



# Agenda Report

**MEETING DATE:** Monday, May 3, 2021

**TO:** PARKS & RECREATION COMMISSION

**FROM:** Adriana Flores, Senior Administrative Analyst

**SUBJECT:** APPROVE APPLICATION FOR PUBLIC ART FOR TEMPORARARY  
FRAME ART AT VARIOUS PARKS, SUBMITTED BY COUNTY PARK  
FRIENDS

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## **STATEMENT OF ISSUES:**

Public Art Application submitted for approval.

## **RECOMMENDED ACTION:**

Staff recommends that the Parks and Recreation Commission approve the Application for Public Art for Temporary Frame Art at various parks, submitted by County Park Friends.

## **DISCUSSION:**

### The Organization

County Park Friends is a non-profit 501(c) 3 organization in Santa Cruz County whose mission is to "preserve, protect, improve and promote the use of Santa Cruz County parks and open spaces for recreational activities, arts and cultural activities to benefit all generations in our diverse community".

### The Project

This project is called The 4 Mayors' Project, "Getting Outside the Frame". The Mayors of the four cities in Santa Cruz County (Scotts Valley, Santa Cruz, Capitola, Watsonville) have come together to show how Parks can support the community during the pandemic and beyond. Residents have been looking to the outdoors during the pandemic for refuge and health. The idea for this project came from current projects; The Art Hike Challenge at Pinto Lake County Park and the Fire Survivors Hike to Heal at Felton Discovery Park, where residents are participating in a hike challenge to find art throughout those parks.

Similarly, each City will place Framed Art in five (5) parks throughout their City for residents to enjoy. These will serve as an outdoor challenge for residents to go out to visit different parks and find each frame in each City starting in the month of June. In July, additional frames will be added to County parks symbolizing a unity of the entire County and coming out of the pandemic safely together.

### The Artists

This County Park Friends invited several local artists to create a frame to be placed at various parks throughout the City. The four artists that are participating are: Priscilla Martinez, Ome Garcia, Jaime Sanchez and Paul De Worken.

Each of these artists are established and well known in the Watsonville Community and have experience working on various art projects throughout the City and beyond. They each bring their unique representation, view and style to their projects as shown in their initial sketches (attached) for this project.

### Project Process

Each artist will paint their frame, provided by County Park Friends, during the month of May and will have their work displayed at one of the City Parks in Watsonville. The five (5) parks selected by staff for this project are: City Plaza, Ramsay Park, Franich Park, Seaview Ranch Park and Pinto Lake City Park. Each artist will receive a small stipend and some supplies to help cover the cost and time for each artist.

### Project and Facility Maintenance

The Parks Division staff will assist in installation of each Frame to ensure safety and proper installation of each piece. Parks staff will also assist to remove each piece upon project completion.

### **FINANCIAL IMPACT:**

Each jurisdiction is contributing financially to cover artist stipends and supplies. The City of Watsonville's portion will be paid from the City Managers Office budget.

### **ATTACHMENTS AND/OR REFERENCES (If any):**

Color renditions of proposed Frames of Art.