



# *P r o c l a m a t i o n*

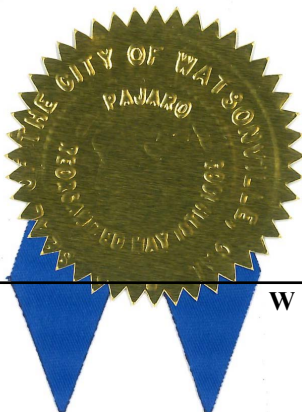
## *Guillermo Aranda*


### *May 25, 2021*

- WHEREAS,** Guillermo “Yermo” Aranda, born and raised in National City, comes from a family of artists, craftsmen and musicians; and
- WHEREAS,** Yermo is co-founder and served as the first director of El Centro Cultural de la Raza in San Diego, where he initiated the first murals in Chicano Park, now a National Historic Landmark, in April of 1973; and
- WHEREAS,** Yermo arrived in Watsonville in 1983, soon after which he began teaching Aztec dance and co-founded White Hawk Dancers, an organization that provides visual and performing arts workshops for juveniles; and
- WHEREAS,** Yermo has completed over 80 murals, having been commissioned by a variety of agencies, among them California Arts Council, Cultural Council of Santa Cruz County, Mexican American Community Services Agency of San Jose and San Diego City; and
- WHEREAS,** one of Yermo’s most prominent local pieces is a mural that graced Watsonville High School’s cafeteria for nearly 30 years, having been completed in collaboration with a group of students in October of 1991; and
- WHEREAS,** the mural was representative of the immigrant struggle and of finding pride in one’s culture; and
- WHEREAS,** when Yermo learned that this mural had been painted over he began efforts to recreate it, and was met with an outpouring of support from the community; and
- WHEREAS,** with the help of current students as well as former ones who worked on the original piece, other local artists and family members, the recreation was finished on April 20<sup>th</sup> of this year; and
- WHEREAS,** Yermo has received several accolades in his career, including the Gail Rich Award in 1997, the YMCA’s Community Racial Justice Heroes Award in 1999, the Jackie Kennedy Award from TV 8 in Salinas in 2000 and was named Artist of the Year by the Santa Cruz County Arts Commission in 2020.

**NOW, THEREFORE,** I, Jimmy Dutra, Mayor of the City of Watsonville, in the State of California, on behalf of the City Council hereby recognize Guillermo “Yermo” Aranda for his valuable contributions to the art community, as well as his work with local youth and congratulate him on the completion of the revitalized “Sueños” mural that will inspire generations to come.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Watsonville to be affixed this 25<sup>th</sup> day of May, Two thousand and twenty one.



  
Jimmy Dutra, Mayor

WATSONVILLE, CALIFORNIA