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# **CITY OF POMONA**

## **CULTURAL ARTS COMMISSION**

### **CITIZENS ADVISORY COMMITTEE**

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**DATE:** July 22, 2019

**TO:** Cultural Arts Commission Citizens Advisory Committee (CACCAC)

**FROM:** Anita D. Gutierrez, AICP, Development Services Director

**SUBJECT:** Ad-Hoc Committee recommendation to the CACCAC for the selected Pomona Arts Colony Mural proposal.

#### **STAFF RECOMMENDATION**

Staff recommends that the CACCAC recommend approval of the selected Pomona Arts Colony Mural Proposal and to request the applicant to submit a Final Design Plan to the Planning Division for Cultural Arts Commission (CAC) consideration.

#### **BACKGROUND**

On June 24, 2019, the CAC approved the release of a Request for Proposals (RFP) for a mural along the western wall of a structure located at 280 West Second Street in the Pomona Arts Colony. The mural would be a tribute to Gilbert "Magu" Lujan, Pomona resident and pioneer of the Chicano art movement. The estimated budget is \$25,000 to \$50,000, with the amount to be based on the quality of the artwork proposed. On June 25, 2019, the Planning Division released the approved RFP to the qualified artist shortlist ("Artist Shortlist") with a submittal deadline of July 16, 2019. Eight completed proposals were submitted.

#### **ARTIST SHORTLIST**

All artists on the Artist Shortlist have been prequalified by the CAC to apply for projects to be spent from the Art in Public Places in-lieu fund. This includes non-profit organizations that may submit proposals as partners with both established and unestablished artists in the community, who are not individually identified on the Artist Shortlist (Attachment 2).

#### **AD-HOC COMMITTEE REVIEW**

On June 24, 2019, the CACACC established an ad-hoc committee consisting of members Joshua Swodeck, Joy McCallister, and Andrew Quinones to evaluate proposals submitted in response to the RFP and to provide a recommendation for a finalist. On July 17, 2019, Planning Division staff

met with the ad-hoc committee members to evaluate the proposals based on appropriateness, provided narrative, and design concept as outlined in the released RFP.

### **RECOMMENDED PROPOSAL**

Based on the RFP goals and criteria, the ad-hoc committee selected a proposal submitted by the dA Center for the Arts (Attachment 3) for recommendation to the CACCAC. The proposal will be executed by David Botello and Wayne Healy, two artists represented as East Los Streetscapers. The artists intend to engage the community in meetings to aid in designing the mural, with inspiration to be drawn from a completed tribute piece by the executing artists entitled “Magulandia.” The proposal is estimated to cost \$25,500.

Respectfully Submitted By:  
Anita D. Gutierrez, AICP  
Development Services Director

Prepared By:  
Alina Barron  
Assistant Planner

### **ATTACHMENTS:**

- 1) RFP, Pomona Arts Colony
- 2) Artist Shortlist
- 3) Recommended Proposal, dA Center for the Arts