



Irwin Ortiz <irwin.ortiz@cityofwatsonville.org>

Decision on Porter Building

Vanessa Quiroz-Carter <quirozcarterforcitycouncil@gmail.com>
To: cityclerk@cityofwatsonville.org, citycouncil@cityofwatsonville.org

Tue, Nov 10, 2020 at 3:11 PM

Dear City Council,

My name is Vanessa Quiroz-Carter and I am writing to voice my support for the bid from PV Arts. You might know me from my recent run for City Council in District Two.

Despite what you may have heard about me, I do not support gentrification and I am not, nor have I ever been a gentrifier.

I want to take a moment to give the definition of gentrification, as I am not sure all council members understand what that term means. According to [dictionary.com](https://www.dictionary.com), gentrification is "the process whereby the character of a poor urban area is changed by wealthier people moving in, improving housing, and attracting new businesses, typically displacing current inhabitants in the process."

As you can see by the definition, as a working class local, I do not fit the definition of a gentrifier. Dan Pulcrano and Joe Cirone, however, do.

Although I was intrigued with the idea of new businesses downtown, I was very disturbed by the language used by WatsNews LLC in their pitch. In their pitch, Pulcrano and Cirone claimed to "be" Watsonville, yet they not spoken with community members other than city employees, insulted our local cuisine, were clearly out of touch with local demographics, wanted to utilize vulnerable populations for low skilled work with no opportunities for advancement, and wanted to lay claim to Watsonville by purchasing the domain of [watsonville.com](https://www.watsonville.com). These gentlemen also stated that they do not live, work, or spend time in Watsonville, and have reduced it to the potential for Santa Cruz tourism runoff. This is not the vision for Watsonville that I have nor that I support.

In a prior City Council meeting, members expressed condolences for lives lost through gang violence and acknowledged the need for gang intervention in Watsonville. PV Arts is part of that intervention. For over 30 years, PV Arts has provided education, beauty, and a sense of community to Watsonville. If PV Arts were to acquire the Porter Building, they can expand their services to offer even more to the community; more youth programming that keeps kids off the streets and learning valuable skills is exactly what this community needs. In contrast to WatsNews LLC, PV Arts sought community input, is providing space for the community, has plans for community and youth development, and is providing skills for advancement for community members.

I understand the appeal to draw in new money and new business to Watsonville, however, we have community supporting and building to do before we get to that point. I urge you to listen to the support the community has voiced for PV Arts and approve of their bid for the Porter Building.

Thank you for your time.

Respectfully,

Vanessa Quiroz-Carter

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1/15/2021

City of Watsonville Mail - Decision on Porter Building

Vanessa Quiroz-Carter

5 E. Beach St. PMB #216

Watsonville, CA 95076

quirozcarterforcitycouncil@gmail.com

(831) 713-8628

Vanessa Quiroz-Carter for City Council 2020

FPPC # 1428452



City Council <citycouncil@cityofwatsonville.org>

Porter Building

Jennifer Fox <jenni@namastay.net>
To: citycouncil@cityofwatsonville.org

Tue, Nov 10, 2020 at 3:57 PM

I won't be able to attend the meeting. But I wholeheartedly support this wonderful addition for the community and the arts.
Jenni Fox



City Council <citycouncil@cityofwatsonville.org>

Pajaro Valley Art's Porter Building

Helaine Glick <hpg@cruzio.com>
To: citycouncil@cityofwatsonville.org

Wed, Nov 11, 2020 at 12:56 PM

Dear Watsonville City Council,

I am writing to express my enthusiastic support for the PVA's proposal to acquire and upgrade the Porter Building for their new home. I am a member, and have attended many openings and exhibitions at the current PVAC, and have also purchased art from there more than once. They are a wonderful organization and bring artists from all over Santa Cruz County to Watsonville, to both show and enjoy the artwork. Gallery space for a county that harbors so many artists is ridiculously limited, and this his new downtown center would be a great benefit to Watsonville and to the entire County, and I hope that you will approve the plan.

Best regards,

Helaine Glick
[1010 Amesti Road](#)
Watsonville, CA

Helaine Glick, Writer + Curator
hpg@cruzio.com





City Council <citycouncil@cityofwatsonville.org>

Fwd: Porter Building

Christy Sandoval <sandoval.christy@gmail.com>
To: citycouncil@cityofwatsonville.org

Wed, Nov 11, 2020 at 1:56 PM

----- Forwarded message -----

From: **Christy Sandoval** <sandoval.christy@gmail.com>
Date: Tue, Nov 10, 2020 at 11:33 AM
Subject: Porter Building
To: <citycouncil@cityofwatsonville.com>

As a native to Watsonville and having first experienced the powerful impact of the arts on me in high school, the arts have fundamentally changed me as a human being and a young Mexican-American woman in my community. It was because of the arts that I would later become politicized and identify as a proud CHICANA and embrace my cultura and appreciate the rich history and my community in abundance around me.

At the time, in order to support my artistic and creative development I had to go OUTSIDE of Watsonville... (this was fifteen years ago....) There were not any arts spaces for the community or opportunities to find multigenerational creative education. Having fully immersed myself in the arts after finding a creative home outside of Watsonville, to this day, I constantly seek collaboration with my fellow Watsonville talented creatives and cultural bearers, but I am surprised that more opportunities in Watsonville for this talented community are still not readily available and are too often NOT SUPPORTED. I am proud of the arts & culture activities that have emerged in the last fifteen years, and the opportunity for the PV Arts Center moving to the Porter Building is HUGE! Our community shouldn't have to go outside of Watsonville to experience the arts, the moving of the PV Arts center to a space in downtown is the right path to bringing our community together in a healthy and vibrant way.

I write this today to express my utmost support of the Pajaro Valley Arts Center moving to the Porter building on Main Street. As one of the few arts spaces in Watsonville, I urge you to seriously consider the positive impact this can have for our beloved Watsonville.

with gratitude and respect,
Christy Sandoval



City Council <citycouncil@cityofwatsonville.org>

In support of the PVA bid for the Porter Building

Sandra Hurtado <sandritahurtado6@gmail.com>

Mon, Nov 2, 2020 at 4:54 PM

To: citycouncil@cityofwatsonville.org

Hello,

My name's Sandra Hurtado and I've lived in Watsonville my whole life. I love this town and the people who live here. I believe that the addition of a center for the arts in the Porter Building would provide opportunity to the youth of Watsonville and create a space for community growth. We don't need expensive restaurants, boutiques and hotels. We need opportunity for young people and seniors. We're a town full of hard-working families who aren't compensated enough for the essential work we provide. Why attempt to further enrich restaurant owners and real estate moguls when we can enrich our community with a center for the arts. This is why I fully support the PVA bid for the porter building and believe you, the members of city council, should support this opportunity for our community too.

Thank you for your time,
Sandra Hurtado



City Council <citycouncil@cityofwatsonville.org>

Porter Building

Maria Gitin <msgitin@got.net>

Sun, Dec 27, 2020 at 3:31 PM

To: citycouncil@cityofwatsonville.org, cityclerk@cityofwatsonville.org

Cc: judy@judyastabile.com, ICE <torres7S@got.net>

Dear Council Members and City Staff,

As a former resident and business owner in Watsonville, and a continuing member and supporter of Watsonville Film Festival, Digital NEST and Pajaro Valley Arts, I am writing in support of PVA's proposal to purchase and renovate the Porter Building. Yes, the project will be a stretch for the organization. However, their major donor commitment and community support for Pajaro Valley Arts promise that more backing will be forthcoming. Arts in the heart of Watsonville have as much or more capacity to revitalize downtown than a boutique hotel. The PVA project will need less parking, be quieter and more family friendly. Over the years, the gallery has expanded their board and their artistic offerings to be the most inclusive and beloved gallery in the region. Thank you for seriously considering their merits. Please select Pajaro Valley Arts as your negotiating partner for the Porter Building purchase. Thank you. (Disclosure: Both I and my spouse, Samuel Torres Jr, have had the honor of participating in exhibitions at Pajaro Valley Arts.)

In community spirit,

Maria Gitin Torres
PO Box 216
Capitola, CA 95010

"This Bright Light of Ours: Stories from the Voting Rights Fight"

www.thisbrightlightofours.com



City Council <citycouncil@cityofwatsonville.org>

support for PVA use of Porter Building

Jo Hernandez <jo.hernandez@sjsu.edu>

Tue, Oct 27, 2020 at 4:13 PM

To: citycouncil@cityofwatsonville.org

Cc: Jo Farb Hernandez <jo@jofarbhernandez.com>

Greetings,

My husband and I, residents of Watsonville since 1985, strongly endorse the bid of Pajaro Valley Arts to purchase the Porter building, and we urge you to support them without reservation.

Watsonville has a strong and diverse cultural community, and an arts organization such as PVA would be perfectly positioned to help support programming that will enhance all of our lives through a variety of arts and cultural programming.

Thank you for your consideration of this letter.

Jo and Sam Hernández

[345 White Road](#)

[Watsonville](#)



City Clerk <cityclerk@cityofwatsonville.org>

Porter Building

Judy Stabile <stabilejud@aol.com>

Thu, Jan 14, 2021 at 1:39 PM

To: jimmy.dutra@cityofwatsonville.org, cityclerk@cityofwatsonville.org

Dear Councilman Dutra,

I would like to take this opportunity to thank you for considering Pajaro Valley Arts Council's (PVA) bid for the Porter Building. As a vibrant non-profit organization, we recognize how difficult it is to balance the requirement for fiscal responsibility with community need. In the coming weeks, you will be called upon, yet again, to balance out these sometimes, conflicting obligations.

While there is risk in either decision you make, **with PVA you have a cash offer to purchase the building outright, relieving the City of the responsibility of monitoring, maintaining, and insuring a building that has already been vacant for close to four years in the process of selling/leasing.**

We understand that the City would like the building occupied and running within a short period of time, and that a three to five year plan seems like an eternity. In the non-profit realm, this is a reasonable timeframe, considering we will be raising the capital to improve the building while continuing current operations at our location at [37 Sudden Street](#).

- **When PVA moves to the Porter Building, the beautiful asset at [37 Sudden Street](#) will be returned to the City to either rent or sell.**

The community has been dreaming of a multi-use arts center for close to 30 years, as demonstrated by the ongoing work that Arts Council Santa Cruz has undertaken with Watsonville artists and arts organizations (including PVA). **You have the opportunity to help us begin to build this community dream, without a cash outlay by the City.**

Expansion into the Porter Building (almost 10x larger than our current location) will allow PVA to:

- Expand programming to include performance space as well as exhibit space
- Provide a vibrant accessible community gathering place/destination
- Expand educational and workshop opportunities to the community
- Create a craft/destination retail business to compliment visual arts programming
- Continue to serve the arts educational needs of students within walking distance of our exhibit programming
- Provide PVA with a consistent revenue stream through rental, retail, and workshop offerings

Relocation of PVA to a more central downtown location will provide the City of Watsonville with:

- A social, cultural and entertainment destination to compliment existing businesses
- Add a craft/destination retail business, which will draw cultural tourists, and benefit the surrounding businesses

○ **“Added activation and the increased consumer activity it brings around the Downtown’s public gathering spaces could improve retail and restaurant performance, which increases the potential for new housing and commercial investments.”** per the *Watsonville Downtown Specific Plan & EIR, Market Assessment and Demand Analysis; EPS #181074 provided to the City on 7/30/2020*)

- Provide a modest sales tax revenue base for the City
- Create a modest increase in local employment and provide additional income to local artists through the sale of their work
- Contribute to the health and well being of the community while providing a strong sense of place
- Allow for greater community engagement by participation in downtown City events

Community Impact:

Health and Well-being: As our community starts the post Covid healing process, arts will play an important role now as well as in the future. According to, *Arts Are Education*: “The arts are key to re-igniting students’ learning in the post-COVID-19 era and preparing them for success and happiness in a complicated 21st century world. To wit, arts education:

- nurtures healthy, inclusive communities where all points of view are respected;
- promotes cultural awareness and civil discourse;
- supports the social and emotional well-being of students and fosters a welcoming and safe school environment; and
- provides multiple pathways for every student’s creative voice and the communication of their ideas.”
- “In their study published in the *American Journal of Public Health*, Heather L. Stuckey, D.Ed. and Jeremy Nobel, MD, concluded **there’s a direct link between creative arts and health outcomes, both physical and mental. “Engagement with creative activities has the potential to contribute toward reducing stress and depression and can serve as a vehicle for alleviating the burden of chronic disease,”**
- *PVA’s Experience Art* Educational Program supplements art programs that are being implemented within our school systems **to develop the creative and critical thinking skills of students (our future workforce)**. PVA expands student experience and teacher programming by providing access to imagery and educational exercises that are compatible with academic content standards by aligning our programs with the California Visual and Performing Arts Standards adopted in 2019)

Sense of Community: The activities we can offer at the Porter Building will further build on the sense of community by sharing cultural traditions including: music, visual arts, dance, food, literature, and history.

- “Art and culture have long been associated with the development of America’s towns and cities and the rich diversity and evolution of neighborhoods and communities. Art and culture are, in fact, often used to help revitalize and improve the economies of inner cities, suburbs, and rural areas (Strom 2001).

We already have an incredibly beautiful city, and PVA hopes to build upon that by preserving the historic value of the Porter Building, while providing activities that not only local residents will enjoy but will bring in our surrounding community and guests.

Downtown Impact of Arts:

PVA provides a destination for the Downtown, creating “cultural tourists” who will spend money at surrounding businesses.

A five year analysis of PVA sales by zip code shows that at least **63% of our buying customers come from towns, cities, and states outside of the Watsonville zip code:**

- 16% of sales were to Watsonville (95076)
- 44% the rest of the county
- 9% neighboring counties
- 4% Greater Bay Area
- 3% the rest of the state
- 3% out of state
- 21% show no zip code

Generate Downtown Revenue: in 2012, Arts Council Santa Cruz and Americans for the Arts performed a study of the impact of the arts in Santa Cruz County. *The Arts and Economic Impact of Non- Profit Arts and Culture Organizations and Their Audience* showed that **individuals who attended arts and cultural events spend an average of \$29.19 per person not including the price of admission** (we do not charge an admission and this does not include art sales). The following is a breakdown:

Expenditure	Santa Cruz County Residents	Out of Town Residents	Average
Meals/Refreshments	\$12.35	\$20.51	\$14.50
Souvenirs/Gifts	\$ 1.52	\$ 3.80	\$ 2.12
Ground Transportation	\$ 1.48	\$ 3.20	\$ 1.93
Overnight Lodging	\$.08	\$33.57	\$ 8.91
Other	\$ 1.13	\$ 3.40	\$ 1.73
Total	\$16.56	\$64.48	\$29.19

Attendance varies annually, but PVA normally receives 8,000-14,000 visitors to our various activities/events. Using our lowest figure, 8,000, if those 8,000 visitors spend \$29.19 each, they are **spending \$233,520 at local business** (which may be substantially higher from 2013-2019, and lower in 2020 because of Covid.)

If we apply an attendance **growth rate of 15.5 %** (as demonstrated by our average annual increase over the last nine years) in five years, we would be hosting over 14,000 patrons; at \$29.19 our patrons would have an economic impact of **\$408,000** annually (not including sale of artwork).

Downtown Watsonville Specific Plan (draft)

Including PVA in the downtown area addresses each of the following guiding principles in the draft plan:

Preserving elements that make Downtown unique

- Establishing a varied choice of uses and experience for the diverse population

Create a vibrant and active Downtown environment

Promote local economic prosperity

- Foster healthy inclusive and culturally connected community where all members can thrive

PVA has been “bringing the community together through the arts” since 1984, by consistently providing free arts programing regardless of earthquakes, floods, the pandemic, and economic downturns.

We ask that you help us broaden our work and our reach by supporting our bid for the Porter Building, in doing so, you support our vision:

- **To provide an inclusive, safe, and professional space where the community can create and share their creativity, culture, and history.**

If you would like further information, PVA has developed a business plan that we would be happy to share with you. Thank you for your consideration.

Warm regards,

Judy Stabile

Pajaro Valley Arts Treasurer



City Clerk <cityclerk@cityofwatsonville.org>

Porter Building

Judy Stabile <stabilejud@aol.com>

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Warm regards,

Judy Stabile

Pajaro Valley Arts Treasurer



City Council <citycouncil@cityofwatsonville.org>

Re: Art Center

1 message

Mauri Samano <maurisamano@yahoo.com>

Tue, Jan 19, 2021 at 8:56 AM

To: cityclerk@cityofwatsonville.org, citycouncil@cityofwatsonville.org

Hi there,

I am a local artist that supports the PVAs bid to lease the Porter building.

Please give this your full consideration.

Thank you,

Mauricio Sámano



City Council <citycouncil@cityofwatsonville.org>

Porter building

2 messages

Cayley English <cayley.english@gmail.com>
To: citycouncil@cityofwatsonville.org

Mon, Nov 9, 2020 at 9:11 PM

To whom it may concern,

Please do not turn Watsonville into another gentrified central coast city. Santa Cruz has lost so much by letting big tech money take over, please let them be a lesson. Watsonville could only be made better with even more arts and activities for the people that live here already, not the mobs of white tech workers that are to be expected. A boutique, upscale hotel and Italian restaurant will not serve the folks that live in that area. Plus, there is already a pizza place directly across the street owned by local Watsonville brothers (Slice Project). Now is not the time to add more competition to the mix. We are in the middle of an economic down turn. Dan Pulcrano should be ashamed to propose such a blatantly obvious gentrifying business. So please council members do not let this rich white man take over such prime real estate in the heart of Watsonville's old town. Will he really be representing who Watsonville is?

Thank you for your time,
Cayley English

Cayley English <cayley.english@gmail.com>
To: citycouncil@cityofwatsonville.org

Tue, Jan 19, 2021 at 11:44 AM

Please read the following forwarded email. I still stand by it! Don't sell our prime cultural space to white gentrifying men. Watsonville has an opportunity to be the change everyone is screaming for. Do the right thing and allow PVA to rent the porter building.

[Quoted text hidden]