



# Agenda Report

**MEETING DATE:** Monday, October 18, 2021

**TO:** PARKS & RECREATION COMMISSION

**FROM:** ADRIANA FLORES, SR. ADMINISTRATIVE ANALYST

**SUBJECT:** APPROVE APPLICATION FOR PUBLIC ART FOR A MURAL  
LOCATED ON CITY PROPERTY AT AIRPORT BLVD AND WESTGATE  
DR, SUBMITTED BY YOUNG CREATIVES MENTOR VENESSA  
LEDESMA

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## **STATEMENT OF ISSUES:**

Public Art Application submitted for approval.

## **RECOMMENDED ACTION:**

Staff recommends that the Parks & Recreation Commission approve the application for Public Art at Airport Blvd and Westgate Drive, submitted by Young Creatives Mentor Venessa Ledesma

## **DISCUSSION:**

Venessa (Nessa) Ledesma is an artist and mentor to youth that approached City Staff to propose that City electric boxes be painted by youth in our community. Nessa is a Young Creatives Youth Mentor with Arte del Corazon, a local artist organization. Nessa recently worked with the Aptos Community Youth Project (ACYP) as a mentor for a group of Freedom/Watsonville students who attend Aptos High to create a mural at Aptos Junior High, in hopes to raise the spirits of the youth during the transition back to school once distanced-learning ended. She also partnered with ACYP to create postcards with art and words of encouragement for the Aptos High School community after the recent act of violence which resulted in a tragic loss. Nessa and these young artists propose to paint a mural on the City owned controller box located at Airport Blvd and Westgate Drive to inspire creativity, peace, love and unity in the community.

### *The Project*

This project consists of wrapping the electrical box exterior with a colorful mural for all persons entering and exiting Watsonville on Airport Boulevard to enjoy. The mural is a skyline with an airplane writing the words "Together we rise," while the ocean, fields, flowers and butterflies adorn the rest of the image.

### *The Artist*

Nessa was raised in Watsonville and is a Teaching Artist with the Arts Council Santa Cruz County. She also serves as the Arts Activities Coordinator and Young Creatives Youth Mentor



with Arte del Corazon. She enjoys creating art of all types including digital art, mixed media, jewelry, murals and much more.

*Project and Facility Maintenance*

The project consists of washing and priming the site and painting the background colors on. After this the element designs such as the poppies, airplane and butterflies will be sketched onto the surface and painted. Outlines and finishing touches would be completed at the end before the final varnish and sealer are applied. The mural will be the size of the controller box and will wrap around all 4 sides.

If approved, installation is expected to be completed before the end of the year.

**FINANCIAL IMPACT:**

None. Arte del Corazon will compensate Nessa as lead and mentor for the youth and ACYP will provide the supplies.

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

Attachment A: Proposed Mural Design-Airport & Westgate Electrical Box