



Agenda Report

MEETING DATE: Monday, May 1, 2023

TO: PARKS & RECREATION COMMISSION

FROM: Adriana Flores, Sr. Administrative Analyst

SUBJECT: APPROVE PUBLIC ART APPLICATION FOR MOVEABLE MURALS PROJECT- "THE IDENTITY PORTRAIT PROJECT", SUBMITTED BY PAJARO VALLEY ARTS

STATEMENT OF ISSUES:

Approval of Images for the Public Art Application for the Moveable Murals Project at City Hall, 250 Main Street, Watsonville.

RECOMMENDED ACTION:

Staff recommends that the Parks and Recreation Commission approve the images for the Moveable Murals Project that will be displayed at City Hall.

The recommendation tells the Parks & Recreation Commission specifically and clearly what action staff recommends they take. The recommendation represents staff's best professional judgment on a policy matter before the Parks and Recreation Commission. When possible the recommendation should be prepared in a "motion ready" manner. This means that the recommendation can be used verbatim by a Parks and Recreation Commission member to move the staff recommendation. Include amount and funding source.

DISCUSSION:

Background

The City of Watsonville (City) is in partnership with Pajaro Valley Arts (PVA) on an ongoing moveable mural project located at City Hall, 250 Main Street in Watsonville.

The Moveable Murals at 250 Main Street is an ongoing project in collaboration with the City and Pajaro Valley Arts (PVA)

In 2020, the project "An Act of Love – Wearing Masks During the Pandemic" was approved by this body and was installed and has been in place.

The Project

PVA partnered with Pajaro Valley Unified School District (PVUSD) to propose exhibiting the artwork of Watsonville High and Aptos High School students who have explored the theme of

personal identity through their English literature and ethnic studies classes where they focused on identity, history and what lies beneath the surface of outside appearances.

PVA hosted a show of the student work in November 2022 that had outstanding public feedback. The murals would consist of photo collages from 39 student works selected from 150 entries and will be printed on vinyl.

PVA recommends that the submitted images be combined as sixteen (16) moveable mural panels, each measuring 4' x 8', that together will be installed on the front of the City Hall Building.

The photo collage will consist of:

- Four (4) individual 4' X 8' pieces
- Two (2) 4' X 8' panels together to form one 8' x 8' mural and
- Two (2) 8' x 20' community photo collages (each made up of five (5) 4' X 8' pieces)

These murals will be up for six months to one year's time.

Installation Process:

The vinyl banners will be placed over the painted marine plywood panels. The City will remove existing panel and reinstall the new artwork using the existing hardware. Expected installation is May 2023 and the expected life span is 12-24 months.

FINANCIAL IMPACT

This project is funded by Pajaro Valley Arts.

ATTACHMENTS:

Attachment A: Moveable Murals Proposed Images "The Identity Portrait Project"