

Agenda Report



MEETING DATE: Tuesday, April 9, 2024

TO: City Council

FROM: PARKS & COMMUNITY SERVICES DIRECTOR CALUBAQUIB
PROJECT MANAGER PERALTA

THROUGH: CITY MANAGER MENDEZ

SUBJECT: APPROVE CONTRACT AMENDMENT NO. 1 WITH KATHLEEN
CROCETTI ART, LLC FOR THE CITY PLAZA REVITALIZATION
ART PROJECT "PAGEANTRY & PERFORMANCE" IN AN
AMOUNT NOT TO EXCEED \$333,060

RECOMMENDED ACTION:

Staff recommends that the City Council adopt a resolution approving a first amendment to the contract between the City of Watsonville and Kathleen Crocetti Art, LLC, for the City Plaza Revitalization Art Project "Pageantry & Performance", increasing the compensation by \$45,686, to a total amount not to exceed \$333,060; and authorizing and directing the City Manager to execute the same.

BACKGROUND:

On October 24, 2023, the City Council adopted Resolution No. 203-23 (CM) awarding a contract to Kathleen Crocetti Art, LLC for her "Pageantry and Performance" designs consisting of four (4) large sculpture installations (between 8' and 9' tall) for the City Plaza Revitalization Art Project for a total contract amount not to exceed \$287,374.

DISCUSSION:

The original art installation design proposals were placeholders pending community input. The design concept was to have one figurative sculpture for each of the four major groups of people who migrated to the area including Asian Americans and Pacific Islanders (AAPI), Europeans, Indigenous, and Mexican, Central, and South Americans.

Individual meetings were held for each of the four groups, and one final meeting with the larger group. The meetings were advertised through communication platforms including social media announcements, flyers around town, four electronic newsletters for various groups, and direct email invitations to cultural leaders. Based on the meeting consultations, the AAPI group, decided on a three sided Asian-inspired Pavilion. The European group embraced the idea of architecture and decided on a brick wall with an arch and flowers from their respective countries.

The Mexican, Central, and South American group decided on a bench with flowers on the front and 3 figures on the back. The Indigenous group meeting resulted in a hummingbird structure with four tree trunk stumps to be used as seating. All four sculptures offer some form of seating and will also be completed using mosaic pieces.

Staff met with the artist to review the final design concepts and were notified that additional funding is requested for the sculptures to incorporate the robust community input provided during the design process. Additional funds will be allocated towards added material cost, staff hours, and mosaic pieces needed to complete the project. The request for additional funds will ensure the final designs, depict the community's input and vision for the sculptures that represent them. Staff recommends that the City Council approve the first contract amendment with Kathleen Crocetti Art, LLC., for a new total compensation amount not-to-exceed \$333,060.

STRATEGIC PLAN:

This recommendation is consistent with the following Council Strategic Goals:

- 1- Economic Development: Public art supports the development of visible City branding and can attract residents or travelers to the downtown area to visit the art sculptures.
- 2 - Infrastructure & Environment: Upgrading the City Plaza will preserve and beautify the City's aging facilities.
- 6- Community Engagement & Well-Being: Offer residents an opportunity to participate in the design process of public art projects.

FINANCIAL IMPACT:

The first contract amendment will increase the total contract value from \$287,374 to \$333,060. Funding for this amendment will be funded by a State Grant by the Natural Resources Agency under Proposition 68.

The account number for this contract will be 337-7361-09053.

ALTERNATIVE ACTION:

The Council could elect not to award this project at this time.

ATTACHMENTS AND/OR REFERENCES (If any):

Attachment A: Pageantry & Performance Sculpture Images