



# CITY OF POMONA

## CULTURAL ARTS COMMISSION

### SPECIAL MEETING

### STAFF REPORT

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Date: May 22, 2017 Agenda Item No. L.3

To: Chairperson and Members of the Cultural Arts Commission

Submitted by: Brad Johnson, Development Service Manager

Prepared by: Catherine Lin, Senior Planner

**Subject: Tony Cerda Park Mural RFQ Result**

#### SUMMARY

**Recommendation** – That the Cultural Arts Commission receive the result of the RFQ for a mural at Tony Cerda Park, and to recommend City Council appropriation of funds in the amount of \$12,000.00 from the Public Art In-Lieu Fee Fund to award a contract to the collaborative team of dA Center for the Arts and Day One for the painting of a mural at Tony Cerda Park.

**Previous Action** – At the March 27<sup>th</sup>, 2017 Cultural Arts Commission and Cultural Arts Commission Citizens Advisory Committee Joint Meeting, the Cultural Arts Commission Citizens Advisory Committee approved an artistic rendering for a proposed mural at Tony Cerda Park, and directed staff to circulate a RFP for interested artist or artist teams to execute the project.

**Fiscal Impact** – \$12,000.00 to be appropriated from the Public Art In-Lieu Fee Fund.

#### BACKGROUND

Day One, a community-based nonprofit organization and dA Center of the Arts have collaborated together to present to the Cultural Arts Commission and the Cultural Arts Commission Citizens Advisory Committee a mural project for Tony Cerda Park. The artistic vision is to paint a mural that wraps around all four walls of the restroom building to honor Pomona resident Chief Tony Cerda of the Costanoan Rumsen Carmel Tribe. The images to be painted, as envisioned by the artist team assembled by dA Center of the Arts, includes a portrait of Chief Cerda, the Ohlone people, hummingbirds, bears, the original homeland, missions, salmon, Wickiup shelter, and shell mounds. These images are symbolic of the tribal history of Pomona.

The dA Center of the Arts prepared the attached project submittal package, which includes the artistic vision, photos and dimensions of the restroom building, artist rendering of the mural, collective artist/advisory team qualifications, information on the paint material and prepping of the wall, as well as an estimated cost. The collaborative team of dA Center for the Arts and Day

One requested that this project be funded with the Public Art In-Lieu Fee Fund.

Part 3, Section 3.C. of the City of Pomona Art in Public Places Policy and Guidelines Manual (“Policy Manual”) defines the procedure for the use of Public Art In-Lieu Fee Fund for a public art project. According to the Policy Manual, it is the Citizens Advisory Committee’s responsibility to select an artist or an artist team to design the public artwork, determine the total amount of funds that are to be expended, and to select a public location for recommendation to the Commission through issuing an RFP, RFQ, or an invitational competition.

Therefore, at the March 27<sup>th</sup>, 2017 Cultural Arts Commission and Cultural Arts Commission Citizens Advisory Committee joint meeting, the Cultural Arts Commission Citizens Advisory Committee approved the artist renderings presented by dA Center for the Arts and Day One as the chosen images for the mural. Also, the Citizens Advisory Committee selected the RFQ approach, and directed staff to prepare and to circulate an RFQ to local mural artists to execute the project for a total budget amount not to exceed \$12,000.00. The RFP, which is attached with this report (Attachment 1), was circulated to a list of 14 mural artists in the region from March 29<sup>th</sup> to April 9<sup>th</sup>, 2017.

## **DISCUSSION**

At the conclusion of the RFQ process, staff did not receive any submittal besides the original submittal from dA Center for the Arts and Day One. The result of the RFQ indicates that the collaborative team of dA Center for the Arts and Day One is the only group that has the skill set to execute the project, and is able to complete with the budget amount specified.

Therefore, staff recommends that the Cultural Arts Commission consider the submittal from dA Center for the Arts and Day One (Attachment 3), and direct staff to recommend to the City Council the appropriation of funds for the execution of a mural at the Tony Cerda Park.

Staff notes that since this project will take place at a city-owned park, review and approval for the location of the mural by the Parks and Recreation Commission is required. As such, this project has been scheduled to appear on the May 18<sup>th</sup>, 2017 Parks and Recreation Commission meeting. Further, staff notes that in accordance to the Policy Manual, project description and meeting notice were mailed to property owners and tenants surrounding the Tony Cerda Park. As of this writing, staff has not received any comments from surrounding neighbors or tenants.

### **Attachments:**

1. RFQ for Tony Cerda Park Mural
2. Cover Letter from dA Center for the Arts and Day One
3. Project submittal package from dA Center of the Arts and Day One
4. Staff report from the March 27, 2017 CAC and CACCAC Joint Meeting