less cringe-worthy in execution, has a lack of depth of emotion. It would be more fitting in a bougey town like Monterey, Capitola or Los Gatos, than our charming city of misfits. I humbly request that you re-consider the decision to remove a wall so ugly-beautiful that it is even on Roadside America's website: <http://www.roadsideamerica.com/story/38320>

Verbal comments at site meeting:

I like how the new proposal mirrors *Moonlight Dance* - in both the people are jumping and they are both near the ocean.

Sarah's work always comes together at the end like magic. I am so excited to see her mural on this wall.

Phone messages:

QUINTO ANUAL

Festival de Mole y Mariachi

SÁBADO
SEP. 9, 2017
11AM-5PM

Friends
OF
SantaCruz
STATE PARKS
THATSMYPARK.ORG



**PRUEBA Y VOTA POR SU MOLE FAVORITO,
PREPARADO POR CHEFS LOCALES.**

Disfruta buena comida, cerveza, vino, artesanías,
piñatas, música, baile folklóricos, y una rifa.

ADMISIÓN GRATIS • \$10 PARA PROBAR LOS MOLES • 144 SCHOOL STREET, SANTA CRUZ

LOS INGRESOS BENEFICIAN AL SANTA CRUZ MISSION STATE HISTORIC PARK – TU PARQUE ESTATAL DEL CENTRO



UTILIZE TRANSPORTACION GRATIS –
¡ESTACIONESE EN EL CENTRO!



FUNCIONARÍA CON ENERGÍA SOLAR,
EVENTO DE CERO DESPERDICIO

PATROCINADORES PLATINUM



SERVICIO DE ESTACIONAMIENTO DE
BICICLETAS



LLEVE UNA BOTELLA PARA
AGUA GRATIS

GoodTimes





UNSOLICITED PROPOSAL APPLICATION

Proposed acquisitions of unsolicited Works of Art may be submitted by an artist, member of the public, the Mayor, the City Council, a Department representative, a neighborhood group or other community organization, private donor, and/or Arts Commission Member(s).

A preliminary offer, in writing from the proposer, is reviewed by a subcommittee of the Arts Commission. The Arts Program Manager shall forward preliminary offers to the subcommittee who have the authority to decide whether or not to forward to the Arts Commission.

If the subcommittee votes in favor of considering the work of art, then the Arts Program Manager works with the donor to bring a full proposal before the Arts Commission. When all relevant information has been collected and the proposal is complete, the Arts Commission will consider the full proposal at their next regularly scheduled meeting.

APPLICATION AND APPROVAL PROCESS

PROJECT SUMMARY

Project concept, mission statement and/ or title:

Mole & Mariachi Festival

The Mole & Mariachi Festival is an admission-free, family-friendly event that brings together people of all ages, cultural backgrounds and abilities to celebrate Santa Cruz's history and culture and enjoy the Santa Cruz Mission State Historic Park.

Grant amount requested: \$1,000

ARTIST DATA

Lead Artist's Full Name _____

Other Artists (if applicable): _____

Street Address _____

City _____ State _____ Zip _____



Website _____

Cell phone _____ Work phone _____ Home phone _____

Email _____

ART LOCATION DATA

Organization Name Friends of Santa Cruz State Parks

Street Address 1543 Pacific Ave., Suite 206

City Santa Cruz State CA Zip 95060

Contact person Info:

Name Jo Kenny Title/Role: Parks Philanthropy Director

Cell phone 408.234.2468 Business phone 831.429.1840, ext 312

Email jo@thatsmypark.org

PROPOSAL AND MATERIALS

1) Describe the concept, composition and purpose of the proposed art:

The Mole & Mariachi Festival is an admission-free, family-friendly event that brings together people of all ages, cultural backgrounds and abilities to celebrate Santa Cruz's history and culture and enjoy the Santa Cruz Mission State Historic Park.

While we are still organizing the schedule for this year's festival it will closely resemble the festival from 2016 in terms of artists and mole contestants. The 2016 Mole & Mariachi Festival held on September 10th included highly skilled youth and adult performers, from both professional and community-based organizations, including:

- Santa Cruz's Senderos' youth dance and music groups – Centeotl Danza y Baile and Musical Ensemble, as well as the Diablos Folkloric Dance Group;
- Watsonville's children's folkloric dance group Estrellas de Esperanza;
- Gilory's Mariachi Alma de Mexico including Mariachi Juvenil, Mariachi Infantil, and an adult band.

The three youth dance groups are taught by experienced instructors educated in the culture and traditions of the states in Mexico from which the songs and dances originate. Once a youth has

reached an advanced level of skill they become part of the public dance and music ensembles. All three groups are performing in his year's Festival.

Nine local contestants, representing three home and six professional chefs, competed in the mole tasting contest. Feedback from the panel of judges was that overall the moles in 2016 were all excellent. The festival also included ten Mexican American food vendors serving a wide variety of Mexican recipes with a particular focus on mole dishes, as well as eight Mercado vendors selling Mexican folk art and food items. This Festival has become a showcase for local, small and micro-businesses, with 100% of the food and 75% of the Mercado vendors from the region, including 4 businesses that grew out of the El Pajaro Community Development Corporation Incubator Kitchen.

2) Describe the relevance to its location and the community that will be impacted by it:

The Mole & Mariachi Festival is held in the Santa Cruz Mission State Historic Park, the site of the original Santa Cruz Mission founded by Spanish missionaries in the early 1790s. It is home to Santa Cruz's oldest building and is preserved as a museum.

Over the last five years, Friends of Santa Cruz State Parks (Friends) has organized this free Festival for locals and visitors to celebrate our community's rich cultural heritage of Mexican food, music and dance with a special emphasis on highlighting local and regional youth and adult artists and chefs. The festival has grown from 1,000 attendees in 2013 to approximately 3,000 in 2016.

The Mole & Mariachi Festival also meets a number of Santa Cruz City's climate goals:

- Solar Powered: The PA System will be powered through on-site solar power provided by Sandbar Solar.
- Zero Waste: This will be the second year where we organize the Festival to have the minimum amount of materials go to the landfill. Ten waste stations for food waste/compostables, mixed recycling and trash will be set up around the park and staffed throughout the day.
- Reusable Water Containers: Friends is providing a free filtered water station and encouraging guests to bring their own water bottles or purchase a reusable bottle at the Festival. The small water cups made available will be compostable.
- Alternative Transportation: Friends is contracted with First Transit to shuttle guests from downtown parking lots up to the Festival. Bike Santa Cruz County is contracted with Friends to provide free Bike Valet Services at the Festival.

- 3) From what intersections/viewpoints can pedestrians and vehicles see the art?

Pedestrians can hear the music from the intersection of Mission Street and Pacific Avenue. They will need to walk or bike into the park to view the dancing and participate in the mole tasting or children's activities. People with mobility issues are permitted to drive into the park, all others park offsite. Free shuttles from downtown parking lots are available throughout the day.

- 4) What is the composition and condition of the art and how will you prepare the site or substrate appropriately? NA

- 5) How long does the organization want the art to be on display? (The organization will need to sign a maintenance agreement for a specified length of time.

The festival is from 11 am to 5 pm on September 9, 2017.

PROJECT FEASIBILITY

- 1) Describe the artist or artist team's past experience public art:

Friends has successfully organized this festival for the last five years. Friends also created the large glass tile mural along the Mission Street wall of the Santa Cruz Mission State Historic Park itself in 2015 with funding from the City of Santa Cruz. The mural project engaged many dozens of community volunteers donating thousands of hours to create a beautiful public art piece for the Santa Cruz community. Friends does have many years of experience organizing and creating exciting public art projects.

COMMUNITY SUPPORT

- 1) Describe any public outreach and/or community support for this project:

As we noted above, the festival has grown every year since its inception in 2013. Marketing the festival includes ads in the Good Times, La Campesina, Santa Cruz Waves, Edible Monterey, Radio Lazer, KPIG, KAZU, posters hanging all over the county, as well as an active social media campaign.

We expect approximately 3,000 attendees this year. Public support is evident in the 120 volunteers who work to create the festival, as well as the \$1,500 grant from the Arts Council Santa Cruz County, \$10,000 cash and \$32,000 in-kind sponsorship donated from community businesses and individuals. Additionally, guests purchase more than 1,000 Mole Tasting Kits, in addition to supporting up to 10

food and 10 Mercado vendors at the festival itself.

ADDITIONAL DOCUMENTATION

- 1) Provide all required supplementary materials, including:
 1. Image(s) of proposed work of art and/or project
 2. Image(s) of site and physical surroundings
 3. Up to 6 jpg images of artist's past work; if more than one artist, submit up to 6 images per artist.
 4. Project timeline
 5. List of materials that need to be purchased
 6. COMPLETED BUDGET WORKSHEET (use template provided.)
 7. Letters of support from sponsoring organizations and/or neighbors.
 8. Attach any other documentation requested by the Arts Program Manager.

SUPPLEMENTARY MATERIALS:

1. Mole & Mariachi 2017 Poster – see attached pdf

2. Images of Site and Physical Surroundings:





3. 2016 Mole & Mariachi Festival:



Mole Contestant El Jardin Restaurant serving mole samples to guests.



Dancing Mojaganges



Estrellas de Esperanza Dancers



Mariachi Alma de Mexico

4. Project Timeline – see attached
5. Materials to be purchased: NA
6. Budget – see attached
7. Letter from neighbor – see attached

2 August 2017

City of Santa Cruz Arts Commission Members,

As a resident of the Santa Cruz Mission neighborhood for over 22 years, I am writing this letter regarding the Mole and Mariachi Festival. My family and I live directly across the street from the Santa Cruz Mission State Historic Park. We have a front row seat to the activities that happen at the park.

The Mole and Mariachi Festival is one of our favorite events each year. Several years ago, as the planning was taking place for the first Mole and Mariachi Festival, the organizers reached out to all the residents of the neighborhood for our thoughts and input. I attended a meeting as a neighbor the first year and my high school aged daughter attended meetings during the 2nd and 3rd years. Our family has volunteered at the event for several years.

We thoroughly enjoy the fun and excitement that the festival brings to the neighborhood each year. The event seems very well organized. Each year the event staff canvass the neighborhood in person to give us a heads up that the event is on the horizon. They always ask us for our input and encourage us to let them know of any concerns that we may have. (We are also always given complimentary tasting kits!)

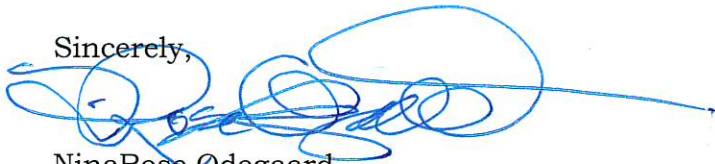
Each year the flow and organization of the activities on the day of the event seem smoother and more professional.

Of course, as a neighborhood resident it's best to plan ahead and keep the coming and going (by car) to a minimum on the day of the event because of the added impact on School Street. As our family prefers to get around by foot or bicycle, this is not an issue for us. I have noticed neighbors being quickly and efficiently guided down the street by event staff when needed.

As of late April 2016, I had the good fortune to be hired by Friends of Santa Cruz State Parks as a full-time employee. The added perspective as a staff member has provided me firsthand experience of the care and consideration that the event coordinators extend to the neighborhood residents.

We feel lucky to live across the street from the Mission State Historic Park and the annual Mole and Mariachi Event has become a welcome and added benefit of our location.

Sincerely,

A handwritten signature in blue ink, appearing to read "NinaRose Odegaard", with a long horizontal line extending to the right.

NinaRose Odegaard
135 School St #4
Santa Cruz, CA 95060

2017 Mole & Mariachi Festival - Sponsorship Application

Project Expenses:		Notes	
	Artist Fees	Mariachi Bands & Mojandas	3,700.00
	Assistant Fees	First Aid, Zero Waste, Security	4,700.00
	Supplies/Materials	Rentals, food, drink	27,990.00
	Insurance		
	Wall Preparation		
	Scaffolding/Ladders/Lifts		
	Publicity/Promotion		12,605.00
	Fundraising	Raffle Prizes, Water Bottles	6,500.00
	Other	Volunteer Time	5,520.00
	Total Budget		61,015.00
Match:			
Cash:			
	Foundation Grants	Arts Council Santa Cruz County	1,500.00
	Business Donations	Sponsorships, Contestant fees, Food & Mercado Vendors	15,100.00
	Individual Donations	More Tasting Kits, Drinks, tips, ATM fees	16,722.00
	Fundraisers	Raffle Prizes, water bottles	6,000.00
	Other		
	Total Cash		39,322.00
In-Kind:			
	Volunteer Time	120 volunteers X 2 hours X \$23/hr., Ranger Monitor	6,220.00
	Donations of Materials	Generator, printing, tables, chairs, umbrellas, drinks, food, water	8,570.00
	Artist Fees	Donated by performers	600.00
	Assistant Fees	First Aid	1,000.00
	Wall Preparation		
	Publicity/Promotion	Advertising, Printing	9,176.00
	Fundraising	Raffle Prizes	6,500.00
	Other		
	Total In-Kind		32,066.00
	Total Match		71,388.00
Funding Request:			1,000.00
	Does match equal or exceed funding request?		Yes