

CITY OF SANTA CRUZ
City Hall
809 Center Street
Santa Cruz, California 95060



ARTS COMMISSION

Regular Meeting

March 14, 2018

6:00 P.M. GENERAL BUSINESS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS

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 (831) 420-5030 at least five days in advance so that we can arrange for such assistance, or email cityclerk@cityofsantacruz.com. The Cal-Relay system number: 1-800-735-2922.

Any writing related to an agenda item for the open session of this meeting distributed to the Zoning Administrator less than 72 hours before this meeting is available for inspection at the City Planning Department, 809 Center Street, Room 107 or on the City's website at www.cityofsantacruz.com. These writings will also be available for review at the Zoning Administrator meeting in the public review binder located at the rear of the Council Chambers.

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.

Other - 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.

Call to Order

Roll Call

Announcements

Statements of Disqualification - No action may be taken.

Oral Communication - Audience comments not related to a General Business item.

Approval of Minutes

1. Arts Commission Action Minutes from February 7, 2018

General Business

1. Diversity Center Mural celebration recap/presentation

Staff recommendation: Watch time lapse video.

2. SCRAP Program celebration recap/presentation

Staff recommendation: Reserve detailed discussion for subcommittee.

3. Mural Matching Grant Request: Ocean themed mural at Bay View Elementary sound wall along Mission St/HWY1 as proposed by Taylor Reinhold, Scotty Greathouse and Clean Oceans International.

Staff recommendation: Approve a grant of \$20,000 towards the project. See attached staff report.

4. Sponsorship in name for Sendero's Calenda (procession/parade) May 12th from Branciforte Small Schools to MAH

Staff recommendation: Officially sponsor the event, in order to waive temporary event permit fees.

5. Sponsorship of Dance Week in April

Staff recommendation: Officially sponsor the event, in order to waive temporary event permit fees.

6. 2018-2019 Arts Commission Work Plan: City Arts Manager will present an overview of upcoming projects and thoughts on how to begin equity & inclusivity work.

Staff recommendation: Provide guidance on work plan and determine date for follow up "retreat" to work on V/M/V, policy and Ad Hoc Resource Council.

7. Arts Commission Elections: Elect Chair and Vice Chair positions.

8. Subcommittee assignments/re-assignments: Determine and approve any changes to subcommittees

Information Items from Staff - No action may be taken.

1. CruzCal.org Arts & Culture Calendar is live! Use it, share it!
2. Ebb & Flow update
3. Rail Trail update - adoption of plan at April 14 meeting
4. Starting Artist Meetup meetings in collaboration with ACSCC & Art League
5. Crocetti class mosaic on wall to be continued - behind Trader Joes
6. Kron house landscaping at Tannery - Beth working with landscape designer

Subcommittee/Project Oral Reports - No action may be taken (*Indicates committee lead)

- % for Art subcommittee(s)—Williamson
- Murals & Graphic Traffic--Kershner, Tartaro & Leong
- Rail Trail planning - Williamson & Leong
- Marketing & Outreach - Lock
- Ebb & Flow - Leong
- "BIG ideas"- Supporting Arts Sector - Lock, Kershner and Williamson
- sculpTOUR - Meyer and Kershner
- Unsolicited Proposals - Kershner & Lock
- Deaccessioning/Inventory - Lock, Williamson and Meyer

Adjournment

CITY OF SANTA CRUZ
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ARTS COMMISSION

DRAFT Action minutes
February 7, 2018

6:00 P.M. GENERAL BUSINESS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS

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Call to Order

Roll Call

Announcements

Statements of Disqualification - No action may be taken.

Oral Communication - Audience comments not related to a General Business item.

Approval of Minutes

1. Arts Commission Action Minutes from January 10, 2018
Meyer made a motion to approve the minutes as written.
Tartaro seconded.
Motion passed unanimously.

General Business

1. Soquel Bridge Art Proposal Presentation by Aron Altmark and Rachel Stoll of Visual Endeavors
Leong made a motion to approve the project as written.
Tartaro seconded.
Motion passed unanimously.

2. Planning for Arts Commission study session

Facilitator Hannah Garcia discussed our February 21, 2018 retreat and asked the Commission if they have any questions or comments leading into the retreat.

No action taken, informational presentation.

3. Preliminary approval of wastewater mural concept with final design approved by subcommittee.

Staff recommendation: That funding for a mural at the wastewater treatment plant, not to exceed \$20,000 be approved pending review and approval by the 1% for Art and Mural Subcommittees - jointly. Funding will be from the Waste Water 1% for Art fund (not the mural fund/program.) The Waste Water 1% for Art is already in the City Budget and carries forward annually.

Leong made a motion to approve the project as presented, pending an approval by the Mural subcommittee.
Meyer seconded.
Motion passed unanimously.

4. Rail Trail Art Opportunities Master Plan

Staff recommendation: Review plan for adoption at March meeting - or approve noting any edits.

No Action was taken.

5. Information Items for Staff - No action may be taken.

Murals: Mural along Mission St.
SCRAP

6. Subcommittee/Project Oral Reports - No action may be taken (*Indicates committee lead)

- % for Art subcommittee(s)—Williamson
- Murals & Graphic Traffic-Kershner, Tartaro & Leong
- Rail Trail planning - Williamson & Leong
- Marketing & Outreach - Lock
- Ebb & Flow - Leong
- "BIG ideas" - Supporting Arts Sector - Lock, Kershner and Williamson
- sculpTOUR - Meyer and Kershner
- Unsolicited Proposals - Kershner & Lock
- Deaccessioning/Inventory - Lock, Williamson and Meyer

Adjournment



MURAL MATCHING GRANT APPLICATION

BACKGROUND

In 2015, the Santa Cruz Arts Commission sought to establish a clearer review process tied proportionally to a mural project's impact and intent. For a brief overview of the Mural Program see the Mural FAQ sheet at www.SantaCruzCityArts/MuralProgram

WHAT

Mural projects may include 2D and 3D artworks, both pre-designed and site-specific, and either mounted to or created directly on an exterior building façade.

Murals are considered temporary works of art. This ensures that murals will continue to look as their artists and designers intended, and it also ensures opportunities for new murals and mural artists that reflect the changing perspectives and styles of the community. Murals funded in part or whole by the Santa City Arts Program may be maintained for 5-10 years depending on the designated "tier" and subject to the determinations of the selection panel, the Arts Program Manager, and when applicable—the Arts Commission. A contract laying out expectations including maintenance must be signed by the property owner and the artist.

A mural may not use letters, words, numerals, figures, emblems, logos or any parts or combinations thereof to advertise goods, services or merchandise. Commercial signs are permitted through the City's Planning Department.

WHERE

Where may murals be placed? Murals that are funded by the Santa Cruz City Arts Program may be placed on public buildings and facilities such as parks, retaining walls, and other City-owned infrastructure. With the appropriate contractual agreements, the City may also fund murals which are placed on private property.

WHO

Who can propose mural projects? Anyone can propose a mural project, including property owners, artists, organizations, neighborhood associations, and government agencies. Ideas for murals will be accepted from anyone, provided they address and meet the criteria laid out in the Santa Cruz Mural Policy and Procedures.



The City reserves the right to hold and review proposals within certain time windows (e.g. annually or twice annually.) The schedule of review and the number of mural projects funded by the City will depend on the funding available.

Note: All applicants are strongly encouraged to meet with the Arts Program Manager prior to submitting a mural application. To inquire about mural application deadlines and process please contact the City Arts Program Manager at PublicArt@CityofSantaCruz.com

REVIEW CRITERIA

Please contact the Arts Program Manager prior to applying for a grant to determine the review criteria for your project. Generally, the more in matching funds requested, than the more extensive the review criteria and review process. To see the entire City of Santa Cruz Mural Policy, which an explanation of the funding tiers and associated review criteria, go to: www.SantaCruzCityArts

At minimum, murals are reviewed for the following:

- Artistic Merit and Scale
- Feasibility and media
- Structural and surface stability/prep of the wall/plan to address issues
- Graffiti mitigation plan
- Signed maintenance agreement from the property owner
- Public accessibility and safety
- Supports the Vision, Mission and Values of the Santa Cruz Arts Commission
- If on commercial property, support of the Vision, Mission and Values of the Economic Development Department

MATCH REQUIREMENT

Mural projects funded through the mural matching grant program require a match from the applicant – typically fifty percent (50%.) The match may be cash, in-kind donations (e.g. free equipment, paint or other supplies), artist's fee reductions, and volunteer hours. The value of volunteer time is updated annually based on the State's wage calculation. In 2016 it was \$26.87 an hour. Contact the Arts Program Manager if you intend to use volunteer hours as part of your match.



APPLICATION AND APPROVAL PROCESS

- 1) At least one month prior to submitting your Mural Matching Grant application, meet with the city's Arts Program Manager for an initial review of imagery, location, funding and building owner's approval. Contact Beth Tobey at 831-420-5154 or [PublicArt@Cityof SantaCruz.com](mailto:PublicArt@CityofSantaCruz.com)

- 2) Provide all required supplementary materials, including:
 - a) Jpg image(s) of a color rendering of proposed mural project
 - b) Jpg image(s) of site and physical surroundings
 - c) Up to 6 jpg images of artist's past work; if more than one artist, submit 6 images per artist.
 - d) Project timeline
 - e) If attaching panels to a wall, a materials list, drawing and attachment plans must be submitted and a building permit may be required.
 - f) Other materials as agreed upon between applicant and the City Arts Program Manager.

PROJECT SUMMARY

Brief project concept, mission statement and/ or title (max 150 words):

Clean Oceans International, in conjunction with the Fresh Walls Project, proposes a healthy-marine-environment mural on the wall that surrounds Bayview Elementary, spanning half a city block on Mission Street.

The Project's purpose is to educate the community and Bay View Elementary students about the importance of maintaining a clean ocean environment. This mural will raise awareness of COI's Mission to develop practical solutions to plastic pollution through innovation, education, and direct action.



Matching amount requested: ___\$20,000. _____ Mural
tier: _____

ARTIST DATA

Lead Artist's Full Name ___Taylor
Reinhold _____

Other Artists (if applicable): ___Scotty Greathouse, Maia Negre, Danny
Fernandez _____

Street Address ___124 Ocean Vista Dr.

City _____ Soquel _____ State _____ CA _____
Zip _____95073_____

Website ___www.taylorreinhold.com_____

Cell phone ___831-600-5513_____ Work phone ___831-600-5513_____ Home
phone _____831 462-5264_____

Email _____taytaymfc@gmail.com_____

MURAL LOCATION DATA

Building Name _____Sound Wall surrounding Bayview Elementary School, Santa Cruz,
CA _____

Business(es) Located in Building ___Bayview
Elementary _____

Street Address ___1231 Bay Street

City _Santa Cruz_____ State _____ CA _____ Zip
95060 _____



Property Owner Name ___ Santa Cruz City
Schools _____

Street Address ___ 405 old San Jose Rd.

City _____ Soquel _____ State ___ CA _____ Zip
95073 _____

Property Owner Contact Info:

Cell phone _____ Business phone ___ 831-429-
3410 _____

Email
___ trustees@sccs.santacruz.k12.ca.us _____

MURAL PROPOSAL AND MATERIALS

1) Describe the concept, composition and purpose of the proposed mural (max 200 words):

A 600' long ocean-themed mural depicting the precious and beautiful marine life that we as coastal dwellers get to enjoy on a daily basis. A mural consisting of deep ocean blues contrasted by vibrant aquatic wildlife spanning from the aqua marine shallows to the deep canyon tones with a special message intertwined throughout it's nautical journey. The purpose of our mural is to raise awareness of how we as the earth's stewards are contributing to an epidemic. A great deal of our plastic packaging products are ending up in our marine sanctuary and are causing immeasurable harm to our marine environment and all the creatures that reside therein. Though the epidemic is nothing short of dire, let's be absolutely real, we plan on sounding the alarm in a more subtle, more artistic manner. We'll keep the ocean bound wildlife playful and happy, yet will add in plastic bags amongst the jellyfish, playful seal pups intrigued by a party cup and "6 pack rings" breaking down into the bite sized diving snacks for surface piercing shorebirds. We will lay out a mural that beautifies our city, yet triggers the realization of "hey, that plastic bottle doesn't belong in that mural".

2) Describe mural's relevance to its location and the community that will be impacted by it (max 200 words):

Being an ocean themed mural there is no question that Mission Street is the perfect place to put it.

With travellers either floating into town fresh from the north coast, or on their way to enjoy the ocean vistas that lay ahead, this wall around Bayview Elementary calls for some color! In the same breath, the mural being located in Santa Cruz (an open minded and environmentally aware community) is the perfect city to be on the cutting edge of ocean education and raising our visitors coastal care consciousness. Our community as a whole will be positively impacted by the gorgeous art created by our mural team comprised of local artists and each passerby will receive a gentle reminder to dispose of their waste and recyclables properly while visiting our remarkable coast we all hold so dear.

3) How set or flexible is the design? Are you open to artistic feedback (max 100 words)?

Due to the sheer size of this mural, our design will be set once approved by the board. We are experienced muralists who deliver a high quality product. Artistic feedback is acceptable only whilst in the preliminary stages of design. Artistic feedback given "mid mural" (again from experience) creates anxiety, saps motivation and disrupts the creative flow. We avoid changes during the mural's creation like the plague, so we make sure our ideas and elements are approved from the get-go.

4) From what intersections/viewpoints can pedestrians and vehicles see the mural (max 50 words)?

The mural will be viewed not only from the intersection of Bay and Mission, but by all travellers (northbound and southbound) regardless of transportation choice. Thousands to tens of thousands of passersby will encounter this new mural each and every day.

5) What is the composition and condition of the wall the mural is to be placed on and how will you prepare the wall appropriately (max 50 words)

The composition of the wall is brick-type blocks. The overall condition of the wall is structurally sound, yet comprised of various colors of graffiti covering paint patches and sporadically grown vines. We will clear all vines and pressure wash wall to ensure it is clean and ready for paint.

6) What are the mural's proposed dimensions (max 50 words)?
9 feet tall by 600 feet long.

7) List the product names of the paint and/or other materials you plan to use (max 50 words):

We plan on using various colors of Kelly Moore exterior grade paints (primer infused) and also various colors of Montana exterior/professional grade spray paint. All purchased/sourced locally. We will also



utilize TSW, Inc. matte finish graffiti resistant clear coating.

- 8) How will you plan for mitigating the possibility of graffiti/vandalism through design and/or graffiti coating (max 100 words)?

Our plan for mitigating vandalism is by creating a work of art that other “artists” will respect. We have found that since we use a great deal of spray paint, our work and their work share a common thread. Maybe there’s just a certain level of spray paint skill appreciation that deters one from attacking a wall finished by us. Yet nothing is guaranteed in the street art world so once our mural is complete we will spray a matte finish graffiti resistant coating manufactured by This Stuff Works, Inc Graffiti Master Products.

DIVERSITY AND EQUITY

- 1) How does this project consider or address diversity and equity and/or environmental justice?

The Clean Ocean’s Mural will reflect the diverse community that we live in and the marine life in our Monterey bay sanctuary. Plastic pollution affects every living creature on our planet. The future of our oceans depend on the next generation and steps we must take now to proactively save our seas.

We will incorporate patterns from basket weaving and symbolism from native Ohlone tribes throughout the timeline of our mural project. We believe the students at Bay View elementary must have a voice deciding what marine life gets painted into the mural. Through educational exercises our team will work in the classrooms to decide how the final product looks and what species are most affected by plastics in the ocean. We will send bilingual packets home depicting our proposed mural project and incorporate quotes from marine biologists in English and Spanish on the mural itself.

I work with a group of artists from a variety of ethnic backgrounds. We learn from each other through a commonly shared passion for creating. Within our painting crew our ancestry varies from German, Italian, Romanian, Mexican, Portuguese, Jewish, African, Middle Eastern and Asian. We have a variety of styles from various cultures that will create a cohesive piece reflective of our vibrant and colorful town.

This project will resonate into the community with a much broader sense of relevancy than they will have in the classroom. They will take pride in it and have hands on involvement something that they will continue to drive by and see for generations.

We plan on having a ribbon cutting ceremony with the students and families of Bay View elementary and inviting diverse speakers from our community with translation in Spanish. The Celebration will feature local food vendors, artists and non-profits. The celebration will help educate the students and families about the solutions to keeping our oceans clean.



MURAL FEASIBILITY

- 1) Describe the artist or artist team's past experience creating murals (max 150 words):

Our mural team has over a decade of experience creating murals. Exterior murals in domestic locales (from Edenvale Elementary in San Jose to the city of Capitola) or international sites (Brazil and Costa Rica) offering experiences of painting on a real-world variety of surfaces with various lengths and challenging heights... to custom created interior installations or painted-direct-works in 100% finished office buildings for multi-million dollar bay area corporations. We have worked in the finest of homes for Apple, Inc. employees to the campuses of Plantronics, LinkedIn, Comcast and other booming bay area businesses. We have also donated murals to Lucile Packard Children's Hospital Stanford and Jacob's Heart, a local non-profit that helps families affected by cancer. We have also taught mural classes for Mariposa's Art in Watsonville and conducted interactive mural projects with the teens of our local Santa Cruz Boys and Girls Clubs.

- 2) Describe your funding strategy for the mural project (max 100 words):

We have raised funds via efforts pooled together collectively as the artists who want to make this a reality. We've held three separate events thus far to not only raise money for the mural but to also create a buzz and get people involved. We plan on applying for public art grants and matching grants to reach our goal of sufficient funding achieved. We also will be accepting individual donations and business donations from those who believe in our mission and skillset.

COMMUNITY SUPPORT

- 1) Describe any public outreach that has been done to date such as meetings with the neighborhood association, business community, surrounding neighbors, surveys (Max 200 words):

We have raised awareness for our cause via three separate events thus far: A mural kickstarter party at Bocci's Cellar, A music night at Moe's Alley and an online art auction. We've held meetings at our fiscal sponsor's headquarters (Clean Oceans International at the Santa Cruz yacht harbor) to gain community involvement. We've also met with the Santa Cruz city Arts Program Manager and various city employees that may be able to help us understand how to make this a successful mural voyage. We also met with faculty at Bayview Elementary to gain insight on how we can fulfill the visual needs of the school and stay within the boundary of the school's guidelines, etc. A future meeting with the school board is scheduled for February 28th, 2018.

- 2) Is there a sponsoring organization for this mural project? If so, please provide their contact info:



_____ Clean Oceans International

Organization Name

____ COI _____

Organization Address

City _____ 333 Lake Ave, Santa Cruz _____ State

__ CA _____ Zip _____ 95060 _____

Main Phone __ 831-476-

8267 _____

Email

____ Lisarose@cointl.org _____

Website

____ www.Cleanoceansinternational.org _____

ADDITIONAL DOCUMENTATION

- 1) Attach a COMPLETED BUDGET WORKSHEET (use template provided.)
- 2) Attach any letters of support from sponsoring organizations and/or neighbors.
- 3) Attach proof of the property-owner permission.
- 4) Include Jpg image(s) of a color rendering of proposed mural project
- 5) Include Jpg image(s) of site and physical surroundings
- 6) Up to 6 jpg images of artist's past work; if more than one artist, submit 6 images per artist.
- 7) Include a detailed project timeline
- 8) Attach any other documentation requested by the Arts Program Manager in the pre-application meeting.

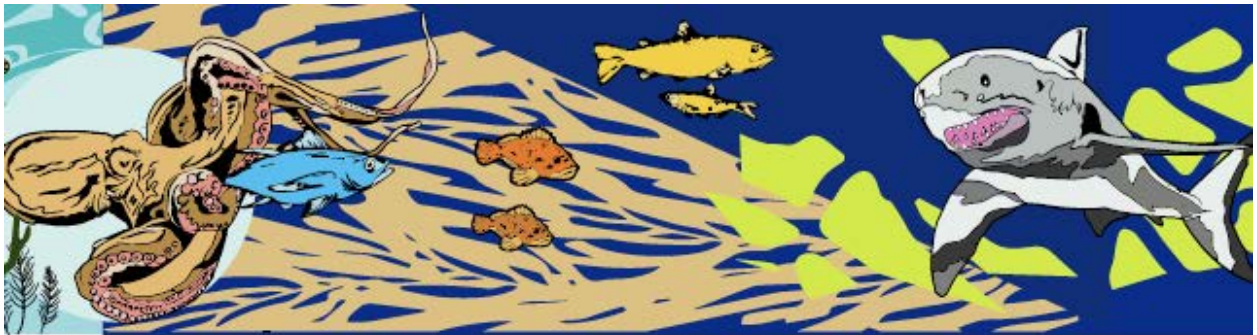
Timeline for Clean Oceans Mural.

- Education and elements of design discussed with students of Bay View Elementary.
TBD
- Wall preparation week of September 10th-15th.
- Painting Begins September 15th- November 16th.
- Clear coating November 26th- 28th.

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Proposed Project site.

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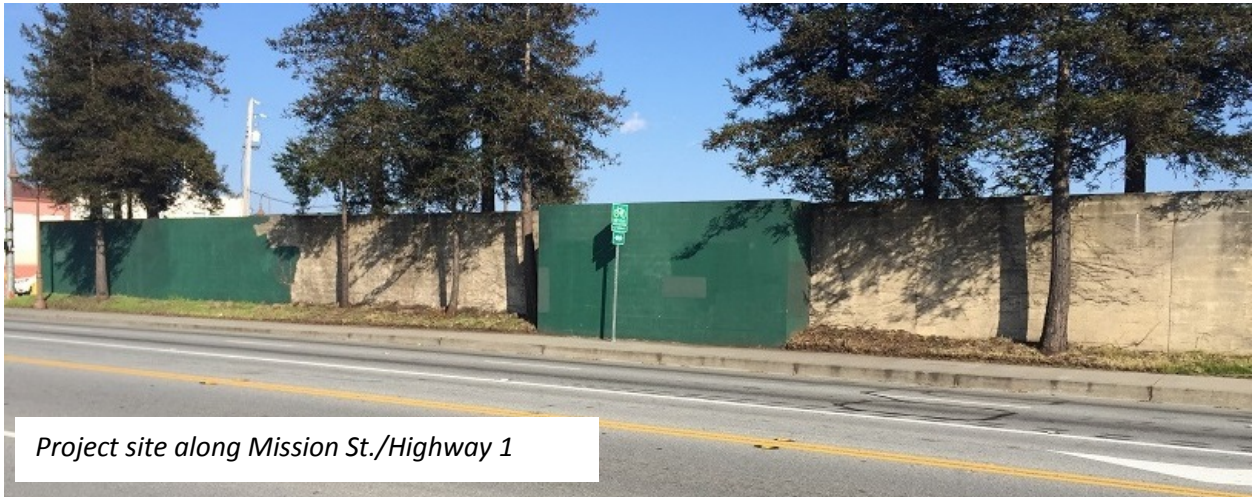
Memorandum

Re: Proposed mural project on Mission St. sound wall at Bay View Elementary School
To: Santa Cruz City Schools Board for the February 28, 2018 meeting
From: Beth Tobey, Arts Program Manager – City of Santa Cruz

This memorandum is a summary of the planning that has been conducted to date for a mural on the sound wall running along Mission St. at Bay View Elementary School and a request that the SCCS Board authorize the sponsoring parties to proceed with fundraising and plans for this ocean-themed mural as proposed by Clean Oceans International (COI) in conjunction with the Fresh Walls Project, as led by Artist Taylor Reinhold.

Project Site:

The project site is a sound wall that spans 600 feet –about a city block—along Mission St./Highway 1 and is currently unsightly. This project would improve the appearance of the wall and raise awareness regarding caring for the ocean.



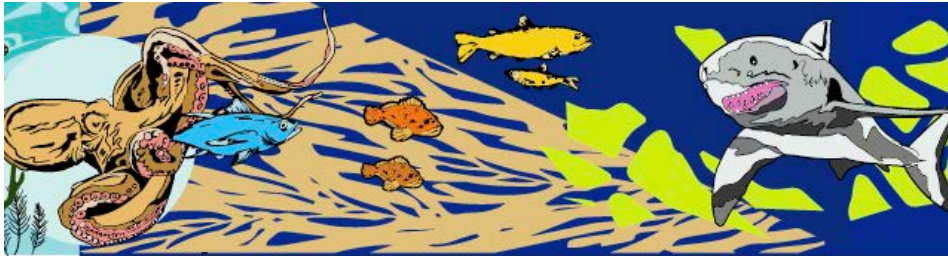
The purpose of the mural is to educate the community and Bay View Elementary students about the importance of maintaining a clean ocean environment. This mural will raise awareness of COI's mission to develop practical solutions to plastic pollution through innovation, education, and direct action.

Per the artist:

“We propose a 600’ long ocean-themed mural depicting the precious and beautiful marine life that we as coastal dwellers get to enjoy on a daily basis. A mural consisting of deep ocean blues contrasted by vibrant aquatic wildlife spanning from the aqua marine shallows to the deep canyon tones with a special message intertwined throughout its’ nautical journey. The purpose of our mural is to raise awareness of how we as the earth’s stewards are contributing to an epidemic. A great deal of our plastic packaging products are ending up in our marine sanctuary and are causing immeasurable harm to our marine environment and all the creatures that reside therein. Though the epidemic is nothing short of dire, let’s be absolutely real, we plan on sounding the alarm in a more subtle, more artistic manner. We’ll keep the ocean bound wildlife playful and happy, yet will add in plastic bags amongst the jellyfish, playful seal pups intrigued by a party cup and “6 pack rings” breaking down into the bite sized diving snacks for surface piercing shorebirds. We will lay out a mural that beautifies our city, yet triggers the realization of “hey, that plastic bottle doesn’t belong in that mural.””

Here is the Artist’s initial concept in sections – this would be one contiguous mural:





Artist Taylor Reinhold is planning to work with the Bay View Elementary staff to get input and ideas from the students but the general concept is to start at Bay Street with a beach scene and transition down the wall through the zones of the ocean with the corresponding animal and plant life. In other words, the mural will illustrate the epipelagic, mesopelagic, and bathypelagic zones.

Background:

In September of 2017, the City's Arts Program Manager was contacted by COI asking for permission to paint a mural by artist Taylor Reinhold and his "Fresh Walls" team on the 600 foot wall along Mission St./Highway 1 at Bay View Elementary School – which they believed was owned by the City. Beth Tobey, the City's Arts Program Manager, did some research to determine ownership of the wall, which included talking with CalTrans—who operates Mission St./Highway 1. Eventually it was determined that the School District owns the wall per a written agreement dated December 14, 1983. Per that agreement, the City of Santa Cruz Redevelopment Agency constructed the wall and the School District agreed to take ownership and maintenance of the wall once construction was completed.

In December the City Arts Program Manager, Beth Tobey, met with Assistant Superintendent Patrick Gaffney and Director of Facility Services, Trevor Miller, and talked about the mural project including wall preparation and maintenance, the scope of project and how to involve students. Concerns about student safety were paramount early on – specifically that many students cross Mission St./Highway 1 at Bay St. to get to school and school staff and parents had ongoing concerns about traffic and the possibility of distracting drivers with a new mural. Beth Tobey, City Arts Program Manager, agreed to do some research and contact the Police Department about the safety concerns and see how these concerns might be mitigated.

City staff checked with the traffic division of City of Santa Cruz Police Department and Lieutenant Scott Gardner indicated that he has no concerns about the mural causing visual distraction to drivers but did think that while it was being painted the activity might distract drivers. He suggested some screening during installation, within reason, to mitigate this. (The mural is planned to be installed in the summer when students are not present.)

Further, even though SCCS owns the wall, any artwork on the wall will be visible from Mission St./Highway 1 and will require a permit from CalTrans. City Staff has talked with CalTrans and begun the permit process. As part of the permit, local police department support must be demonstrated and all possible safety concerns must be addressed. CalTrans' initial response has been positive, citing many examples of murals along highways and major streets without any increase in traffic collisions or other problems.

Given that it appears that CalTrans could permit the project, last month City staff and the Artist met at Bay View Elementary with Principal Yvette Garcia, Assistant Superintendent Patrick Gaffney, and Facility Director Trevor Miller for a follow up meeting. They expressed enthusiasm for the project and said that the school district could provide funds already set aside for maintenance of the wall. They indicated that the funds would be expended on wall maintenance anyways so why not put those funds into a beautiful mural?

At this meeting safety was discussed again and how to make the mural less "interesting" towards the Bay St. intersection where students cross. The Artist indicated he could extend the beach scene and is also not planning to include any text or detailed work in the mural that people may invite drivers to slow down or be distracted.

Credits such as sponsor names and the Artist's signatures for the mural are planned to be on the wall facing the small business center and not along Mission St./Highway 1.

Mural artist and team:

Taylor Reinhold and the Fresh Walls crew have more than a decade of experience doing large scale projects nationally and internationally. Taylor would lead and manage 6-8 mural artists for this project – artists he has worked with before on successful projects, which include the following highlights:

-
- Received a \$20,000 grant for a National Endowment of the Arts award to create murals with kids in Watsonville and held the first ever Urban Arts festival.
 - Installed many exterior murals in domestic locales (from Edenvale Elementary in San Jose to the city of Capitola)
 - Invited to work on international sites including Europe, Thailand, Egypt, Central and South America.
 - Created murals for homes and offices of Apple, Inc. employees, Plantronics, LinkedIn, Comcast and other Bay Area businesses.
 - Donated murals to Lucile Packard Children’s Hospital Stanford and Jacob’s Heart, a local non-profit that helps families affected by cancer and taught mural classes for Mariposa’s Art in Watsonville and conducted interactive mural projects with the teens of our local Santa Cruz Boys and Girls Clubs.

Here are a few photos of recent projects that Taylor has led in the Santa Cruz area:



Hotel Santa Cruz



Green Acres Elementary in Live Oak



Ocean themed murals



East End Pub in Capitola



Plantronics in Santa Cruz

Note: Watch the 2-minute time-lapse video of this project at Plantronics here:
https://drive.google.com/file/d/1ksnLVu-mFG_xjbtBLzD2bk5cmj_EFgZ/view

Student Involvement:

The artist has ideas for involving students in identifying the animals to be featured and is also exploring doing a smaller mural on the inside/parking lot side of the wall with students. For safety reasons, students will not participate in painting along Mission St./Highway 1.

Contract and Maintenance:

A written contract between the sponsoring parties (COI, SCCS and the City) with the lead Artist is being reviewed by each party currently. The contract covers a variety of considerations including the financial commitments of each party, the rights and responsibilities of each party, copyright (the lead artist retains copyright but all parties may use images of the mural for non-commercial purposes), timeline, scope and indemnifications of each of the sponsoring parties. This contract is standard for projects that the City of Santa Cruz provides funds towards.

Per the draft contract, maintenance of the wall will be the responsibility of the SCCS District once the mural is complete. The artists will be required to provide the school district with a complete list of paint products and colors used. SCCS District may also want to create a separate retainer contract with Taylor for maintenance of the mural after installation for some set time period. This would be up to the School District and the Artist.

Taylor has looked into the cost of adding anti-graffiti coating. This adds expense but could also be included if funds are adequate. The anti-graffiti coating is very effective. This said, public art is typically respected by taggers and not vandalized. The mural may actually reduce the ongoing need for SCCS staff to remove or paint over graffiti on the wall. This said, if the mural is tagged or vandalized, clean up and repair should not be any more excessive than the current level of maintenance required.

Timeline:

The goal is to install the mural this summer, 2018.

Budget and Fundraising:

Lisa Rose, the Executive Director of COI, is an experienced fundraiser and believes that between COI and Fresh Walls supporters that the needed funds will be raised.

The ideal budget for the project would be around \$94,000 and COI has agreed to be the fiscal agent for the project. To date, COI and Fresh Walls have raised \$15,000, the SCSC District Facility staff allocated \$15,000 and the City could provide \$20,000 through the city's Mural Matching Grant program. This means that \$50,000 has been pledged so far.

COI has already set up a stand-alone bank account to receive donations and Taylor and COI have already held three separate fundraising events thus far: A mural kickstarter party at Bocci's Cellar, a music night at Moe's Alley, and an online art auction. Further, both the Artist and COI have many more ideas for raising funds which they will share with SCCS Board separate from this Memo.

Recommendation:

Per the attached letter from Mayor David Terrazas, the City recommends that the project be approved as presented. The City believes that Taylor Reinhold and his team have the skills and experience to complete such a large undertaking. It is believe that a permit from CalTrans is feasible and that the suggested budget is adequate. The sponsoring parties believe that raising the remainder of the funds is feasible and that asking the community to help fund the project will only serve to increase the community's excitement and ownership of the project.

Thank you for your consideration.

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