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Percentage for the ARTS

1 message

Jaime Sanchez <jaimelo_3@yahoo.com>

Tue, Apr 12, 2022 at 5:30 PM

To: "eduardo.montesino@cityofwatsonville.org" <eduardo.montesino@cityofwatsonville.org>, "lowell.hurst@cityofwatsonville.org" <lowell.hurst@cityofwatsonville.org>, "vanessa.quiroz@cityofwatsonville.org" <vanessa.quiroz@cityofwatsonville.org>, "francisco.estrada@cityofwatsonville.org" <francisco.estrada@cityofwatsonville.org>, "rebecca.garcia@cityofwatsonville.org" <rebecca.garcia@cityofwatsonville.org>, "jimmy.dutra@cityofwatsonville.org" <jimmy.dutra@cityofwatsonville.org>, "ari.parker@cityofwatsonville.org" <ari.parker@cityofwatsonville.org>, "cityclerk@cityofwatsonville.org" <cityclerk@cityofwatsonville.org>

Greetings Watsonville City Council members.

I am writing to ask you to not only vote yes for a percentage for the arts program, but to pass a 1.5% of total cost for new construction projects to go to the arts in Watsonville.

I've had community members share that the past two years were a total learning loss for the students in their household. They said they really didn't learn anything and this means that they are falling behind.

Art, dance, and murals are a part of our community, yet, compared to Santa Cruz, we have FAR LESS murals than they do. Why is this? Let's take this opportunity to pass this ordinance at 1.5% to make up for the years and years we have felled behind in the arts. In my opinion, we are at least 40 years behind where we should be in the arts.

By passing this 1.5% for the arts, builders will have to be committed to our community. If they are not committed then it shows their true intention. They have to be willing to invest in the community they expect to receive support from- this would be a balance reciprocity.

The seaside company is the last company to get away with building in our community without giving something in return. Let's not let this happen again.

Let's start at 1.5%, Watsonville has been resourceful, and we are a perseverant community, let's reward the work that has been done.

Let it stand at 1.5% with a stipulation that it be revisited in 10years, this is a drop in the bucket compared to the long future ahead.

Don't do it for your self, do it for the wellness of the community.

Thank you.

Respectfully,

Jaime Sanchez
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Irwin Ortiz <irwin.ortiz@cityofwatsonville.org>

April 12 Meeting_Agenda Item 12A_Public Art ordinance

1 message

Judi Grunstra <judiriva@hotmail.com>

Sat, Apr 9, 2022 at 12:46 PM

To: "citycouncil@cityofwatsonville.org" <citycouncil@cityofwatsonville.org>, "cityclerk@cityofwatsonville.org" <cityclerk@cityofwatsonville.org>

Dear Mayor and Council:

I urge you to approve formation of an ordinance that provides support for public art projects and events. I have read the staff report for this item and it appears to have been well researched.

I worked as an on-call Librarian in the Watsonville Library for 12 years up until Covid. I have since retired. It was exciting to see public art in the library and around town. I live in the city of Santa Cruz and served on the city Arts Commission for 7 years, during which time the Commission developed a Public Art Ordinance, which the city adopted. I educated myself quite a lot about public arts programs as part of that process.

Watsonville has many talented artists, not only in visual arts, but other arts disciplines. They can and do mentor youth, and the installation of murals, mosaics, etc. has brightened the lives of residents and visitors. Let's have more!

Artists deserve to be paid, and public artworks need longterm maintenance, as noted in the staff report. Dedicating money for that should be borne by private developers, not just by the city in city-funded building projects. With a surge in development, Watsonville should not miss out on hundreds of thousands of dollars that can accumulate through future developments. I would even urge you to increase the percentage.

Not all public art is permanent. The ordinance should contain wording that includes temporary art installations. Such fine points would no doubt be included in a Public Arts Master Plan, developed in conjunction with the city's General Plan goals and objectives. Referring to similar plans in other cities (Seattle, etc.) could save time - there is no need to "re-invent the wheel," but merely customize the plan to fit Watsonville.

Of course hearing from the community during development of a plan is essential!

I look forward to your enthusiastic approval of this item.

Judi Grunstra