



---

# CITY OF POMONA

## CULTURAL ARTS COMMISSION

### SPECIAL MEETING

### STAFF REPORT

---

Date: March 27, 2017 Agenda Item No. H.1

To: The Honorable Chair and Member of the Cultural Arts Commission Citizens Advisory Committee and the Honorable Chair and the Member of the Cultural Arts Commission

Submitted by: Brad Johnson, Development Service Manager

Prepared by: Catherine Lin, Senior Planner

**Subject: Tony Cerda Park Mural Project**

#### SUMMARY

**Recommendation** – That the Cultural Arts Commission Citizens Advisory Committee (CAC) take the following actions:

1. Review and approve, or modify the concept of the Tony Cerda Park Mural Project.
2. Determine the total amount of funds to be expended from the Public Art In-Lieu Fee Fund for the project.
3. Make a decision on the approach to proceed with this project with a RFQ, RFP, or an invitational competition in order to utilize the Public Art Fee Fund as pursuant to the City of Pomona Art in Public Places Policy and Guidelines Manual.

**Previous Action** – None

**Fiscal Impact** – This project will utilize the Public Art Fee Fund. The exact amount of expenditure will be determined after the Cultural Arts Commission Citizens Advisory Committee selects a winner after the RFQ, RFP, or an open competition process.

#### 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 an idea for a mural project at the 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 artistic 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 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 initial approach, as communicated to staff by Margaret Aichele, the Executive Director of dA Center of the Arts, was that this project would be fully funded by dA Center of the Arts. However, dA Center of the Arts now is requesting that this project be funded with the Public Art Fee Fund.

## **DISCUSSION**

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 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, dA Center of the Arts and Day One now recommend to the Cultural Arts Commission Citizens Advisory Committee to consider a mural honoring Chief Cerda and his tribe at the restroom building at Tony Cerda Park.

If the Citizens Advisory Committee approves the location and the concept for the mural presented by dA Center of the Arts and Day One, staff requests that the Citizens Advisory Committee determine the total amount of funds to be expended from the Public Art Fee Fund. The draft budget presented by dA Center of the Arts and Day One as shown in the attached project submittal could serve as a good reference for the cost. Further, staff requests that the Advisory Committee make a decision on the approach to proceed with the project between the options of an RFP, RFQ, or an invitational competition, as in accordance with the Policy Manual.

According to the Policy Manual, once an approach has been determined, the Citizens Advisory Committee would then be responsible to issue the RFP, RFQ, or to initiate the invitational competition. When an artist or a team of artist has been determined at the end of the RFP, RFQ, or invitation competition process, the Citizens Advisory Committee would return to the Cultural Arts Commission with a recommendation to proceed with the project with the selected artist or team of artists.

### **Attachments:**

1. Project submittal package from dA Center of the Arts and Day One
2. The City of Pomona Art in Public Places Policy and Guidelines Manual