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# CITY OF POMONA

## CULTURAL ARTS COMMISSION

### SPECIAL MEETING

### STAFF REPORT

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

To: 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 RFQ Result**

#### SUMMARY

**Recommendation** – That the Cultural Arts Commission receive the result of the RFQ for a mural at the Tony Cerda Park, and to recommend the City Council the 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 the 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 the 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 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 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 the Tony Cerda Park Project
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



# City of Pomona

## Cultural Arts Commission Citizens Advisory Committee

### CALL FOR WALL ARTISTS REQUEST FOR QUALIFICATIONS (RFQ)

For a Mural at the Tony Cerda Park



**Deadline: April 9, 2017**

## **Project Location:**

Toney Cerda Park  
400 West Grand Avenue  
Pomona, California 91766

## **Project Description:**

The City of Pomona is seeking an artist or an artist team interested in executing a site-specific mural on the restroom building at the Tony Cerda Park, located at 400 West Grand Avenue in the City of Pomona. The artistic vision for this mural project is to recognize local tribal history by honoring Pomona resident Chief Tony Cerda of the Costanoan Russen Carmel Tribe. Renderings designed by a local artist depicting the Costanoan Russen Carmel Tribe culture for all four sides of the restroom building have been selected by the City of Pomona Cultural Arts Commission Citizens Advisory Committee to be used. The City is now seeking an artist or an artist team that is capable of painting the chosen renderings on the restroom building.

## **Scope of Work:**

The scope of the project includes the following:

1. Powerwash all surfaces to be painted on the restroom building.
2. Prep work on the walls, wood beams, wood posts, and the underside of the eaves including patching and sanding.
3. Wood rot treatment using PC Products.
  - PC-Petrifies is an environmentally friendly, water-based polymer designed to harden rotted and damaged wood
  - PC-Woody is a paste epoxy made from real wood
  - PC-Lumber is a hand-moldable putty epoxy that cures in 60 minutes
4. Identical painting reproduction of the selected images using Dunn Edwards or EVERSHELD paint, or equivalent paint product with a proven track record of 7-10 year no-fade guarantee and protection against UV, mildew, efflorescence, water intrusion and film failure (grain cracking, peeling, blistering).
5. Applying three coats of graffiti and UV protection coating using VandIGardTEN Anti-Graffiti coating by Rainguard, or equivalent.

## **Budget:**

Not to exceed \$12,000.00



## Photos of the Restroom Building

North facing side



South facing side





East facing side



West facing side





## Approved Renderings to be Painted as a Mural

North and South Facing Walls



East Facing Wall





West Facing Wall





## **Evaluation Criteria:**

The Cultural Arts Commission Citizens Advisory Committee will evaluate the responses to the RFQ to determine the artist's or artist team's qualifications, proven ability to undertake projects of a similar scope, and artistic merit as evidenced by submitted material. The Committee may also consider the artist's or artist team's potential to work at a scale and in material appropriate for commissioned permanent artwork.

The Cultural Arts Commission Citizens Advisory Committee will consider the following in the selection of artists based on submitted materials:

- a. The individual artist's or artist team's experience in design concept, fabrication, installation, and long-term durability of exterior artworks or artwork on display in publicly accessible interiors of public buildings.
- b. The individual artist's or artist team's ability and willingness to successfully collaborate with design teams, architects, art consultants, project managers, engineers, fabricators, city staff, and landscape architects, as applicable.
- c. Whether the individual artist's or artist team's body of work and professional activities demonstrates serious ongoing commitment to the fine arts.
- d. The artist's or artist team's ability to meet scheduled deadlines to be determined by the Cultural Arts Commission Citizens Advisory Committee.

A short list of finalists will be invited to interview and one artist or artist team and an alternate will be selected by the Advisory Committee at a meeting to be scheduled in April, 2017.

## **Submittal Requirements:**

Artists wishing to be considered for the commission are required to submit the following:

1. A one page cover sheet stating the following information, in the order listed
  - Project title: "Tony Cerda Park Mural Project"
  - Artist/Team Name
  - Lead contact name, phone number, e-mail address, and mailing addresses
  - List of team members by role
2. Current curriculum vitae (including art education, training, group and solo exhibitions, private and public collections)

3. Artist's history of artwork commission
4. Up to 10 digital images, photographs, and critiques of past works

## **Submittal Method and Deadline**

Artists shall submit qualifications electronically via email to [catherine\\_lin@ci.pomona.ca.us](mailto:catherine_lin@ci.pomona.ca.us)

Deadline to submit qualification is Sunday, April 9<sup>th</sup>, 2017, by midnight. Late submittals will be rejected.

## **Contact for All Questions**

Questions related to the RFQ should be directed to:

Catherine Lin  
Senior Planner  
City of Pomona  
Development Services Department  
Planning Division  
[catherine\\_lin@ci.pomona.ca.us](mailto:catherine_lin@ci.pomona.ca.us)  
(909) 620-3549



"Providing a multidisciplinary center for the arts for all ages for over 28 years for Pomona and the surrounding communities"

February 15, 2017

City of Pomona Planning Division:

Please accept the attached PDF file as a request for consideration for a mural at Tony Cerda Park in the City of Pomona at 400 Grand Avenue to be reviewed at the February 27, 2017 Cultural Arts Commission Meeting .

This request is for the opportunity to create a mural on the restroom structure at Tony Cerda Park .

The vision for the complete project is to :

- 1) Create a mural on the restroom Structure
- 2) Repair the stage and repaint with a mural as an extension of the restroom project
- 3) Create better programming offered in the park to include monthly clean ups & concerts
- 4) Use this project as a blueprint to help improve other parks in the City of Pomona.
- 5) By the end of 2018 offer an attractions map / bike tour of all the murals created in the parks through this program.

The projects outline in this request would like to be considered for funding from City of Pomona Cultural Arts Commission public funds.

**Mission:**

The dA Center for the Arts is a diverse, multi-discipline, non-profit organization dedicated to enhance the quality of life for the greater community by educating and providing opportunities to experience, appreciate and support the arts.

**Purpose:**

The dA is dedicated to providing educational art exhibitions, literary programs, a range of musical experiences, theatre productions and classes, performance art/dance and film in Pomona in eastern L A County, an area that is devoid of cultural opportunities.

**dA Center for the Arts 252 -D South Main Street Pomona, CA 91766**  
**tel: 909.397.9716 fax: 909.629.8697 [www.dacenter.org](http://www.dacenter.org) [daartcenter@gmail.com](mailto:daartcenter@gmail.com)**

*A non-profit Arts Organization Since 1984*



Day One /  
dA Center for the Arts  
Tony Cerda Park Mural Project  
March 20, 2017

## Tony Cerda Park Mural Project :

Tony Cerda Park 400 West Grand Avenue; Pomona, California 91766



Mural Project Request :

Phase One ) To paint the restroom structure located at Tony Cerda Park

## Images of Restroom Structure:

Image : North facing side of the restroom.



The width is 37' 9 " wide.

There are three varied heights on the north & south facing sides of the structure:

Northside - East side front is 148 " H, mid front is 160" H and the west side front is 112" h

Southside - East side back id 112" H, Mid back is 160"" and the west side back is 148"

Image : South facing side of the restroom.



Image: West facing side of the rest room :



Image Blow : East facing side of the rest room :





## Artistic Vision :

- 1) To create a mural to honor the rich history of Pomona resident Chief Tony Cerda and his Costanoan Rumsen Carmel Tribe on the four sides of the restroom structure. The mural will be created with paint. Professional artists will lead the project that will include areas within the mural that will allow for residents and youth to contribute.

The goal is to have the mural started by April 28-30, 2017 for the 25th anniversary of the Costanoan Rumsen Carmel Tribe OHLONE “Big Time” Gathering & Pow-wow held in Tony Cerda Park.

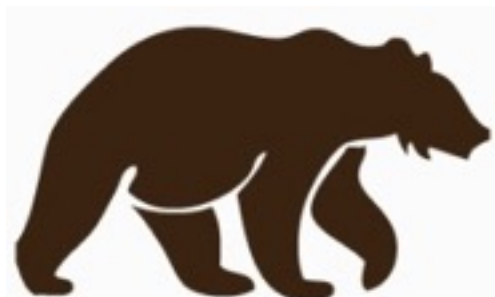
In addition to being an artistically beautiful esthetic public art piece, the artwork will also educate park visitor about Chief Cerda’s Tribe and the history of the Native Americans presence and influence in our community.

List of Visual Images to be portrayed:

- Portrait of Chief Cerda from 33rd Annual San Francisco Ethnic Dance Festival (I can upload image to group)
- Ohlone people
- Hummingbirds
- Bears (Ohlone are the Bear People)
- Original homeland - all throughout the Bay Area ( Santa Cruz, Santa Clara, Santa Cruz, Big Sur, San Francisco, Mt. Madonna, Carmel. Tribe was NOT just contained to Carmel.)
- Missions of significance to the Ohlone:
  - a Carmel Mission
  - b San Francisco Mission
  - c Santa Cruz Mission
  - d Mission Dolores
- Salmon, fishing was a major industry for the Ohlone
- Wickiup shelter (Ohlone did not use tents, but built wooden wickiups)
- shell mounds found at/near Sylmar beach

The four sides of the building will incorporate the following Native American philosophy :

The Four Directions (East, South, West, and North) will be represented by a distinctive color, such as black, red, yellow, and white, which for some stands for the human races. The Directions can also represent: Stages of life: birth, youth, adult (or elder), death.



## Collective Artist Team :

Gina Capaldi -

Gina is a nationally published writer and illustrator for children's literature. . Gina is an advocate for literacy and social justice. She is the curator of the biennial exhibition Imagine: A celebration of Children's Book Literature at the dA. Gina has both written and illustrated books and products for trade, historical non fiction, educational, and the toy industry. Her adherence to comprehensive research in historical non-fiction has garnered major awards. Most recently her book, Red Bird Sings, became a selected title from the National Council of the Humanities (NEH) as one of the top non-fiction titles.

Baoyi Cao -

Baoyi is a Diamond Ranch High School Senior, dA Center for the Arts Volunteer Art Leader, and Accomplished Artist. Baoyi has met with Chief Cerda and studied the traditions of the Costanoan Rumsen Carmel Tribe. She has designed conceptual renderings for the mural project

Gary V. Lett

Gary has been a working artist for over thirty five years. His artist experience range from graphic design to ceramic tile design and installation, and working with aspiring artists from kindergarten to adults.

For the past eighteen plus years Mr. Lett's career focus has been in education: directing After-School children art programs and teaching ceramic art. Currently he is one of the advance Hand-building/sculpture instructors at the American Museum of Ceramic Art (AMOCA) located in Pomona, California, and an instructor in the Arts Block at Foot Hill Country Day School in Claremont, California. There at Foot Hill, Mr. Lett is working on a 10ft by 18ft ceramic tile mural with the upper classman that depicts international "Nobel" winners, plus; and which will be installed on the campus grounds.

Intuitively, cultural diversity and appreciation is keystone in Gary's approach to teaching: Particularly noting, art is evident within every society –no matter how mundane or minute. Mr. Lett's mantra is: "art is the glue which binds the fiber of society together, although, sometime lose and sometime tight".

Angel Villanueva grew up in rural Latin America. The conceptual core of my work are the interconnections between the cognitive territories of knowledge, experience, memory, and imagination that provide the platform for our identity. I have traveled a lengthy journey across the disciplines both independently and in an academic context, eventually earning a double baccalaureate in Studio Art and Art History at the Claremont Colleges in Claremont, California.

## Advisor :

Chris Toovey ia an artist, arborist and co-founder/President of dA Center for the Arts. A Milton Avery Foundation Scholar while at Pitzer in recognition for philanthropic efforts. Forty years of dedication to art and community. Presently serving on Public Art Advisory Committees in the cities of Pomona and Claremont.

Andrew Quinones - Muralist and Youth Leader for the Southern California Empowerment Group.

## Community Partners :

**Day One / Pomona - Day One is a community-based nonprofit organization with a 29-year history of providing effective, high quality and culturally-sensitive public health education, intervention, and policy development.**

**dA Center for the Arts - The mission of the dA Center for the Arts, a diverse, multi-discipline, non-profit organization is to enhance the quality of life for the greater community by educating and providing opportunities to experience, appreciate and support the arts.**

## Image of restroom structure surface :



Dunn Edwards will be donating the paint for the painted mural portion of the project : They are providing their MasterSpec product which is used at theme parks and Downtown Los Angeles Mural projects. It has a 7 - 10 year guarantee of color vibrancy as well as the sacrificial coatings. / PDCA: Painting & Decorating Contractors of America [www.pdca.org](http://www.pdca.org) endorsed.

**Primer** to be applied to existing building.

FLEX-PRIME® Select is an interior and exterior latex masonry primer that provides very good resistance to alkali and efflorescence. It is designed to bridge hairline cracks in masonry surfaces, resulting in a seal that is flexible and tolerant of movement in the substrate. FLEX-PRIME® Select can be used on properly cured tilt-up concrete, poured-in-place concrete, stucco and block.

Mural - 7 - 10 Year color last

EVERSHIELD® is a complete line of ultra premium exterior, ultra-low VOC, 100% acrylic paint that provides maximum protection against UV color fade, mildew, efflorescence, water intrusion, and film failure (grain-cracking, peeling, blistering). Advanced technology and premium ingredients provide unparalleled performance, durability, coverage, and adhesion. EVERSHIELD® can be used on properly prepared and primed masonry, concrete, tilt-up, block, stucco, plaster, wood, and exterior metal.

and

Ultra premium exterior, ultra-low VOC, 100% acrylic paints

Provide maximum protection against UV color fade, mildew, efflorescence, water intrusion, and film failure (grain cracking, peeling, blistering). Advanced technology and premium ingredients provide unparalleled performance, durability, coverage, and adhesion. Can be used on properly prepared and primed masonry, concrete, tilt-up, block, stucco, plaster, wood, and exterior metal.

### **VandlGuardTEN Anti-Graffiti Coating by Rainguard**

Product Description Rainguard is North America's leading anti-graffiti coating manufacturer and VandlGuard™ is the best selling protective solution to the permanent defacement of building surfaces from commercially available spray paints. VandlGuard™ sets the standard for versatility. VandlGuard™ is a cross linking, co-polymer material that has little impact on the look of a building surface due to its clear, flat sheen. VandlGuard™ protects most surfaces; concrete, stucco, EIFS, brick, wood, metal, plastic and even painted materials. With VandlGuard™, treated surfaces can sustain repeated attacks and subsequent graffiti removal backed by a material warranty for up to 10 years. VandlGuard™ meets Master Painters Institute (MPI) specification #105- Graffiti-Protection Topcoat.

There will be prep work required on the concrete and the wood beams.

Sanding and patching will be completed before the template for the mural will be applied.

Hand painting will be used for detailed areas of the design and air brushing will be the methods used for larger areas.

Wood rot Treatment - The PC Products restores rotted wood back to its original strength. PC-Petrifies to harden rotted and damaged wood, the PC-Woody to permanently repair wood and the PC-Lumber to rebuild, shape and mold missing wood.

- PC-Petrifies is an environmentally friendly, water-based polymer designed to harden rotted and damaged wood
  - PC-Woody is a paste epoxy made from real wood
  - PC-Lumber is a hand-moldable putty epoxy that cures in 60 minutes
  - For use on all non-structural rotted wood, such as window sills, door frames and decorative wood
  - Sandable
  - Paintable
  - Kit includes 8 oz. PC-Petrifies, 6 oz. PC-Woody, 1 oz. PC-Lumber, acid brush, pair of latex gloves, 2 mixing sticks, putty knife, and a mixing board
- A Center for the Arts /DayOne Mural Project



# TONY CERDA PARK MURAL PROJECT



Designer: Gary Lett with Baoyi Cao  
Date: March 2017

## East & West Facing Walls



## Draft Budget

Project Name : Tony Cerda Park Mural project

Project Address: 400 Grand Avenue, Pomona, CA

### **Budget Breakdown:**

Artists Design \$ 500

Artwork material \$ 900 ( brushes/ tape/ drop clothes/ air brush hardware )

Fabrication/Labor \$8,500 ( 35 / 8 hour days @30)

Other Materials  
integral to the creation N/A

Art Consultant N/A

Transportation of Public Art N/A

Lighting / Electrical N/A

Appraisal Fees N/A

Identification Plaque \$ 100

\* In-kind - Paint is being donated





# CITY OF POMONA

## CULTURAL ARTS COMMISSION

### SPECIAL MEETING

### STAFF REPORT

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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