



# City of Watsonville

## Meeting Agenda

### Parks & Recreation Commission

*Ana V. Hurtado, District 1*  
*Paul De Worken, District 2*  
*Brando Sencion, District 3*  
*Jessica Carrasco, District 4*  
*Abel Sanchez, District 5*  
*Kristian Flores, District 6*  
*Wayne Hayashibara, District 7*

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Monday, August 5, 2019

6:30 PM

City Council Chambers  
275 Main Street, Top Floor

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#### 1. ROLL CALL

#### 2. PLEDGE OF ALLEGIANCE

#### 3. COMMUNICATIONS

*(This time is set aside for members of the general public to address the Parks & Recreation Commission on any item not on the Agenda, which is within the subject matter jurisdiction of the Parks & Recreation Commission. No action or discussion shall be taken on any item presented except that any Commissioner may respond to statements made or questions asked, or may ask questions for clarification. All matters of an administrative nature will be referred to staff. All matters relating to Parks & Recreation Commission will be noted in the minutes and may be scheduled for discussion at a future meeting or referred to staff for clarification and report. Any Commissioner may place matters brought up under Oral Communications on a future agenda. ALL SPEAKERS ARE ASKED TO FILL OUT A CARD & LEAVE IT AT THE PODIUM, ANNOUNCE THEIR NAME AND ADDRESS IN ORDER TO OBTAIN AN ACCURATE RECORD FOR THE MINUTES.*

3.1 Oral Communications from the Members of the Public

3.2 Oral Communications and Commissioner Liaison Reports from the Commissioners

3.3 Directors Report

*All items appearing on the Consent Agenda are recommended actions which are considered to be routine and will be acted upon as one consensus motion. Any items removed will be considered immediately after the consensus motion. The Chair will allow public input prior to the approval of the Consent Agenda.*

#### 4. CONSENT AGENDA

[PARKS AND RECREATION COMMISSION MEETING MINUTES MAY 6, 2019 AND JULY 1, 2019](#)

**Attachments:**      [MINUTES-May](#)  
                                 [MINUTES-July 1, 2019 Final](#)

**5. ITEMS REMOVED FROM CONSENT AGENDA**

**6. PRESENTATIONS & REPORTS**

**6.1**      [RECOMMEND ADOPTION OF FINAL PARK MASTER PLAN FOR CITY PLAZA BY PARKS AND COMMUNITY SERVICES DIRECTOR NICK CALUBAQUIB](#)

**Attachments:**      [080519 Plaza Final Master Plan](#)  
                                 [Attachment A - Wastonville Strategic Park Plan - 07.30.19](#)  
                                 [Attachment B - City Plaza Cost Estimate - Summary - 07-30-19](#)

**Civic Plaza Community Rooms, 275 Main Street, Top Floor**  
**7:30 p.m.**

**6.2**      [ROUNDTABLE DISCUSSION WITH COUNTY OF SANTA CRUZ PARKS AND RECREATION COMMISSION \(WILL BE HELD IN THE COMMUNITY ROOM AT 7:30PM\)](#)

DISCUSSION TOPICS: SHARED INTERESTS FOR SOUTH COUNTY RESIDENTS, GOALS OF WATSONVILLE CITY PARKS, GOALS OF SANTA CRUZ COUNTY PARKS, AREAS FOR PARTNERSHIP, POSSIBLE PHYSICAL CONNECTIONS BETWEEN PINTO LAKE CITY PARK & PINTO LAKE COUNTY PARK

**City Council Chambers, 275 Main Street, Top Floor**

**6.3**      [PUBLIC ART FEE BY SENIOR ADMINISTRATIVE ANALYST ADRIANA FLORES](#)

**Attachments:**      [Staff Report-Art Fees.8.5.19](#)  
                                 [Comm. Initiated Public Art Guidelines 2019](#)  
                                 [Pub Art Proc Fee](#)

**6.4**     [PUBLIC ART DESIGN APPROVAL BY SENIOR ADMINISTRATIVE ANALYST ADRIANA FLORES](#)

**Attachments:**     [Staff Report - Watsonville Brillante](#)  
                              [Attachment - A Watsonville Brillante Public Art Application](#)  
                              [Attachment B - Fuentes Letter of Recommendation](#)  
                              [Attachment C - crocetti support 8\\_1 fuentes](#)

**7. UNFINISHED BUSINESS**

**7.1**     [PARKS AND RECREATION COMMISSION WORK PLAN BY PARKS AND COMMUNITY SERVICES DIRECTOR NICK CALUBAQUIB](#)

**Attachments:**     [080519 PRC Work Plan](#)  
                              [Attachment A - PRC Workplan 2019 DRAFT 050619](#)

- a) Staff Report
- b) Commission Questions & Input
- c) Public Input
- d) Appropriate Action

**8. ADJOURNMENT**

**The next Commission meeting will be held on September 16, 2019**

MINUTES  
REGULAR PARKS & RECREATION COMMISSION MEETING

May 6, 2019

City of Watsonville  
Council Chambers  
275 Main Street, Top Floor

1. ROLL CALL

Commissioners:	Carrasco, DeWorken, Flores, Hayashibara, Sanchez, Sencion
Commissioners Absent:	Hurtado
PCS Staff:	Parks & Community Services Director Calubaquib Assistant Parks & Community Service Director Heistein Administrative Assistant II Moya Administrative Assistant II Diaz Recreation Supervisor Bragado

2. PLEDGE OF ALLEGIANCE

3. COMMUNICATIONS

3.1 ORAL COMMUNICATIONS – Chair Sanchez visited the Earth Day/Day of the Child event at the Watsonville City Plaza and said he was happy to see the community support the event and looks forward to next year's event.

3.2 DIRECTOR'S REPORT – Director Calubaquib updated the Commission on the Park Master Plans and Park Strategic Plans. The Commission will receive a progress report at the June meeting on the results of the planning process. Director Calubaquib provided an update on development of an Integrated Pest Management Action Plan and policy. Director Calubaquib reminded the Commission about the upcoming events including the Wine, Beer & Art Walk on May 11, the City Council meeting announcing May is Aquatics Safety month at the second meeting in May, and the Department Summer activities program beginning on June 17.

4. CONSENT AGENDA

4.1 MOTION TO APPROVE MINUTES OF THE REGULAR MEETING OF MARCH 4, 2019

MOTION: It was moved by Commissioner Sencion, seconded by Commissioner Hayashibara and carried by the following vote to approve the Minutes of the Regular Meeting on April 15, 2019.

Ayes:	CARRASCO, DEWORKEN, FLORES, HAYASHIBARA, SANCHEZ, SENCION
Noes:	NONE
Absent:	HURTADO
Abstain:	NONE

5. ITEMS REMOVED FROM CONSENT AGENDA

NONE



## 6. PRESENTATIONS & REPORTS

- 6.1 REPORT ON THE G.H.W.R. YOUTH CENTER DROP-IN PROGRAM – Recreation Supervisor Eugene Bragado provided an overview and update on the Drop-in Program at the G.H.W.R. Youth Center. Recreation Supervisor Bragado announced plans to celebrate the 25<sup>th</sup> Anniversary of the G.H.W.R. Youth Center on October 4<sup>th</sup>. Commission asked if the activities offered at the drop-in program are free. Recreation Supervisor Bragado answered the daily activities are free and the activities that are hosted after hours have a small fee.
- 6.2 PROGRESS REPORT FOR CAPITAL PROJECTS FOR FISCAL YEAR 2018-19 – Assistant Parks and Community Services Director Heistein provided an update to the Capital Projects and the progress to their completion. The Commission asked questions and Director Calubaquib and Assistant Director Heistein answered and provided clarification.

## 7. NEW BUSINESS

- 7.1 ESTABLISHMENT OF ANNUAL COMMISSIONER PROGRAM LIAISON APPOINTMENTS
- a) STAFF REPORT – Director Calubaquib proposes and recommends establishing a Commissioner Program Liaison for the Department and appoint Commissioners as Program Liaison to key service areas. Serving as a Program Liaison will provide the Commissioner a more in-depth understanding of operations and empower Commissioners to provide informed and relevant feedback and policy recommendations for the Department's services. The key service areas are Parks (2 Liaisons), Sports, Youth Development (2 Liaisons), Special Events and Facility Rentals.
  - b) COMMISSIONER QUESTIONS & INPUT – Commissioners stated their preferences for the key service areas they would like to be appointed to. Key service area appointments have been assigned by Chair.
  - c) PUBLIC INPUT – NONE
  - d) MOTION: It was moved by Commissioner Carrasco, seconded by Commissioner DeWorken and carried by the following vote to approve the Establishment of Annual Commissioner Program Liaison Appointments.

AYES:	CARRASCO, DEWORKEN, FLORES, HAYASHIBARA, SANCHEZ, SENCION
NOES:	NONE
ABSENT:	HURTADO
ABSTAIN:	NONE

### 7.2 DEVELOPMENT OF ANNUAL PARKS & RECREATION COMMISSION WORK PLAN

- a) STAFF REPORT – Director Calubaquib proposes and recommends developing and adopting an annual Parks & Recreation Commission Work Plan and appoint Commissioners to lead the implementation of Work Plan Projects. Director Calubaquib explained the process used to develop and foster an annual work plan with desired outcomes.
- b) COMMISSION QUESTIONS & INPUT – The Commission brainstormed various work plan ideas. The Commission requests a Public Works Department staff member provide a presentation to understand the services the department provides and the collaborations with Parks & Community Services. Commissioners stated the work plans projects they are interested in leading.
- c) PUBLIC INPUT – NONE

d) APPROPRIATE ACTION – The Commission will continue further discussion at the next Commission meeting.

8. ADJOURNMENT – 8:25pm

MINUTES  
REGULAR PARKS & RECREATION COMMISSION MEETING

July 1, 2019

City of Watsonville  
Council Chambers  
275 Main Street, Top Floor

1. ROLL CALL

Commissioners: Carrasco, DeWorken, Flores, Hayashibara, Hurtado  
Sanchez, Sencion,

Commissioners Absent:

PCS Staff: Parks & Community Services Director Calubaquib  
Assistant Parks & Community Service Director Heistein  
Administrative Assistant II Moya  
Administrative Assistant II Diaz

2. COMMUNICATIONS

ORAL COMMUNICATIONS – Mayor Estrada thanked the Parks and Community Services Department for allowing usage of the Ramsay Park soccer field to hold a free soccer clinic for youth in the community. Commissioner Hayashibara attended the 2<sup>nd</sup> Annual Wine, Beer and Art Walk, and he stated it was very successful and he was excited to see the community engaged in the festivities. Community member Gerry Martin asked if there was plans to expand the Wine Beer and Art Walk. Director Calubaquib replied the Wine, Beer and Art Walk was expanded and increased ticket sales by adding 150 tickets, and there is room for growth to add more locations and ticket sales for the next year.

DIRECTOR'S REPORT – Director Calubaquib thanked the Commission for attending the study session in order to discuss and get input for the strategic plan. Director Calubaquib announced that July is Parks and Recreation Month, and updated the Commission on events that are upcoming.

3. NEW BUSINESS

3.1 Parks and Recreation Commission Study Session and Direction for Park Master Plans for City Plaza and Ramsay Park By Director

- a) STAFF REPORT – Director Calubaquib recommended an open dialog with the Commission and the Public to provide input and recommendations in order to prepare a final park master plan for Ramsay Park and the City Plaza. The discussion will help provide a view of the existing conditions of the parks and how the strategic planning can help improve them. The second part of this review is to help coordinate and prioritize park projects to help align with the requirements and standards for a state grant. Consultants from Verde Design discussed the planning workshops and the potential improvements in the City Plaza, Ramsay Park and the overall parks master plan. Through these discussions, there were 32 different types of priorities that are based on public response and are to be narrowed down to the top ten priorities.
- b) COMMISSIONER QUESTIONS & INPUT – The Commission asked questions about the various design concepts and the Consultant, Verde Design, answered and clarified questions from the Commission.

- c) PUBLIC INPUT – Community Member Gerry Martin asked if the historical trees in the City Plaza have been identified, as some of them are commemorative. The Consultant from Verde Design, responded that a report for identifying historical trees will be completed.
- d) APPROPRIATE ACTION: The Commission selected the top ten priorities for Ramsay Park and City Plaza.

4. ADJOURNMENT – 8:25pm



**DATE:** July 30, 2019

**TO:** Parks & Recreation Commission

**FROM:** Nick Calubaquib, Parks and Community Services Director

**SUBJECT:** Recommend Adoption of Final Park Master Plan for City Plaza

**AGENDA ITEM:** August 5, 2019 Commission

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**RECOMMENDATION:**

Staff recommends that the Parks and Recreation Commission recommend that the City Council adopt the final Park Master Plan for the City Plaza.

**DISCUSSION:**

**Background**

Our community's parks and recreation programs and facilities improve the quality of life of our residents and although the City offers a myriad of quality services, the Parks and Community Services Department (PCS) has the potential to deliver services more effectively, more strategically, and more future focused. Post-recession and after years of deferred maintenance, there is a need to move the community's parks and recreation system forward and into the future.

On December 11, 2018, the Council approved an agreement with Verde Design, Inc. to develop a Strategic Plan for Parks and Community Services and Park Master Plans for Ramsay Park and City Plaza. The overall purpose of these initiatives was to engage the community to develop strategic direction for the development, expansion and rehabilitation of parks and recreation programs, services and facilities.

**Strategic Plan for Parks and Community Services**

In 2009, the Council adopted our current Parks and Recreation Master Plan. The purpose of this document was to serve as the "overarching plan for the development and implementation of future parks and recreational opportunities." The process involved a comprehensive community engagement effort and identified goals and priorities for parks and recreation services. However, largely due to the recession, the document has essentially been shelved and minimal Progress has been made on this plan to date. The document also lacked tangible, action-oriented steps that could be developed into a work plan.

Following years of deferred maintenance, the City's parks and recreation needs, especially in terms of our parks and facilities, is greater than the resources currently available to the City.

The development of a strategic plan will include a comprehensive assessment of system-wide needs through community engagement. These revitalization needs are the result of factors ranging from outdated equipment, to ADA upgrades, to technological advances, to modernizing facilities to meet the current needs of the community.

The desired outcomes of the development of the Strategic Plan have been to:

1. Update/reaffirm community goals for parks and recreation programs and facilities
2. Define community-driven prioritization of park/facility projects and recreation programs for development, expansion and revitalization
3. Develop an action plan to move these projects/initiatives to action

The end result of this initiative will be an addendum to our Parks and Recreation Master Plan that provides an action plan that is relevant, practical, and achievable given our economic restraints and potential. This plan will address current funding mechanisms and identify future funding opportunities. The Strategic Plan will be an opportunity to integrate the most innovative thinking in parks revitalization, capital and operations funding, cost recovery and economic development through improved design and access to recreation options.

This plan will be presented to the Parks and Recreation Commission (PRC) and City Council in September 2019 for adoption.

### **Park Master Plans for Ramsay Park and City Plaza**

Ramsay Park and the City Plaza have historically been identified and prioritized as the City's most significant and highly used park assets. Over the past decade to present day, the City has prioritized investment in improvements to amenities at both of these sites; however, long-term vision plans have not been established. The creation of Park Master Plans for these individual park sites, developed through high levels of community engagement, will identify priorities and needs and establish a vision for these community assets. These plans will also create an opportunity to reimagine how existing uses and history may be woven together with an updated modern perspective.

Park master plans will create a vision and plan for the entirety of these park sites, rather than looking solely at individual features of a park. This will allow staff to plan forward and realize the full potential of park spaces so that as conversations are furthered concerning amenities such as restrooms, soccer fields, pump tracks and others, they are conducted with an overall plan in place as to not impede opportunities for future amenities and expansions.

These plans will better position the City for funding opportunities and increase chances of obtaining private funding, public buy-in for fundraising and bonds and grant funding. These

master plans will be considered “shovel ready,” aligning them to be competitive for the Proposition 68 grant opportunities.

### *Community Engagement*

PCS staff, in partnership with Verde Design, conducted extensive community engagement efforts during the winter/spring of 2019 to inform the direction of the Strategic Plan and Park Master Plans. A Citywide survey was sent out to residents to receive input on all three plans. Staff also tabled at events and the Farmer’s Market to ask residents their opinion and what features they prefer. In addition, the following community meetings and workshops were held:

- Inter-Departmental City Staff Workshop – February 5, 11a-1p at Civic Plaza Community Room
- Stakeholders Workshop #1- February 6, 6-8p at Civic Plaza Community Room
- General Workshop - February 28, 6-8p at Civic Plaza Community Room
- General Workshop - March 2, 12-2p at Civic Plaza Community Room
- General Workshop - March 7, 6-8p at Ramsay Park Family Center
- City Plaza/Strategic Plan Meeting - March 27, 6-8p at Civic Plaza Community Room
- Ramsay Park/Strategic Plan Meeting - April 10, 6-8p at Ramsay Park Family Center
- Pop Up Meeting - April 13, 9a-1p at Ramsay Park
- Stakeholders Workshop #2- April 16, 6-8p at Civic Plaza Community Room
- Pop Up Meeting - April 28, 12-4p at the Plaza (Earth Day/Day of the Child event)

### *Park Master Plans*

Verde Design has taken all the data collected and has developed draft Park Master Plans for each site. These draft master plans are conceptual designs, intended to represent 30% construction drawings that outline park features and approximate placement, but lack definitive details. Plans developed to the 30% stage are typically required in order to be considered competitive for grants that fund the construction of projects.

The draft Master Plans for the City Plaza and Ramsay Park were presented to and discussed by the PRC on July 1 to provide the Council with direction for staff for the development of the final Plan. The PRC made the following recommendations to the City Council for the final City Plaza Master Plan:

- Gazebo - To remain in place
- Stage - Include a built stage
- Seating – 50% of PRC was in favor of terraced seating, 50% was in favor for no set seating
- Play Area – Include in plan
- Picnic and Game Tables – Include group areas and spread around the Plaza
- Pedestrian Paving – Include along Peck and Union Streets
- Concept 3 was the preferred concept, with the above modifications

These recommendations from the PRC were presented to the Council during its study session on this topic on July 9. The Council adopted the PRC's recommendations for the final City Plaza Master Plan, with the following exceptions:

- Seating – No set seating
- Play Area – No play area
- Concept 1 was the preferred concept, with the above outlined modifications.

The Council's adopted direction from their study session on July 9 were used to develop the final Master Plan for the City Plaza (Attachment A) and associated estimated costs (Attachment B).

### **Next Steps**

- August 5, 2019 – Apply for Proposition 68 grant funds through the State of California Statewide Park Development and Community Revitalization Program for the Watsonville City Plaza Expansion and Revitalization Project
- August 27 - Present final Master Plans to the Council for adoption

Staff will begin utilizing these Master Plans to seek funding for their implementation and construction.

### **STRATEGIC PLAN:**

The Council's adoption of this resolution is consistent with the Council's priorities of:

- Infrastructure & Environment (Deferred Asset Management, Long-Range Capital Improvement Plan) by developing an understanding of deferred and on-going maintenance needs for community parks and recreation assets as well as planning for preventative maintenance and future development
- Economic Development (Downtown Revitalization) by developing a master plan for the City Plaza in the heart of downtown
- Community Engagement & Well-Being (Parks and Community Services, Youth Activities & Programs) by developing an actionable plan to improve the quality of life for residents by advancing our community's parks and recreation services

### **FINANCIAL IMPACT:**

This project is part of the scope of work contained in an agreement with Verde Design, Inc. for an amount not to exceed \$175,918, which was awarded by the Council during its meeting on December 11, 2018.

### **ALTERNATIVES:**

None.

### **ATTACHMENTS:**

Attachment A: Final Master Plan for the City Plaza

Attachment B: Estimated Costs for Final Master Plan for City Plaza



LEGEND

- 1 REBUILT GAZEBO WITH PERMEABLE PAVER PLAZA
  - 2 REFURBISHED FOUNTAIN WITH BRICK PLAZA, PARK BENCHES AND INTERPRETIVE SIGNAGE
  - 3 STAGE
  - 4 SLOPED PATH OF TRAVEL TO STAGE
  - 5 PRIMARY ENTRANCE SPECIALTY PAVING
  - 6 GAME TABLE AREA
  - 7 GROUP PICNIC AREA
  - 8 HISTORIC/ART ELEMENT PEDESTAL
  - 9 EXISTING HISTORIC DRINKING FOUNTAIN
  - 10 EXISTING FLAG POLE
  - 11 CANNON AREA
  - 12 PATHWAY PAVING WITH BRICK ACCENT
  - 13 PARK BENCHES
  - 14 CIRCULAR BENCH AROUND EXISTING TREE
  - 15 SECONDARY ENTRY ACCENT PLANTING
  - 16 OPEN TURF AREAS
  - 17 RESTROOM BUILDING WITH BRICK PERMEABLE PAVER PLAZA
  - 18 LOW HEDGE PLANTING
  - 19 RAISED CROSSWALK WITH REMOVABLE BOLLARDS
  - 20 RESURFACED PECK STREET WITH PERMEABLE PAVERS
  - 21 RESURFACED UNION STREET PARKING AREA WITH PERMEABLE PAVERS
  - 22 DRINKING FOUNTAIN
  - 23 INTERPRETIVE SIGNAGE
  - 24 ADA ACCESSIBLE SPECTATOR AREA WITH PERMEABLE PAVERS
  - 25 PLANTING AREA
- EXISTING TREES TO BE PROTECTED
  - PROPOSED ACCENT TREES
  - PROPOSED STREET TREES
  - PROPOSED PALM TREES



NORTH

0 5' 10' 20' 30'

July 30, 2019

Concept Plan  
Watsonville Strategic Parks Plan  
City of Watsonville  
Watsonville, CA



LANDSCAPE ARCHITECTURE  
CIVIL ENGINEERING  
SPORT PLANNING & DESIGN  
2455 The Alameda, Ste. 200  
Santa Clara, CA 95050  
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www.verdedesigninc.com



<b>Subtotal Estimated Construction Cost:</b>		<b>\$2,266,388.00</b>
Survey, Permits, Traffic, SWPPP, etc. - 2%		\$45,328.00
Mobilization, Bonding & Project Management 10%		\$226,639.00
Bidding & Inflation Contingency 5% (First Year)		\$113,319.00
Construction Contingency 10%		\$226,639.00
Design Contingency 10%		\$226,639.00
<b>Total Estimated Cost with Construction Contingency:</b>		<b>\$3,104,952.00</b>

Notes:

- 1) Design contingency is for further development of design and compensates for unknown elements.  
We will eliminate as we move to Bid Documents.
- 2) Construction Contingency is provided to cover for site conditions and additional work not anticipated for upgrades.  
Owner has covered this contingency out of another account and is not part of this budget.
- 3) In Providing opinions of probable construction cost, the Client understands that the Landscape Architect has no control over costs or the price of labor equipment or materials, or over the Contractor's method of pricing, and that the opinions of probable construction costs provided herein are to be made on the basis of the Landscape Architect's qualifications and experience. The Landscape Architect makes no warranty, expressed or implied, as to the accuracy of such opinions as compared to bid or actual costs.
- 4) Construction costs are based on current market prices.

**City of Watsonville**  
**Parks and Community Services**



**M E M O R A N D U M**

**DATE:** July 29, 2019

**TO:** Parks & Recreation Commission

**FROM:** Adriana Flores, Sr. Administrative Analyst

**SUBJECT:** Recommendation of Application Fee for Community Initiated Public Art

**AGENDA ITEM:** August 5, 2019

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**RECOMMENDATION:**

It is recommended that the Parks and Recreation Commission make a recommendation to City Council to adopt a resolution for an application processing fee of \$200 for Community Initiated Public Art on privately owned commercial spaces.

**DISCUSSION:**

**Background**

The City's Mural Policy was adopted by the City Council on March 23, 2004, by Resolution No. 66-04 to establish review criteria for murals visible to the public. Modifications to the Mural Policy were approved by the City Council on April 28, 2009, by Resolution No. 84- 09 to include language that would promote the development of more murals as well as other artwork in the City.

In a joint meeting on August 10, 2010, the City Council and Redevelopment Agency approved Public Art Program Guidelines, which establish criteria for artwork, including murals, installed on exterior public spaces or private spaces visible from public property or rights of way. As part of the Guidelines, a Public Art Committee was established to develop an annual Public Art Plan and \$50,000 was appropriated from the Redevelopment Agency to support its execution. In 2011, the Committee recommended a Two-Year Public Art Plan for the City and on June 28, 2011, in a joint meeting, the City Council and Redevelopment Agency approved the plan.

On February 1, 2012, the City of Watsonville Redevelopment Agency was dissolved pursuant to the Dissolution Act, Assembly Bill X1 26(ABX1 26) enacted on June 28, 2011. With the dissolution of the Redevelopment Agency, the funds appropriated for the Public Art Plan and the Public Art Committee were also dissolved. Since that time there has not been an approving body for art projects in the City.

On July 9, 2019, the City Council approved the guidelines of Phase 1 of the Public Art Program: Community Initiated Public Art Projects. The program is described below.

## Definitions

- **Public Art** - City Ordinance 506-80 C-M defines “Art, public” as “art that is so located as to be visible to persons in public places, such as, but not limited to, streets, sidewalks, and parks, and which does not contain characteristics of an advertising sign or identify or draw attention to a business, profession, or industry, to the type of products sold, manufactured, or assembled, or to the type of services or entertainment offered or available on the premises or in the City” (Watsonville Municipal Code 14-18.086)
- **Artwork** - Tangible creations, including, but not limited to murals, themed art sculptures, art displays in vacant storefronts, utility box wraps and/or paintings, art in the park events, sidewalk art, large life-like figures
- **Public Spaces** - Exterior areas or buildings owned by the City of Watsonville
- **City Buildings**-Interior areas, visible to the public, of buildings owned by the City of Watsonville
- **Rights-of-way** - Exterior public or private parcel or easement utilized for the purpose of public vehicular and/or pedestrian movement, including CALTRANS (California Department of Transportation) rights-of-way, within the City limits
- **Private Spaces** - Exterior areas or buildings on privately-owned commercial property which is clearly visible to the general public from public areas such as streets, sidewalks, or other public thoroughfares.

## Recommended City Public Art Program

The Parks and Community Services Department (PCS) has been tasked with re-establishing the Public Art Program and to establish guidelines for approval of art projects in the City. The Public Art Program will be implemented in two phases, separating art projects in relation to their proposed funding sources and locations:

Phase	<u>Funding Source</u>	Location
Phase 1: Community Initiated Public Art Projects	Fully privately funded: <ul style="list-style-type: none"><li>• private investment</li><li>• donations</li><li>• grant funding</li></ul>	Public Spaces, City Buildings and Rights-of-Way <b>OR</b> Privately owned commercial spaces visible from public spaces or rights of way
Phase 2: City Initiated Public Art Projects	Partially City Funded <b>OR</b> Fully City Funded	Public Spaces, City Buildings and Rights-of-Way

## Phase 1: Community Initiated Public Art Projects

Staff has developed guidelines and a process for the approval of public art projects that (1) Will be fully privately funded through private, donation or grant funding, and (2) are proposed to be installed on public spaces, City buildings and rights-of-way or privately owned commercial spaces visible from public property or rights of way.

PCS will serve as the lead Department for applications and processing of proposed public art in the City and the Parks and Recreation Commission has been appointed as the approving body. The Parks and Recreation Commission is responsible for reviewing and approving specific artwork/projects. However, the Guidelines do allow appeals to the City Council for projects that are not approved by the Commission.

## Application Process

The proposed approval process is as follows:

1. **Initiation** – Artwork/projects may be initiated in several ways, including but not limited to:
  - a. **Proposed Projects/Artwork** – Artists, property owners, and/or others interested in collaborating on a public artwork/project may submit proposals for consideration.
  - b. **Gifts/Donations of Artwork** - The City of Watsonville appreciates the generous and innovative spirit in which gifts, unsolicited loans, and unsolicited works of art are proposed. The City has a responsibility to consider the resources required for the maintenance, preservation, protection, and appropriate display of all works of art included in the Public Art Collection and to ensure an open and public process when considering the inclusion of new works of art into the City of Watsonville Art Collection. Donated artwork may be considered and will be reviewed using the same process as any other artwork.
2. **Application** - Artist, property owner and/or others interested in collaborating on a public artwork/project submits proposal for public art and/or associated gift or donation to the Parks and Community Services Department. The application form and fee will be due at the time of submission to the PCS Department for initial screening and evaluation, using the established considerations, eligibility requirements and standards. Applications will be routed to the Community Development Department for review.
3. **Parks and Recreation Commission Review** - The Commission will approve or reject proposals based on the established considerations within these Guidelines.
4. **Appeals** - If applicable, City Council will consider appeals for artworks/projects not approved by Parks and Recreation Commission.
5. **Compliance** – The Community Development Department is charged with project compliance.

## Artwork/Project Considerations, Eligibility Requirements and Standards

All projects and artwork considered through the City of Watsonville Public Art Program, shall be reviewed utilizing the following considerations, eligibility requirements and standards.

1. **Artwork/Project Considerations** - All proposals will be evaluated using the considerations listed below.
  - a. General Considerations – The following will be used when evaluating, selecting and recommending artwork/projects and will include but may not be limited to:
    - i. Artist's qualifications, experience, and ability;
    - ii. Suitability of the proposed artwork/project;
    - iii. Conservation/repair needs and availability of funding to meet those needs;
    - iv. Technical feasibility; and
    - v. Expenses, if any, required from the City.
  - b. Site/Placement Considerations – May include public or private spaces, rights-of-way or City buildings, as defined under IV above. The following will be used when evaluating and selecting site/placement and will include, but may not be limited to:
    - i. Availability of suitable location for the artwork/project;
    - ii. Public safety and liability issues;
    - iii. Accessibility for conservation and repair; and
    - iv. Visibility and accessibility to public
2. **Eligibility Requirements** - Artwork/projects, including donated artworks, that are ineligible for consideration under the Program may include but are not be limited to those that:

- a. Do not meet the criteria established for the Program;
  - b. Carry restrictions or conditions not established by or in keeping with the Program;
  - c. Contain advertising;
  - d. Do not meet the Standards for artwork/projects listed below; and/or
  - e. May have ownership, fraud, or authenticity issues.
3. **Standards** - Standards for Artwork/projects in public or private spaces, rights-of-way or City buildings, as defined under IV above include, but are not limited to the following:
- a. Nudity. Artwork containing nudity may be permissible, unless a) it would constitute obscene matter and lacks serious literary, artistic, political or scientific value, and/or b) promotes sexual violence against an individual or group.
  - b. Violence. Artwork may be excluded if it promotes or condones violence against an individual or group or its graphic quality would be objectionable to the target audience; and
  - c. Partisan political statements. Artwork may be excluded if it contains partisan political statements.

### Application Fee

It is proposed that the application processing fee be \$200 for Community Initiated Public Art on privately owned commercial spaces. On March 23, 2004, the Council adopted an application fee of \$200 for proposed murals in public and private spaces. On April 22, 2009, the Council adopted new application fees for proposed murals in the amount of \$25 for non-profits and \$100 for all other parties. The proposed \$200 fee would re-instate the fee adopted in 2004 and help to partially cover the cost associated with the processing of applications and materials, preparation of reports and public noticing. The minimum cost incurred by the City for staff time alone is currently estimated to be approximately \$255, with larger projects likely far exceeding this cost. The \$200 fee would apply to all public art projects (including murals) proposed on privately owned commercial spaces only and would increase annually by the Consumer Price Index.

### Other Considerations

#### *Accession of Artwork/Projects*

Public art installed on public spaces (this does not apply to art installed on private spaces) be accessioned into the City of Watsonville's Art Collection. Accession implies the responsibility to preserve, protect, and display the artwork for the public benefit, as well as a work's permanency within the City of Watsonville Art Collection, providing that the work retains its physical integrity, identity, and authenticity. Accessioning artwork also provides the City with full ownership of the piece, without restrictions as to its future use and disposition.

#### *Deaccession of Artwork/Projects*

Describes the City's process for the removal, sale, relocation, and/or disposal of public works of art in the City of Watsonville Art Collection, including removal of the artwork from its public site. Artwork may be considered for deaccession under certain conditions, including security, theft, damage beyond repair, loss of site, safety and others.

#### *Special Procedures for Public Art in Historical Sites*

When public art is part of a designated local historic site or property undergoing remodeling, or public art is considered for a designated local historic site or property, is it recommended that special considerations be adopted, including that:

- ☐ Artists shall research the historical, architectural, cultural and social character of the site or property to develop an understanding of the historical context.

- Artists shall work with Parks and Community Services Department Staff, as necessary, to identify principles that balance preserving and reinforcing the prominent features of a site or property with adding vital new public art component(s).

**Next Steps**

Staff will bring Parks and Recreation Commission recommendation regarding application fee for Community Initiated Public Art on privately owned commercial spaces to City Council for approval and adoption.

Staff will continue to develop Phase 2 of the Public Art Program (City Initiated Public Art Projects) and will present this program to the Council at a later date. This program will address projects/artwork that are either partially or fully subsidized by City funds. PCS staff will develop and establish guidelines for the public and artists to submit proposals and for City Staff to call for artists for specific projects. Funding strategies for these types of projects will also be proposed.

**STRATEGIC PLAN:**

The proposed guidelines support the Council's Strategic Plan goal of Economic Development and downtown revitalization to work with the community on beautification projects.

**FINANCIAL IMPACT:**

The application fee would partially cover the cost associated with the processing of applications and materials, preparation of reports and public noticing for public art projects (including murals) proposed on privately owned commercial spaces. The fee shall be adjusted on July 1st of each year in accordance with the Consumer Price Index (CPI) for the San Francisco Bay Area for the preceding April-to-April period.

**ATTACHMENTS:**

Attachment A: Community Initiated Public Art Guidelines

# **CITY OF WATSONVILLE PUBLIC ART PROGRAM COMMUNITY INITIATED ART GUIDELINES**



## **I. PURPOSE OF PUBLIC ART PROGRAM**

To promote, support and increase the creation of public art displays within the City of Watsonville to provide an opportunity for personal and community reflection, promote the City's attributes and enhance its image for the enjoyment and benefit of the residents, businesses, employees and visitors.

## **II. OVERVIEW OF PROGRAM**

This program provides a process for approval of Community Initiated Public Art Projects that:

1. Will be fully privately funded through private, donation or grant funding (excluding in-kind contributions from the City), and
2. Are proposed to be installed on public spaces, City buildings and rights-of-way **OR** private commercially owned spaces visible from public property or rights of way.

Community initiated public art projects where a commercial property owner, artist, member of the public, a neighborhood group or other community organization and/or private donor, may submit proposed installations and/or public acquisitions of unsolicited Works of Art. These projects shall be funded through grants or private funding/donations only (no City funds will be utilized, other than in-kind services, where applicable).

These guidelines are not intended to address art projects or proposals that will utilize City funds. Artwork proposals or projects utilizing City funds are subject to and must follow the City Initiated Public Art Guidelines.

The Parks and Recreation Commission will be the responsible entity for approving specific artwork/projects and may, from time to time, seek outside expertise to assist with its decisions.

Specific submittal requirements for proposed artwork/projects will be included with the application packet provided by the Parks and Community Services Department. All completed applications and application fee are to be submitted to the Parks and Community Services Department for initial review and recommendation to the Parks and Recreation Commission. Proposals of artwork/projects on Commercial Private Property or Public Spaces, as defined under IV below, which do not receive Commission approval, may be appealed to the City Council if rejected by the Commission.

## **III. PURPOSE OF PROGRAM GUIDELINES**

Artwork is intended to attract attention, represent free artistic expression and be consistent with first amendment protections. Since most artwork is generally located in high visibility areas, criteria, standards and procedures are deemed necessary and appropriate. The purpose of the City of Watsonville Community Initiated Art Guidelines is to:

1. Establish standards and procedures for reviewing artwork installed on exterior public spaces, rights-of-way, **OR** privately owned commercial spaces visible to the public (private spaces) or interior areas of City buildings, as defined under IV below; and
2. Provide general guidance for the selection, installation and management of community initiated and funded public art projects. Details and specifications for artwork/projects will be included in written agreements between the City of Watsonville and other parties.

These guidelines are not intended to apply to events containing an art component. However, should the event result in the creation and installation of permanent artwork in exterior public or private spaces or rights-of-way or interior areas of City buildings, as defined under IV below, the entity in charge of approving the event shall be responsible for coordinating approval of the artwork with the Parks and Recreation Commission.



# **CITY OF WATSONVILLE PUBLIC ART PROGRAM COMMUNITY INITIATED ART GUIDELINES**

## **IV. DEFINITIONS**

**Public Art** - City Ordinance 506-80 C-M defines “Art, public” as “art that is so located as to be visible to persons in public places, such as, but not limited to, streets, sidewalks, and parks, and which does not contain characteristics of an advertising sign or identify or draw attention to a business, profession, or industry, to the type of products sold, manufactured, or assembled, or to the type of services or entertainment offered or available on the premises or in the City” (Watsonville Municipal Code 14-18.086).

**Staff** - Employees of the City of Watsonville Parks and Community Services Department

**Proposal** - Suggested idea for artwork or project

**Project** - Activity designed to carry out the goal of the program

**Artwork** - Tangible creation, including, but not limited to Murals, Themed art sculptures, Art Displays in Vacant Storefronts, Utility Box Wraps and/or Paintings, Art in the Park Events, Sidewalk Art, Large life-like figures

**Theme** - Idea with a central focus

**Permanent** - Artwork that is fixed and changeless

**Public Spaces** - Exterior areas or buildings owned by the City of Watsonville

**City Buildings** - Interior areas, visible to the public, of buildings owned by the City of Watsonville

**Rights-of-way** - Exterior public or private parcel or easement utilized for the purpose of public vehicular and/or pedestrian movement, including CALTRANS (California Department of Transportation) rights-of-way, within the City limits

**Private Spaces** - Exterior areas or buildings on privately-owned commercial property which is clearly visible to the general public from public areas such as streets, sidewalks, or other public thoroughfares.

## **V. ROLES AND RESPONSIBILITIES**

### **A. City Council (Council) shall:**

1. Consider appeals of proposed non-City funded artwork/projects on public or private spaces, as defined under IV above, rejected or approved by the Parks and Recreation Commission.

### **B. Parks and Recreation Commission (Commission) shall:**

1. Periodically review and make modifications, as necessary, to these guidelines used to implement and administer the Program;
2. Review and approve or reject artwork/projects through public meetings to obtain input from the community;

### **C. Parks and Community Services Department Staff shall:**

1. Oversee and manage the ongoing operation of the Public Art Program;
2. Propose, review and make recommendations to the Commission regarding all artwork/projects that meet the Program criteria;
3. Present appeals to the City Council for proposed artwork/projects that are rejected by the Commission;

### **D. Other City Departments shall:**

1. Provide assistance as needed to implement the Public Art Program and complete the approved artwork/projects. The types of assistance that may be provided may include but are not limited to: technical advice, assistance with permits, policy enforcement and coordinating events and installations.

### **E. Artists interested in collaborating with the City on artwork/projects shall:**

1. Submit all materials requested on the application
2. Conduct necessary research, attend meetings, make presentations, and make

**CITY OF WATSONVILLE  
PUBLIC ART PROGRAM  
COMMUNITY INITIATED ART GUIDELINES**

site visits when necessary;

3. Work closely with Staff and others involved in the artwork/project;
4. Execute and complete the work, including installation and permits, as stipulated in the contract/agreements(s) to be entered into by the City, artist and/or property owner, if located in City buildings;
5. Perform conservation and repairs to artwork/project as stipulated in the contract/agreement;
6. Grant the City of Watsonville, Council and its agents ownership and non-exclusive, unlimited and irrevocable license to the artwork for reproduction and promotional uses or other uses as stipulated in the contract/agreement (copyright shall remain with the artist);
7. Provide insurance as stipulated in the contract/agreement; and
8. Adhere to all other conditions of the contract/agreement.

**F. Property Owners and others interested in collaborating with the City on artwork/projects shall:**

1. Submit all materials requested on the application;
2. Conduct necessary research, attend meetings, make presentations, and make site visits when necessary;
3. Work closely with Staff and others involved in the artwork/project;
4. Ensure that the work is executed and completed, including installation, as stipulated in the contract/agreement(s) to be entered into by the City, property owner, and artist;
5. Ensure that restoration and repairs to artwork/projects are performed as stipulated in the contract/agreement. Property owners must maintain compliance with the Visual Rights Act of 1990 and the California Arts Preservation Act;
6. Provide insurance as stipulated in the contract/agreement; and
7. Adhere to all conditions of the contract/agreement.

**VI. APPLICATION PROCESS**

1. **Initiation** – Artwork/projects may be initiated in several ways, including but not limited to:
  - a. **Proposed Projects/Artwork** – Artists, property owners, and/or others interested in collaborating on a public artwork/project may submit proposals for consideration.
  - b. **Gifts/Donations of Artwork** - The City of Watsonville appreciates the generous and innovative spirit in which gifts, unsolicited loans, and unsolicited works of art are proposed. The City has a responsibility to consider the resources required for the maintenance, preservation, protection, and appropriate display of all works of art included in the Public Art Collection and to ensure an open and public process when considering the inclusion of new works of art into the City of Watsonville Art Collection. Donated artwork may be considered and will be reviewed using the same process as any other artwork.
2. **Application** - Artist, property owner and/or others interested in collaborating on a public artwork/project submits proposal for public art and/or associated gift or donation to the Parks and Community Services Department. The application form and fee will be due at the time of submission to the PCS Department for initial screening and evaluation, using the considerations and eligibility requirements in Section VII below. Applications will be routed to the Community Development Department for review.
3. **Parks and Recreation Commission Review** - The Commission will approve or reject proposals based on the established considerations within these Guidelines.
4. **Appeals** - If applicable, City Council will consider appeals for artworks/projects not approved by Parks and Recreation Commission.

**CITY OF WATSONVILLE  
PUBLIC ART PROGRAM  
COMMUNITY INITIATED ART GUIDELINES**

**VII. ARTWORK/PROJECT CONSIDERATIONS, ELIGIBILITY REQUIREMENTS AND STANDARDS**

All projects and artwork considered through the City of Watsonville Public Art Program, shall be reviewed utilizing the following considerations, eligibility requirements and standards.

1. **Artwork/Project Considerations** - All proposals will be evaluated using the considerations listed below.
  - i. General Considerations – The following will be used when evaluating, selecting and recommending artwork/projects and will include but may not be limited to:
    1. Artist's qualifications, experience, and ability;
    2. Suitability of the proposed artwork/project;
    3. Conservation/repair needs and availability of funding to meet those needs;
    4. Technical feasibility; and
    5. Expenses, if any, required from the City.
  - ii. Site/Placement Considerations – May include public or private spaces, rights-of-way or City buildings, as defined under IV above. The following will be used when evaluating and selecting site/placement and will include, but may not be limited to:
    1. Availability of suitable location for the artwork/project;
    2. Public safety and liability issues;
    3. Accessibility for conservation and repair; and
    4. Visibility and accessibility to public
2. **Eligibility Requirements** - Artwork/projects, including donated artworks, that are ineligible for consideration under the Program may include but are not be limited to those that:
  1. Do not meet the criteria established for the Program;
  2. Carry restrictions or conditions not established by or in keeping with the Program;
  3. Contain advertising;
  4. Do not meet the Standards for artwork/projects listed below; and/or
  5. May have ownership, fraud, or authenticity issues.
3. **Standards** - Standards for Artwork/projects in public or private spaces, rights-of-way or City buildings, as defined under IV above include, but are not limited to the following:
  1. Nudity. Artwork containing nudity may be permissible, unless a) it would constitute obscene matter and lacks serious literary, artistic, political or scientific value, and/or b) promotes sexual violence against an individual or group.
  2. Violence. Artwork may be excluded if it promotes or condones violence against an individual or group or its graphic quality would be objectionable to the target audience; and
  3. Partisan political statements. Artwork may be excluded if it contains partisan political statements.

**VIII. ACCESSION OF ARTWORK/PROJECTS TO THE CITY OF WATSONVILLE ART COLLECTION**

Accessioned artworks shall be of distinctive artistic merit and aesthetic quality and will enhance the diversity of the City of Watsonville Art Collection. Accessioned artwork shall be appropriate in and for its site, scale, material, form, and content for both its immediate and general social and physical environment. Accessioned artwork shall be reasonably durable against theft, vandalism, weather, and excessive maintenance costs.

# **CITY OF WATSONVILLE PUBLIC ART PROGRAM COMMUNITY INITIATED ART GUIDELINES**

Accession implies the responsibility by the City of Watsonville to preserve, protect, and display the artwork for the public benefit, as well as a work's permanency within the City of Watsonville Art Collection, providing that the work retains its physical integrity, identity, and authenticity.

Accessioned artwork will be acquired without restrictions as to its future use and disposition, except with respect to copyrights and certain clearly defined residual rights contained in agreements with artists. Artwork will be accessioned into the City of Watsonville Art Collection only upon completion of all facets of the commissioning or purchasing agreement.

Each accessioned work will be documented to the fullest extent possible, including artist's last known address and, when available, photographs.

The artist's or legal owner's signed agreement transferring title for the artwork and clearly defining the rights and responsibilities of all parties will accompany every accessioned work and shall be in the documented records of the work. The artist's copyrights will be maintained in accordance with applicable law.

## **IX. DEACCESSION OF ARTWORK/PROJECTS FROM THE CITY OF WATSONVILLE ART COLLECTION**

The process for the removal, sale, relocation, and/or disposal of public works of art in the City of Watsonville Art Collection, including removal of the artwork from its public site may be considered for deaccession only under the following conditions:

1. Security - the condition or security of the artwork cannot be reasonably guaranteed.
2. Theft - all stolen artworks will be documented through an official police report and a report prepared by the agency responsible for the site of loss.
3. Inauthentic - the work is discovered to be inauthentic, fraudulent, or stolen.
4. Damage beyond repair - the work has been damaged beyond repair, damaged to the extent that it no longer represents the artist's intent, or damaged to the extent that the expenses of restoration and repair is found to exceed current market value of the artwork. In the event the artwork is damaged, staff will prepare a report that documents the original cost of the artwork, estimated market value, and the estimated cost of repair.
5. Loss of site - Every attempt will be made to find a suitable location for every artwork in the City's art collection; however, lack of siting or proper storage could merit deaccessioning.
6. Site alteration - for site-integrated artwork, if the site for which a piece of artwork was specifically created is structurally damaged or otherwise altered so that it can no longer accommodate the work, or if the piece is made publicly inaccessible by a change in its surrounding environment such as new construction or demolition, that artwork may be considered for deaccession.
7. Temporary acquisition - the artwork was purchased as a semi-permanent acquisition and the city's obligation is terminated.
8. Safety - the artwork endangers public safety.
9. Excessive representation - the work is duplicative, or excessive in a large holding of work of that type or of that artist.
10. Aesthetic value - the work has not withstood the test of time. It has been professionally determined to lack aesthetic or artistic value to justify its continued upkeep and storage within the City's art collection.

# **CITY OF WATSONVILLE PUBLIC ART PROGRAM COMMUNITY INITIATED ART GUIDELINES**

In the event that works of art are threatened by any of the above criteria, staff will prepare a recommendation for deaccession of artwork from the City's Art Collection for review, evaluation, and action by the Parks and Recreation Commission and the City Council.

It is the obligation of the Parks and Recreation Commission to ensure that all disposals with regard to the City's Art Collection be formally and publicly conducted and adequately documented.

Artists whose work is being considered for deaccession shall be formally notified by mail using the current address of record originally provided by the artist.

All artwork under consideration for deaccession will be accompanied by a staff report that includes:

- a) Reasons for the suggested deaccession.
- b) Accession method, cost, and current market value.
- c) Documentation of correspondence with the artist.
- d) Photo documentation of site conditions (if applicable).
- e) Official police report (if applicable).
- f) Permanent record of the artwork's inclusion in City's Art Collection, and reasons for its removal, shall be maintained in a deaccessioned collection file, and will be kept as a separate section of the City's Art Collection records.

The artwork, or its remains, shall be disposed of by the Parks and Community Services Department staff or its agents upon deaccession action. The artist will be given the opportunity to purchase the artwork, or its parts, before disposal by sale (in accordance with the California Royalty Act), donation, trade, or destruction.

The Parks and Recreation Commission will deaccession artwork from the City's Art Collection by approval of a resolution; however, the City Manager is authorized to remove artwork from the collection if the value of the art is equal to or less than his purchasing authority.

The Parks and Recreation Commission's action regarding deaccessioned artwork will be transmitted to the City Manager's Office.

No current member of the Parks and Recreation Commission or Staff to the commission or any member or staff who has served on or for the Commission within the most recent two years from the date of consideration of deaccession shall be allowed to bid and/or purchase a deaccessioned artwork.

## **X. SPECIAL PROCEDURES FOR HISTORIC SITES AND PROPERTIES**

When public art is part of a designated local historic site or property undergoing remodeling, or public art is considered for a designated local historic site or property, the following tasks and procedures are necessary:

1. The Scope of Work for Public Artists shall be developed with the input of Parks and Community Services Department Staff.
2. Public artists shall research the historical, architectural, cultural and social character of the site or property to develop an understanding of the historical context.
3. Public artists shall work with Parks and Community Services Department Staff, as necessary, to identify principles that balance preserving and reinforcing the prominent features of a site or property with adding vital new public art component(s).
4. Public art designated for a local historic site or property will be reviewed by the Parks and Recreation Commission using the same process as any other artwork.

## Public Art Processing Fee

City Employee	Hours Needed		Rate
	Weighted	for Processing	
Director	\$ 101.99	1	\$ 101.99
SR. AA	\$ 50.44	2	\$ 100.88
Permit Clerk	\$ 30.91	1	\$ 30.91
		<b>TOTAL</b>	<b>\$ 233.78</b>
10% Admin			\$ 23.38
<b>TOTAL</b>			<b>\$ 257.16</b>

**City of Watsonville**  
**Parks and Community Services Department**

**M E M O R A N D U M**



**DATE:** August 1, 2019

**TO:** Parks and Recreation Commission

**FROM:** Adriana Flores, Sr. Administrative Analyst

**SUBJECT:** Approve the first image “strawberry picker” of the *Watsonville Brillante* Art Project on City Property

**AGENDA ITEM:** August 5, 2019

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**RECOMMENDATION:**

Staff recommends that the Parks and Recreation Commission approve the “Strawberry Picker” to be used as the first image of the *Watsonville Brillante* Project for one of the four large vertical sections at the Rodriguez Street Parking Garage.

**DISCUSSION:**

Background

In the spring of 2018, the City received a proposal from Kathleen Crocetti, a local artist, for a project titled *Watsonville Brillante*. In 2017, Ms. Crocetti designed and installed the sidewalk mosaic medallions on Main Street, titled “Celebrating the Diversity of Labor.” The stated mission of *Watsonville Brillante* is to “Build community through creative place making” by transforming the Rodriguez Street Parking Garage into “a landmark artwork, while empowering and employing the youth of Watsonville.”

On September 14, 2018, Kathleen Crocetti provided a presentation to the Council outlining her initial proposal for this project. Since then, staff have met with Ms. Crocetti to discuss project details, including resources needed to execute the project, costs to the City and project maintenance.

On February 12, 2019, the City Council approved Ms. Crocetti’s project *Watsonville Brillante* Resolution No. 18-19 (CM).

The Project

The goal of *Watsonville Brillante* is “to transform our community through creative place making, while empowering and employing the youth of Watsonville.”

The concept of this project is that over a period of 5 years, the Rodriguez Street Parking Garage in downtown Watsonville would be covered with mosaics creating a monumental artwork with the theme of "Vibrancy, Diversity and Connectedness in Watsonville." Per Ms. Crocetti's proposal, the project's outcomes include the transformation of "one of our downtown civic buildings into a landmark artwork. This work will be completed in a free, open art space for teens and community members to come make art and to transform our community and ourselves together."

This art space will be free to attend and focus on generating creativity and investing in underserved youth. Open after school and on the weekends, this space will be used to create the tile mosaics that would be adhered to the garage upon completion. This space would create a safe after school opportunity where young people could develop artistic skills and experience, while participating in enriching and pro-social activities. Youth will also gain tile trade and administration skills that could translate into employment and could earn high school credits that could be used towards graduation.

According to Ms. Crocetti,

The sidewalk mosaics, "Celebrating the Diversity of Labor" are representative of our early immigrant history, but they do not capture who we are today, nor how we are all connected to each other. Rarely, does one family group identify with only one culture; most of us have mixed heritages. Our mixed heritages are one of the things that connect us. The garage has 185 8' x 3.5' horizontal sections. Each of these sections would represent 185 different family groups. These family groups would be arranged in such a way that overlapping cultures would be beside each other tying the families and the designs together.

As with "Celebrating the Diversity of Labor", images for the garage project will be determined by consensus with the community through community meetings and brought before the City for review before fabrication starts. Community outreach will include articles in the paper, flyers, direct mailings, presentations at various community centers, and cultural organizations, social media outlets and of course a weekly booth at the farmer's market, likely for the duration of the project.

### *Project Process*

Implementation of this project includes the following process:

- Solicit Designs for Images – As noted above, community outreach will be conducted to solicit designs for potential images to be turned into mosaic tile art.
- Approve Design Images – As images are received and vetted through community processes, final images will be subject to Parks and Recreation Commission approval.
- Approve Installation – Artist and installer will obtain required building permits and comply with City's contractor requirements for construction on public property.
- Construct Tile Images – Tile will be arranged over approved images to create mosaic-tiled art by community members at the free art center. Adhesive will be applied to tiles to maintain their placement.
- Adhesion of Tiles to Parking Garage – Tiles will be adhered, grouted and sealed over the exterior of the Parking Garage. Rinaldi Tile, a tile and marble installation contractor



that has operated out of the Pajaro Valley since 1973, will perform this work at no charge.

#### *Project and Facility Maintenance*

The Fireclay tiles that will be used for this project will be installed by Rinaldi's union tile installers. Rinaldi has performed outdoor tile installations on various large-scale projects across California. Their recommended and anticipated long-term maintenance post installation consists solely of cleaning/pressure washing as needed. Maintenance beyond cleaning is not anticipated. Staff reached out to City of Santa Cruz officials who maintain Ms. Crocetti's mosaic tile art installations in their jurisdiction who have confirmed this limited level of required maintenance. The City's Engineering Team believes that the installation would help to protect the exterior walls of the structure from concrete deterioration and damage and would eliminate the need to paint it as part of routine maintenance.

#### Proposed Design

The Artist has submitted an Application (Attachment A) for Public Art Review for the first image of the *Watsonville Brillante* Project for one of the four large vertical sections at the Rodriguez Street Parking Garage (south facing side of the garage). The Artist has conducted a public input process for the proposed design as outlined in the application.

#### **FINANCIAL IMPACT**

Core expenses for this project include materials, labor and installation. All of these expenses would be funded through sponsorships and grants obtained by the artist. The City will contribute in-kind donations of a lease agreement for use of Muzzio Park Community Center, Access to limited portion of the garage with adequate signage and blockades from public access and water and electricity in the garage during installation. In addition, the City will prepare the exterior walls of the garage for installation of the mosaics. This may require pressure washing, sand blasting and/or repainting sections of the surface. The estimated cost of this work is between \$26,000-\$60,000 and is part of the City's Capital Improvement Projects. The City will also waive the Building Permit and Planning fees for the installation of the project in the amount of \$10,500.

#### **ATTACHMENTS:**

Attachment A: Application for Public Art Review-Watsonville Brillante

Attachment B: Fuentes Letter of Recommendation – Judy Stabile

Attachment C: Fuentes Letter of Recommendation – Betsy Anderson

# CITY OF WATSONVILLE PUBLIC ART PROGRAM APPLICATION FOR PUBLIC ART REVIEW



Date: 7/24/2019 Project Location: Civic Parking Garage

<b>Applicant Name:</b> <u>Kathleen Crocetti</u>	<b>Applicant is the (check one):</b> <input type="checkbox"/> Property Owner <input checked="" type="checkbox"/> Artist <input checked="" type="checkbox"/> Business Owner <input type="checkbox"/> Other: _____
<b>Property Owner Name (if other than applicant):</b> <u>City of Watsonville</u>	<b>Business Name (if applicable):</b> <u>Community Arts &amp; Empowerment</u>

**APPLICANT'S SIGNATURE:** By signing below I certify that the information provided in this application is true and correct; and I have read and understand the Application Submittal Requirements; I accept and will abide by the qualifications, terms and conditions set forth in this application, the City of Watsonville's Public Art Policies, and by the Parks and Recreation Commission; and to the best of my knowledge, there are no current code enforcement issues on this property.

Name: Kathleen Crocetti EIN # \_\_\_\_\_  
 Address: 240 Maple Ave Watsonville Tax ID#: 83-4528109  
 Signature: Kathleen Crocetti Phone #: (831) 724-5981  
Date: 7/24/2019

**NOTE:** If artwork/project to be installed on private property and applicant is other than property owner, then the owner(s) must sign below. Attach additional sheets if necessary.

**PROPERTY OWNER (S)' SIGNATURES** (attach additional sheets if necessary): By signing below I/We certify that the information provided with this application is true and correct and I/We are the owner(s) of the property located at the above mentioned project address and to the best of my/our knowledge, there are no current code enforcement issues on this property; I/We have read and understand the Application Submittal Requirements; I/We authorize the applicant listed above to apply for Commission approval and complete the work that is approved and will accept and abide by the conditions set forth in this application, the City of Watsonville's Public Art Policies, and by the Parks and Recreation Commission; and I/We hereby consent to the performance of the work at the project address listed above.

Name: City of Watsonville Tax ID#: \_\_\_\_\_  
 Address: See Resolution # 18-19 (SCM) Phone #: \_\_\_\_\_  
 Signature: unanimously approved 2/12/2019 Date: \_\_\_\_\_

Name: \_\_\_\_\_ Tax ID#: \_\_\_\_\_  
 Address: \_\_\_\_\_ Phone #: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**SUBMIT** your completed application and required materials to the Parks and Community Services Department at the address below (emails and faxes will not be accepted). Materials submitted with the application will not be returned. Artwork will be viewed by the public and must be appropriate in nature. You will be notified of the date and time the Commission will meet to review your submittal. Your attendance at the meeting is not required but is highly recommended. If you need help with the application or have questions, contact Adriana Flores at (831) 768-3240.

Watsonville Brillante  
Project Narrative:

Over a period of 5 years the downtown parking structure will be covered with 12,500 square feet of mosaics. The project is expected to take 5 years to complete, installation will take place in ten phases every 6 months.

Given the structure of the garage there are 2 distinct area types to cover. Large vertical sections ranging from 30'x 70' (3 sections) to 60' x 70' (one section facing Rodriguez) and 185 smaller horizontal sections ranging from 3.5' x 4', and 3.5 x 8' to 3.5 x 10.

Vertical Sections:

The four vertical sections will be black and white images by Juan Fuentes. Juan Fuentes was raised in Watsonville, he attended to Watsonville high school. He is a renowned artist whose work is in almost every Mexican/American museum in the country. He has taught at San Francisco Art Institute and was raised in Watsonville.

We will be using existing images from Juan's collection of images for three of the panels. The 4th panel will be a commission specifically for us.

The community has been voting on which of Juan's image they would like to see. There will be three rounds of voting. After each round of voting the winning image and the images receiving the least amount of votes will be removed and new images will be offered.

Horizontal Sections:

The horizontal sections will represent the cultural heritages of different family groups. Each section will be placed next to another section that shares some cultural aspect so that the patterns flow and to show the connections between people.

The Arts Commission is being asked to approve the image for the first phase. The first phase will be a vertical section. Voting on the first phase began May 1st. Votes were collected at 6 farmer's market events, a 40 day display at the public library, at the Art & Wine festival, at the Freedom Rotary, and the PVAHS, at PVA, and the JACL and on line. A total of 169 paper votes and 272 online votes for a total of 441 have been collected to date. 348 People voted for the strawberry picker, then next highest ranking choice was for the child with the Dios De Los Muertos mask (see attachments #1 for voting data).

South County Artists (Watsonville and the small communities within a 10 mile radius) are being invited to submit images for the horizontal sections. A "Call for Artists" has been published. The due date for images is September 26th, 2010. (\*see attachment #2 & 3 for the Call in English and Spanish)



Dimensions:

Overall: 12,500 square feet of mosaics

Phase 1: 1,200 square feet of mosaics

Weight: 3.5 lbs per sq. ft.

Materials:

The mosaics will be created with commercial grade tiles from [Fireclay](#). Fireclay tiles are installed on the exterior of buildings all over the United States, and are especially popular in the Bay Area as they are locally made in Aromas. (<https://s3.amazonaws.com/fct-craft/resources/FireclayTile-Tile-SpecSheet.pdf?mtime=20190712104811>)

The mosaics will be installed by [Rinaldi Tile and Marble](#). Rinaldi is one of the largest union tile companies serving the Bay Area. Rinaldi specializes in commercial tile and stone installations for large Bay Area projects and is locally based in Pajaro.

The community made mosaics will be installed by union tile installers, including Watsonville residents, with a minimum of 5 year experience. The mosaics will be installed with Laticrete 253 Gold thinset ([Technical Data Sheet \(TDS\)](#) and Safety Data ([SDS](#)) over a liquid applied Laticrete HydroBan Waterproofing membrane ([TDS](#)) and ([SDS](#)), grouted with Laticrete Permacolor grout ([product data](#) and [SDS](#)) and sealed with Stonetech sealer ([TDS](#) and [SDS](#)). This installation complies with all CA building codes for exterior adhered veneer, TCNA (The Tile Council of North America) standards for exterior walls (TCNA W202E-2018), and qualifies for a 10-year manufacturer's system warranty ([DS23010](#)).

There are mosaic tile installations in existence that thousands of years old. The mosaics of Gaudi and Huundertwasser were completed in the very early 1900's. We are using modern materials that are of a much high standard. We do not live in a freeze and thaw climate that is potentially dangerous to tile installation, even so, we will be using the highest grade materials to allow for contraction issues.

The only anticipated maintenance would be cleaning. Watsonville is an agricultural town and therefore somewhat dusty. Over time the colors will be muted by dust. Choosing when and how often to clean them will be an aesthetic choice.

Colors: Black and White

Installation Process;

Fabrication of the mosaics will be a community effort taking place at the Muzzio Arts center. Installation will be done by Rinaldi Tile and Marble. Rinaldi Tile and Marble are a licensed tile installation Company in business since 1974. The installation will take 2 weeks and will be in April or May of 2020.

Expected Life Span:

Tile mosaics from the Greeks and Romans that are over 2000 years old are still being unearthed. We are using materials of a much high quality than the Romans did. This are work will last as long as the parking structure itself.

**Maintenance Plan:**

Tile mosaics need to be properly sealed. The initial sealing will be completed by Rinaldi Tile and Marble at the expense of Community Arts and Empowerment.

Any defects in installation will be covered by Rinaldi Tile and Marble for a specified period of time under their insurance policy.

The art work becomes the property of the City once the installation is complete.

Infrequent washing for visibility of the mural may be desired, but is not necessary, and will be the responsibility of the City. (This is less maintenance that the building currently requires)

**Property Owners Approval:**

This project was approved on 2/12/2019 by unanimous vote of the City Council  
RESOLUTION NO. 18-19 (CM)





Attachment 1  
Voting Data



A



B



G



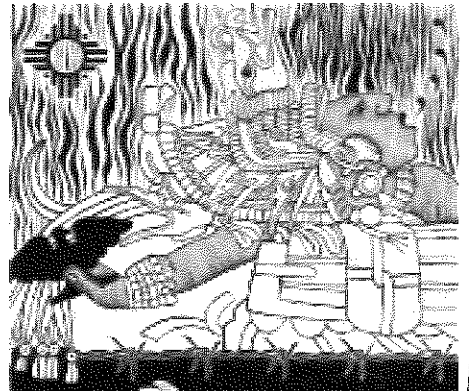
C



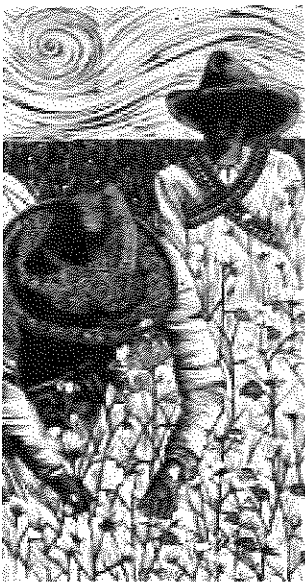
D



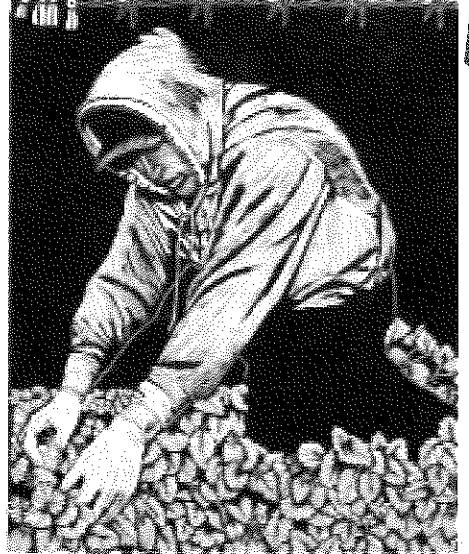
H



E

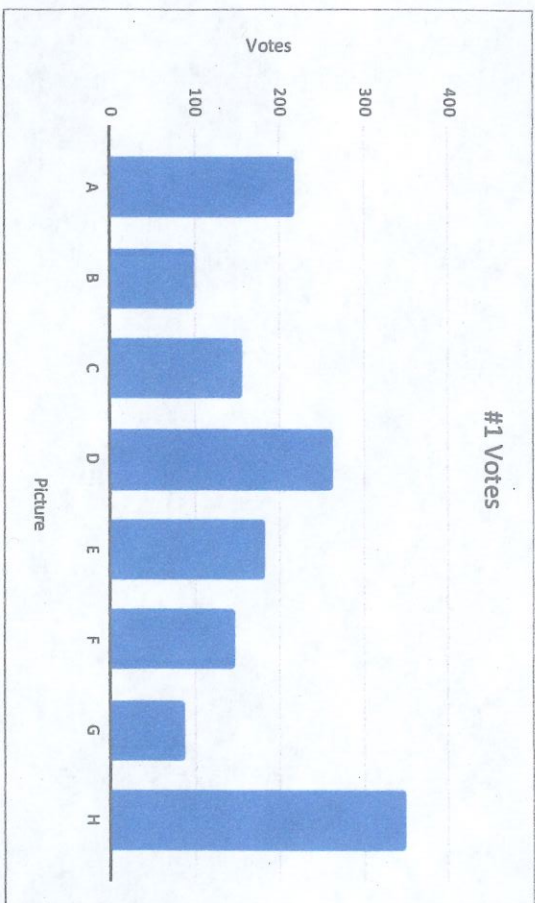


F

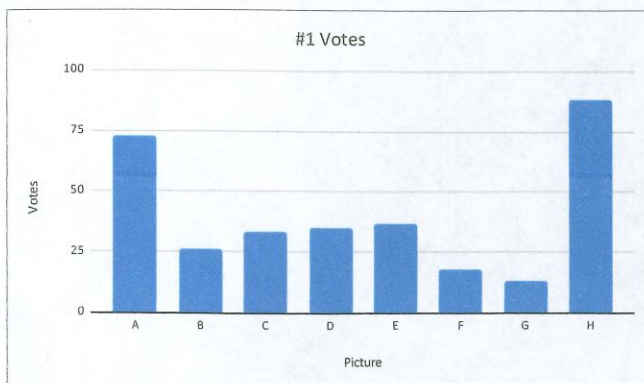




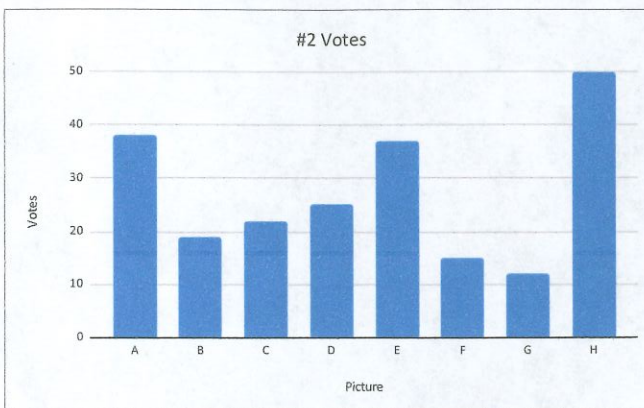
Picture	Combined
A	217
B	101
C	156
D	263
E	183
F	147
G	89
H	348



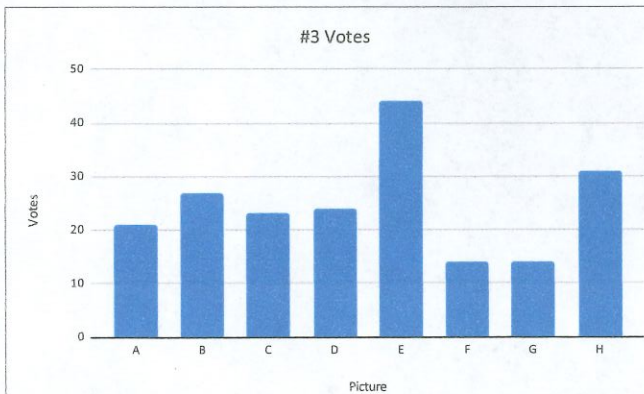
Picture	#1 Votes
A	73
B	26
C	33
D	35
E	37
F	18
G	13
H	88



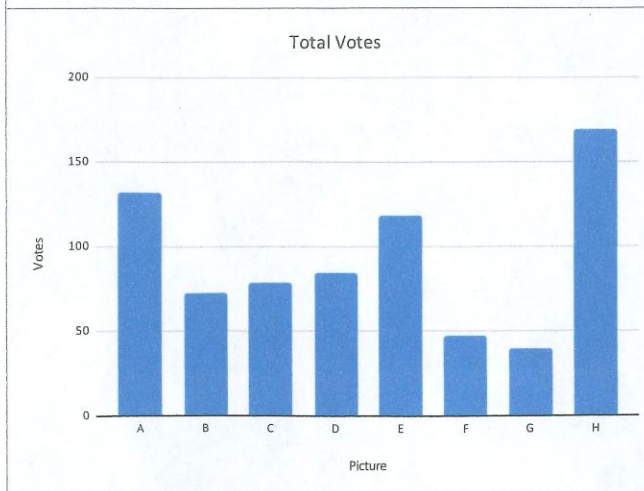
Picture	#2 Votes
A	38
B	19
C	22
D	25
E	37
F	15
G	12
H	50



Picture	#3 Votes
A	21
B	27
C	23
D	24
E	44
F	14
G	14
H	31



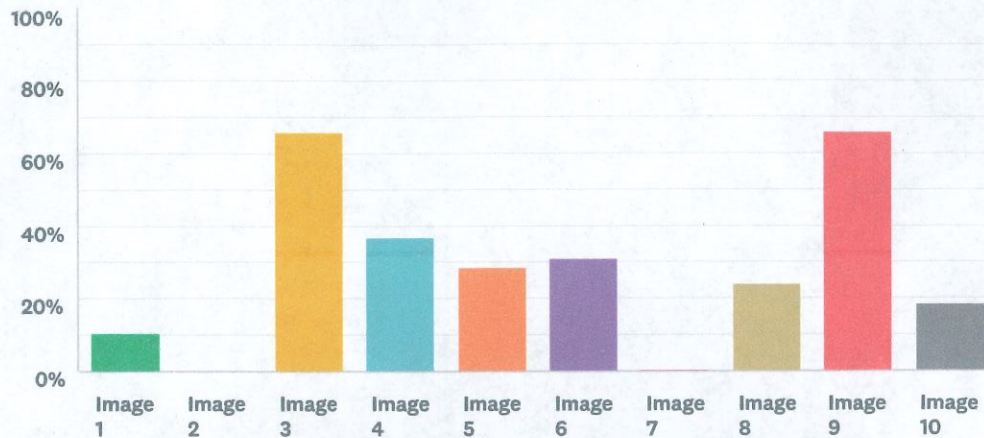
Picture	Total Votes
A	132
B	72
C	78
D	84
E	118
F	47
G	39
H	169





Q1 We will be enlarging and creating mosaics for the large 5 story panels by renowned artist Juan Fuentes, who currently lives in Oakland, but grew up in Watsonville and attended to Watsonville High School. Please help us choose which three of the following eight images we should use:

Answered: 272 Skipped: 9



ANSWER CHOICES	RESPONSES	
Image 1 Black Woman	10.66%	29
Image 2 Removed	0.00%	0
Image 3 Day of the Dead	65.81%	179
Image 4 Guatemalan Girl	36.76%	100
Image 5 Ribbon Dancer	28.68%	78
Image 6 Indigenous - Spiral Sky	31.25%	85
Image 7 Removed	0.74%	2
Image 8 Banaleros in Cotton Fields	23.90%	65
Image 9 Strawberry Picker	65.81%	179
Image 10 Artists Mom	18.38%	50
Total Respondents: 272		

Attachment 2  
Call for Artists  
(English)





# **COMMUNITY ARTS & EMPOWERMENT**

Un Watsonville Brillante

240 Maple Ave. • WATSONVILLE CA 95076 • Phone: 831-724-5981

[communityartsempowerment.org](http://communityartsempowerment.org)

Artistic Director: Kathleen Crocetti

## **CALL FOR ENTRY**

### **un Watsonville Brillante**

Celebrating the Cultural Heritage of Watsonville's Residents

### **Civic Parking Garage, Watsonville**

Presented by Community Arts & Empowerment  
and the City of Watsonville

- **Deadline September 26, 2019**

*un Watsonville Brillante* is a joint project of CA&E and the City of Watsonville. Over a period of five years we will cover the Civic Parking Garage with mosaics.

Please see our web site for conceptual drawings: <https://communityartsempowerment.org/>

In 2017 when Kathleen Crocetti began work on "Celebrating the Diversity of Labor" it was an open ended idea. The City wanted some kind of public art in the sidewalks and Kathleen wanted community engagement. The sixteen mosaic medallions installed in downtown Watsonville are the result of over a three hundred hours of community engagement which began with open public meetings bringing the community together to learn about and from each other.

The diversity of backgrounds and similar immigrant stories of the participating community members lead to the concept of representing the different waves of immigration to Watsonville and the work that the newly arriving immigrants did when they arrived.

Not all of the diverse cultures that have immigrated to Watsonville are represented in the sixteen medallions. For instance, the Italians represent a European wave of immigration that included Basque, English, German, Greek, Scott, Swede and Swiss communities. The third wave of Mexicans which began in 1942, has not stopped

and now includes people from all regions of Central and South America. No immigrant community past 1942 is represented, and there have been many. For this reason "Celebrating the Diversity of Labor" is an incomplete project.

The parking structure offers an opportunity to complete and broaden the concept of celebrating our diversity and common experiences in Watsonville.

One of our most commonly shared experiences is that of being multi-ethnic people. Unless you are a first generation or second American very few of us can claim to be 100% of one ethnicity or another, and most of us feel a deep sense of pride in all aspects of our heritage.

The idea is to represent multi-ethnic patterns of particular family units on the 185 horizontal portions of the garage and place each family's representation next to another family's representation in such a way that their common heritages overlap with a shared visual pattern. Combined, they will represent our community as a whole.

Open to residents of Watsonville and communities within 10 miles of Watsonville (Freedom, Corralitos, Pajaro, Royal Oaks & Aromas) are invited to submit up to 10 drawings. Each drawing should clearly represent a particular culture. Selected drawings will become part of a "bank" of drawings which will be combined with other drawings to create the final overall design.

Artists will be paid a \$100 stipend for the first drawing accepted into the bank and \$50 per accepted subsequent drawing.

In this call for artists we are looking for work that:

- clearly represent a particular culture
- when enlarged to 3' does not have any detail smaller than 2"
- is graphic in nature (bold lines, bright flat areas of color, no shading)
- original artwork only, you may use images such as flags for reference, however no clip art or other images taken directly from the internet
- multiple designs from one heritage may be submitted, however only one will be chosen

Below are a list of heritage options for reference. Please feel free to illustrate an alternate if you do not see your heritage listed here.

Mexican:	Central & South American:	European:	Asian:	Native American:
Baja California	Argentina	Austria	China	Ohlone
Chihuahua	Bolivia	Belgium	Japan	Costanoan
Sinaloa	Brazil	Bulgaria	Philippines	
Coahuila	Chile	Croatia	Korea	Pacific Islands:



Tamaulipas	Columbia	Denmark:	India	Australia
Aguascalientes	Ecuador	Finland	Middle East	New Zealand
Guanajuato	Paraguay	France	Iran	Tonga
Zacatecas	Peru	Germany	Iraq	
Mexico	Uruguay	Hungary	Pakistan	Other:
Morelos	Venezuela	Ireland	Saudi Arabia	Caribbean Islands
Colima	Belize	Italy	Taiwan	African American
Jalisco	Costa Rica	Lithuania	Turkey	Africa
Michoacan	El Salvador	Netherlands	Vietnam	Canada
Puebla	Guatemala	Poland		
Veracruz	Honduras	Portugal		
Yucatan	Nicaragua	Romania		
Chiapas	Panama	Russia		
Oaxaca		Spain		
Indigenous		Basque		
		Sweden		
		United Kingdom		

## ENTRY PROCEDURE

**Do NOT send originals. High quality jpgs or scans only:**

**Via email:** Please email to [watsonvillebrillante@gmail.com](mailto:watsonvillebrillante@gmail.com)

Submit the completed entry form with your choice of heritages. A maximum of 10 drawings/images in jpeg form no larger than 300 dpi each with the longest side 7 inches. Your last name and heritage of the piece must be included in the file name. If you need assistance digitizing your drawings, please contact Kahtleen at [crocetti@rocketmail.com](mailto:crocetti@rocketmail.com) no later than September 20th.

**Entries must be received by September 26, 2019**

The week of September 26, 2019 the entries will be reviewed, selected images will need to be approved by the City Arts Commission and various community groups such as the JACL if representing Japanese culture. Artists will be notified of inclusion to the bank of images by late October and checks will be sent the first week of November.

Selected artwork becomes the property of Community Arts & Empowerment to use in the design for un Watsonville Brillante as many times as necessary for the final design of the garage project, we reserve the right to modify the designs (color, size, cropping etc.) however, copyright remains with the artists.

CA&E and the City reserve the right to photograph any submitted work for publicity, promotional and archive purposes. Copyright remains with the artist.

#### **ADDITIONAL INFORMATION**

**Informational Meeting: August 21st 5:30-6:30 p.m.**  
**Muzzio Community Center**  
**26 W. Front Street**  
**Watsonville, CA 95076**

*Questions?* Write to Kathleen at [crocetti@rocketmail.com](mailto:crocetti@rocketmail.com)

Visit <https://communityartsempowerment.org/> to learn more about CA&E, and to see past projects.



## **COMMUNITY ARTS &** **EMPOWERMENT**

Un Watsonville Brillante

240 Maple Ave. • WATSONVILLE CA 95076 • Phone: 831-724-5981

[communityartsempowerment.org](https://communityartsempowerment.org)

Artistic Director: Kathleen Crocetti



ENTRY FORM  
**un Watsonville Brillante**  
Celebrating the Cultural Heritage of Watsonville's Residents  
**Civic Parking Garage, Watsonville**  
Presented by Community Arts & Empowerment and the City of Watsonville  
• **Deadline September 26, 2019**

Name:

Address:

Phone Number:

Grade of Artists if artists is a student: \_\_\_\_\_

Email:

May we use email as primary form of communication? (Circle one) Yes / No Website:

All artists must sign the waiver below, and Artists under the age of 18 must have the below parent waiver signed:

I hereby certify that images submitted we created entirely by the artist named above and is the artist's original artwork. I agree that it may be modified and used by Community Arts & Empowerment for the civic parking garage mosaic. I understand that the final art product becomes the property of the City of Watsonville and may be reproduced with slight modifications.

Artist Signature:

\_\_\_\_\_

I agree to the above artists' waiver for my student artist. The only information that will be released is the student's name and grade.

Parent/ Guardian Signature:

\_\_\_\_\_

**Please describe cultural hertiage represented.**

**Image #1**

**Title of Piece:**

**Description:**

**Image #2**

**Title of Piece:**

**Description:**

**Image #3**

**Title of Piece:**

**Description:**

**Image #4**

**Title of Piece:**

**Description:**

**Image #5**

**Title of Piece:**

**Description:**

**Image #6**

**Title of Piece:**

**Description:**

**Image #7**

**Title of Piece:**

**Description:**

**Image #8**

**Title of Piece:**

**Description:**

**Make a copy for your files and mail or hand deliver the signed original to:**  
**CA&E , 240 Maple Ave. - WATSONVILLE, CA 95076**  
**checks will not be mailed without a signed contract on file**

July 31, 2019

To: City of Watsonville Parks/Art Commissioners

Dear Commissioners:

I am writing this letter to support of the use of Juan R. Fuentes imagery in the un Watsonville Brillante: Celebrating the Cultural Heritage of Watsonville's Residents public art project. I believe the City of Watsonville has an unbelievable opportunity to feature the artwork of a nationally know artist, who grew up in Watsonville, and continues to maintain ties to our community through his artwork and family.

I have been a volunteer for Pajaro Valley Arts (PVA) since the mid 90's. I am an artist and Santa Cruz County Arts Commissioner. I am familiar with Mr. Fuentes artwork and work ethic, as I have had the honor of collaborating with him on multiple projects for PVA. Anyone who visits our gallery should be familiar with his work. He developed a poster for an exhibit in 2008 about the cannery strike, Remembering the Struggle, with all proceeds going to our non-profit gallery, which is still on display today. He has participated in numerous shows, and as spent countless volunteer hours curating (developing and designing) exhibits for PVA, including In our Image/En Nuestra Imagen, and Hablamos Juntos/Together We Speak. Both of these exhibits showcased nationally known Latinx artists. Mr. Fuentes was able to bring these artists to our community because of the respect that he has garnered on local and national levels.

Who is Juan R. Fuentes? Google him, and you will find more than ten pages dedicated to his artwork and life. He is an extraordinary artist, who grew up in Watsonville and is the son of farm workers. He graduated from Watsonville High, went on to study in San Francisco, and has dedicated his life and work to art and activism. His artwork can be seen in museums including the Smithsonian American Art Museum and the San Francisco Museum of Modern Art.

Why should Mr. Fuentes art be featured in this project? I think it is important to feature an artist who has worked to achieve a national reputation, who can serve as a role model, and who consistently shines a positive light on his culture and community.

Mr. Fuentes has lived the experience he portrays in his art. In his own words: "I was born just outside of Watsonville, in Las Lomas. Everyone participated with work. We all picked raspberries, cucumbers, radishes, prunes, apples and of course strawberries. I'm one of eleven children and the only one to graduate from a University. My parents could not read or write in English, they only spoke Spanish. For this reason I understand the hardships of working in the fields and I have a lot of love for those who toil in the fields."

It is a great honor to recommend Mr. Fuentes imagery for this project.

Warm Regards

Judy Stabile



## MUSEO EDUARDO CARRILLO



August 1, 2019

Dear Members of the Watsonville City Arts Commission,  
I am writing this letter in support of the project by Kathleen Crocetti, director of the Community Arts & Empowerment company, for the Garage Project located in downtown Watsonville.

In addition to using mosaic tiles to enliven the surfaces of the garage she has also proposed partnering with legendary artist and printmaker, Juan Fuentes, whose roots in Watsonville started in the 1950s. He names the Hall district schools and Watsonville High as his alma maters! He still has family here and maintains close ties to the community of his youth.

Mr. Fuentes' is recognized for his work that features the people of the state and the land. His dignified images of people at work transform how we view people we see daily in much the same way as Mexican Muralist Diego Rivera has done. His portraits will occupy the four large vertical cement panels on the garage. There is precedent for enlivening these overlooked spaces- consider the Chicano Park murals on the pillars below freeway interchanges in San Diego. These became a point of pride for the community and is recognized as a national treasure. I think that the Garage Project could become such a place for Watsonville and Santa Cruz County. Ms. Crocetti's project is rich with community wide potential for pride, participation and for educational programming and personal reflection. With the use of the Fuentes images it deepens the regional significance of the project.

As Executive Director of Museo Eduardo Carrillo I would like to voice my support for using Mr. Fuentes' artwork. Museo recognized his art in our series *Hablamos Juntos* which brings contemporary Chicano/a and Latinx art to local students through our award winning "Creating Bridges" curriculum (2018 State Superintendent's Award for Museum Education). Our program makes the art relevant to students through our partnership with writing program Young Writers Program. His work was featured in our second book "*Hablamos Juntos -Together We Speak.*"

Currently, Museo is in the midst of a major project titled the Califas Legacy Project. It recognizes Central Coast Chicano/a artists whose art history has been missing from the cultural canons. I believe that it is time to acknowledge the major contributions of our regional Chicano/a artist leaders like Juan Fuentes.

I encourage you to seize this opportunity to go forward with this landmark project as Ms. Crocetti has proposed it by using the art of Mr. Fuentes. The inclusion of Watsonville's native son, Juan Fuentes, will bring multigenerational depth to the project and enhance the history of artists from our Central Coast.

Sincerely Yours,  
Betsy Andersen  
Executive Director  
Museo Eduardo Carrillo  
spark@cruzio.com

**P.O. Box 8085, Santa Cruz, CA 95061**

[www.museoeduardocarrillo.org](http://www.museoeduardocarrillo.org)



**DATE:** July 30, 2019

**TO:** Parks & Recreation Commission

**FROM:** Nick Calubaquib, Parks and Community Services Director

**SUBJECT:** Development of Annual Parks and Recreation Commission Work Plan

**AGENDA ITEM:** August 5, 2019 Commission

---

## **RECOMMENDATION**

It is recommended that the Parks and Recreation Commission:

1. Develop and adopt an annual Parks and Recreation Commission Work Plan; and
2. Appoint Commissioners to lead the implementation of Work Plan projects

## **DISCUSSION**

### **Background**

During its meeting on April 15, 2019 and May 6, 2019, the Parks and Recreation Commission reviewed the report recommending that the Commission adopt an annual Work Plan. Commissioners moved to table discussion to allow staff to review resources required to implement recommended Work Plan items.

### **Recommendation**

Per the City of Watsonville's City Charter, the Parks and Recreation Commission is responsible to "formulate and recommend to the Council and the City Manager a parks and recreation program for the inhabitants of the City which will contribute to the attainment of the general educational and recreational objectives for children and adults of the City, promote and stimulate public interest therein, and to the end, solicit to the fullest extent possible the cooperation of school authorities and other public and private agencies interested in therein."

In support of this and to provide Commissioners with greater opportunities to engage in work that furthers parks and recreation services in the City of Watsonville, it is recommended that the Parks and Recreation Commission develop and adopt an annual work plan for the Commission and appoint commissioners to lead the implementation of work plan projects to achieve desired outcomes.

The following process to develop and implement an annual work plan is proposed:

1. During a regular meeting of the Parks and Recreation Commission, typically during the first quarter of each calendar year, the Commission would propose and discuss potential projects and desired outcomes. Projects must support at least one of the City Council's Strategic Planning Goals as well as support parks and recreation related services and facilities in the City of Watsonville.
2. The Parks and Community Services Director would then evaluate efficacy and staff and monetary resources required to support proposed projects to determine feasibility and develop a draft work plan for the consideration of the Commission. Staff resources required for projects will be categorized as:
  - a. Minimal = 0-50 hours
  - b. Moderate = 51-100 hours
  - c. Significant – 100+ hoursProjects that require Moderate or Significant resources for which staff and monetary resources are not already included in the adopted budget will be held until necessary resources are identified.
3. The Commission would then suggest changes to the work plan and assign Commissioners to lead the implementation of work plan projects to achieve desired outcomes.
4. Once final changes and assignments are agreed upon, the Commission would adopt its annual work plan. See Attachment A for a sample work plan and suggested projects for 2019.

#### **FINANCIAL IMPACT**

None

#### **ATTACHMENTS**

Attachment A: Sample Work Plan and Suggested Projects

Attachment B: City Council Strategic Plan

ATTACHMENT A

City of Watsonville  
Parks and Recreation Commission

2019 Work Plan  
REVISED 5/29/19

Project	City Council Strategic Plan Priority Supported	Staff Resources Required	Desired Outcome (Commissioner Responsible)
1. Develop a Public Art Program and Policy	Infrastructure & Environment, Community Engagement & Well-Being	PCS Director (Moderate) Senior Administrative Analyst (Significant)	Support the planning and development of a Public Art Program and Policy. Provide recommendations on program and policy drafts (Commissioners DeWorken, Ibarra)
2. Develop a City-wide Integrated Pest Management Policy	Infrastructure & Environment, Community Engagement & Well-Being	PCS Director (Moderate) PCS Assistant Director (Significant)	Support the planning and development of an Integrated Pest Management Policy. Provide recommendations on policy drafts (Commissioner Sanchez)
3. PCS Strategic Plan Implementation	Fiscal Health, Infrastructure & Environment, Economic Environment, Community Engagement & Well-Being, Public Safety	Whole PCS Team (Significant)	Support the implementation of PCS Strategic Plan and development of annual Department Work Plan (Commissioners Flores, DeWorken, Hiyashibara)
4. PRC Social Committee	Community Engagement & Well-Being	PCS Director (Minimal)	
5. Events Sub-Committee	Economic Environment, Community Engagement & Well-Being		Suggest that Liaison(s) meet with Special Events Supervisor to discuss ideas
6. Outreach Sub-Committee	Community Engagement & Well-Being	PCS Director (Minimal), Administrative Assistant (Minimal)	Conduct outreach activities to improve awareness of PCS programs and activities
7.			
Staff Resources Required: 0-50 hours = Minimal 51-100 hours = Moderate 100+ hours = Significant			