

REPORT TO CITY COUNCIL

Approved by:

Council Meeting of: August 2, 2023

Agenda Number: D-4

Joseph Hebert

Joseph Hebert, Parks & Community Services Director

Arnoldo Rodriguez

Arnoldo Rodriguez, City Manager

SUBJECT:

State Route 99 Block Wall Enhancement Project Artwork Selection

RECOMMENDATION:

Consider the Recommendations by the Arts Selection Committee and Adopt a Resolution Approving Artwork for the State Route 99 Block Wall Enhancement Project

SUMMARY:

During the February 15, 2023, Council meeting, staff presented the Clean California State Beautification Program – Madera Block Wall Enhancement Project (Project) implementation plan and requested direction on several items. During said meeting, Council:

- Approved a Transportation Arts Agreement between the Department of Transportation (Caltrans) and the City in the amount of \$100,000
- Approved a Memorandum of Understanding (MOU) between the City and Madera County Arts Council (MCAC) in the amount of \$6,000
- Established the Arts Selection Committee (ASC)
- Appointed Mayor Pro Tem Mejia and Councilmember Evans to the ASC

The MOU between the City and MCAC outlines that the latter would assist with the sourcing of an artist, artwork, and the installation process, whereas the ASC would assist in the finalization of the solicitation process and the selection of the artwork. The ACS would ultimately make a recommendation of artwork to the Council for approval. Upon Council approval of the art, the ASC would dissolve.

This item is to provide Council with the ASC's recommendations for selecting the artwork.

DISCUSSION:

Specifically, the Madera Block Wall Enhancement Project aims to:

- Beautify the recently constructed block wall on the east side of SR 99, south of the 4th Street off-ramp.
- Aesthetically enhance the area by adding landscaping features.
- Add to placemaking by promoting the civic pride, connection, and community placemaking through the installation of artistic design on the block wall.

As part of their efforts, Caltrans erected a split-face concrete masonry unit (CMU) wall and will add landscaping on the east side of State Route 99. This art project would add 5 sets of 4 panels to the wall for 20 panels. The panels may consist of a single artwork or distinct pieces.

While the construction and maintenance of the Project are relatively simple to define, selecting an artist and appropriate artwork is more subjective. Thus, staff recommended the following for selecting an artist and artwork.

1. Selection of the artist

Staff suggested that Council establish an ASC to serve as an advisory body. The ASC consists of the following members:

- City Council: Mayor Pro Tem Elsa Mejia
- City Council: Councilmember Anita Evans
- Madera County Arts Council: Jim Kocher, Executive Director
- Madera Community College: Steve Norton, Art Instructor
- Madera Unified School District: Ginger Latimer, Theatre Instructor

2. Selecting the art

The ASC oversaw the solicitation process, which included publishing a Request for Proposals (RFP). The RFP included eligibility, general specifications, artwork qualities, acknowledgments, and selection criteria. The RFP was shared with Madera Unified School District's Director of Arts Education, published on the MCAC website, shared on social media outlets by both the City and MCAC, as well as the MCAC e-newsletter of over 1,300 subscribers.

Table 1 summarizes the progress of the Project since the February 15, 2023, Council meeting.

Table 1: Project progress since the February 15, 2023 Council meeting

Date range	Tasks
February 16 – March 30, 2023	Initial meetings between City and MCAC to confirm directives from Council, plan of action, and goals of Project. Members of the ASC finalized the RFP with the scope of work, schedule, and selection criteria
March 31, 2023	RFP opened for artists' proposals
April 16, 2023	Submissions due
April 17 – May 30, 2023	Initial selections made by the ASC after rating proposals submitted
June 1 – July 14, 2023	ASC made final selections after interviews were completed with artists. MCAC provided pertinent information to City staff for preparation of report to Council.
August 2, 2023	City Council considers the recommendations made by the ASC and selects the art

The ASC was responsible for reviewing responses to the RFP. After rating responses, the ASC was tasked with making a recommendation to the City Council. Upon completion of the artist and artwork selection, the ASC would dissolve. The partnership between MCAC is differentiated here, as the MCAC will continue to assist with the Project through artist contract oversight and the artwork installation phase.

RESPONSES TO THE RFP

A total of 17 artists submitted proposals. The ASC recommended that nine artists advance for Council consideration based on rating scores from the ASC. The nine artists were interviewed by members of the ASC, with their artwork submissions presented in the report herein.

ASC RECOMMENDATIONS

The ASC has three different options for consideration, with only one option being able to be selected by Council.

Option No. 1

- Includes a variety of 5 artwork pieces, by 5 artists; each with 4 panels.
- Includes artwork by Daniel Van Gerpen, Amy P. Morgan, Patricia Pratt, Andrea Torres, and Anne Whitehurst.

Option No. 2

- Includes variety of 5 artwork pieces, by 5 different artists; each with 4 panels.
- Includes artwork by Daniel Van Gerpen, Amy P. Morgan, Chieko Delgado, Andrea Torres, and Patricia Pratt.

Option No. 3

- All 5 pieces, at 4 panels each, a total of 20 panels, all by the same artist.
- Sole artist, Daniel Van Gerpen.

NEXT STEPS

Upon Council selection of artist/s and artwork, the artist/s will enter into an Art Maintenance Agreement, as outlined by Caltrans. This Agreement will be presented to Council for consideration. Said agreement must be executed prior to the installation of the artwork. Staff will also secure a vendor capable of converting the artwork to vinyl and metal frames. This will include a digital photograph of the artwork selected, then a transfer to a high-grade vinyl, followed by the vinyl being wrapped around a block of rigid foam fastened to a metal frame.

FINANCIAL IMPACT:

As the recipient of the Clean California State Beautification Program funds, the City budgeted the \$100,000 cost of the Project in the Fiscal Year 2023/2024 Parks Grant Fund, #41096355. Budgeted is the expected reimbursement-based revenue of \$100,000 and the \$100,000 in expenses. The agreement between Caltrans and City allows for the funds to cover the costs of procuring artist/s, administering artist contract/s, and the provision and installation of the panels.

Table 2 provides a synopsis of expenses to date and anticipated costs.

Table 2: Expenses to date and anticipated expenses	
Tasks	Amount
MCAC: Administrative fee for their assistance with the project	\$6,000
\$250 to each of the 9 finalists for their time and material	\$2,250
Panel compensation: selected artists will receive \$2,000 per panel. Considering there are 20 panels, compensation will equal \$40,000	\$40,000
Conversion of artwork to vinyl-wrapped foam panels, the framing of panels, and the installation costs	\$51,750
Total	\$100,000

ALTERNATIVES:

Council may instruct the ASC to make a new recommendation for consideration, with new variances in artist/s and artwork per Council directive and bring the new recommendation/s to an upcoming Council meeting.

ATTACHMENTS:

1. Resolution – Approving Artwork for the Madera Block Wall Enhancement Project
2. Meet the Artists
3. Artwork Options

Attachment 1.

Resolution - Approving Artwork for the Madera Block Wall Enhancement Project

RESOLUTION NO. 23-

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MADERA
APPROVING ARTWORK FOR THE MADERA BLOCK WALL ENHANCEMENT
PROJECT**

WHEREAS, in 2021 the State allocated over \$1.1 billion for the Clean California initiative that aimed to make a significant investment in litter collection, community engagement, and education to ultimately transform unsightly roadsides into spaces of pride for all Californians; and

WHEREAS, Caltrans and the City have entered into a cooperative agreement under the Clean California State Beautification Program (CCSBP) to fund the Madera Block Wall Enhancement Project in the amount of \$100,000; and

WHEREAS, specifically, the Project aims to beautify the newly constructed block wall on the east side of State Route 99, south of 4th Street; and

WHEREAS, enhancing and beautification through oleander planting and vines in front of the block wall; and

WHEREAS, cultural connection and community placemaking through the installation of the artistic design on the block wall; and

WHEREAS, the Council has selected the artwork that will be installed on the block wall; and

WHEREAS, the City selection of artwork allows Caltrans and the City to prepare an Art Maintenance Agreement to prepare for artwork installation; and

WHEREAS, the Art Maintenance Agreement will be presented to Council when finalized and must be approved before the artwork is installed.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MADERA, finds, orders and resolves as follows:

1. The above recitals are true and correct.
2. Artwork selected for the Madera Block Wall Enhancement Project includes the following artwork by the following artist(s):

3. This Resolution is effective immediately upon adoption.

Attachment 2.

Meet the
Artists

Meet the Artists

Robert Amador Jr.

Robert is a Fresno-based artist. Artist highlights include:

- Mexican American Patio at the Big Fresno Fair
- Bitwise Industries – Bakersfield
- Container Home – St. Louis
- Anzula Yarn Factory
- Bitwise Hive – Fresno



Chieko Delgado

Chieko is a Sanger based artist. Artist highlights include:

- Alliance of California Artists
- Clovis Art Guild
- Madera Arts Council
- Kingsburg Arts Council
- Sanger Arts Council
- Big Fresno Fair
- Celebrate Agriculture with the Arts – Madera
- Fresno County Blossom Trail Poster Contest
- Chieko has ties to the Joshibi University of Art and Design in Tokyo, Japan



Daniel Van Gerpen

Daniel is a Fresno-based artist. Artist highlights include:

- Mural projects
- Melody Park Christian School - Salinas
- Journey Mural - Salinas
- Slagle Hall Mural - Univ of South Dakota
- Skate Park Mural - Vermillion, SD
- Oak Hills Baptist Church - Sioux Falls, SD
- Best of Show – 2021, Celebrate Agriculture with the Arts
- Daniel holds a Bachelor of Arts from the University of South Dakota



Amy P. Morgan

Amy is a Clovis-based artist. Artist highlights include:

- San Diego State University, M.F.A. in Art
- University of Georgia, 35 credits of post-baccalaureate coursework in ceramics
- Amy holds a Bachelor of Arts in Studio Art from Carleton College



Patricia Pratt

Patricia is a Merced-based artist. Artist highlights include:

- Bitwise – Merced CA
- Farmworker Mural – Visalia, CA
- El Capitan Hotel – Merced, CA
- Juntos Mural – Porterville, CA
- DOMO Art Walls – Modesto, CA
- Paskenta Band of Nomlaki Indians – Corning, CA
- Mainzer Theatre – Merced CA
- Moezart Tattoo – Turlock, CA



Eddie Rodriguez

Eddie is a Merced-based artist. Artist highlights include:

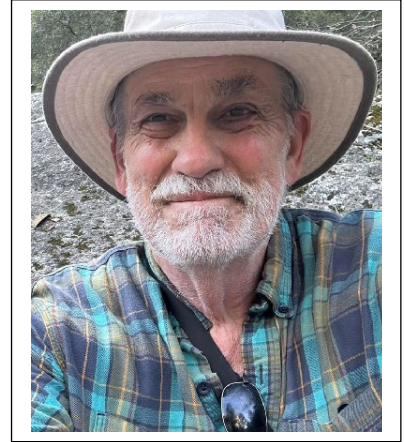
- Melody Park Christian School - Salinas
- Journey Mural - Salinas
- Slagle Hall Mural - Univ of South Dakota
- Skate Park Mural - Vermillion, SD
- Oak Hills Baptist Church - Sioux Falls, SD
- Best of Show – 2021, Celebrate Agriculture with the Arts
- Eddie holds a Bachelor of Fine Arts from the Academy of Art University, San Francisco



Kerby Smith

Kerby is a Coarsegold-based artist. Artist highlights include:

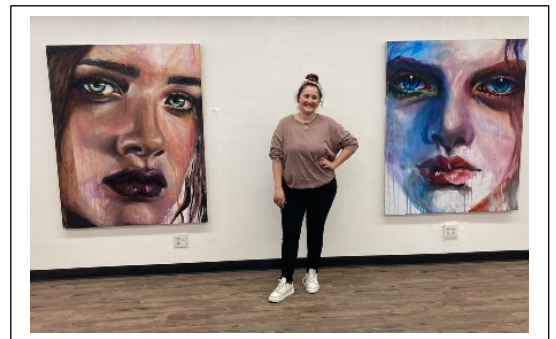
- Various Mural Projects
- Sorenson Gallery - Fresno
- Kerby holds a Bachelor of Arts in Art from Hobart College
- Kerby is also a photographer.



Andrea Torres

Andrea is a Fresno-based artist. Artist highlights include:

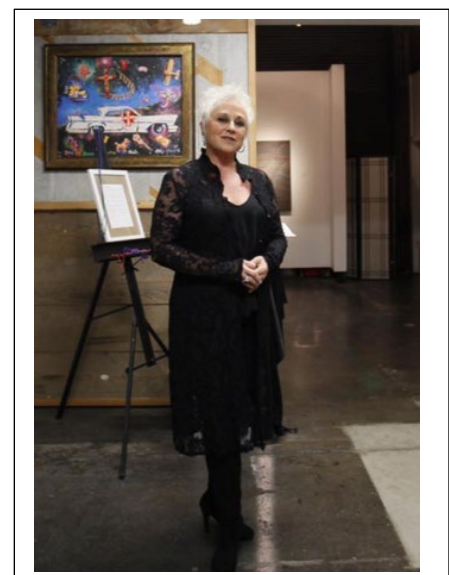
- Mural project in Mendota High School
- Mural project in Sequoia Middle School
- Mural project in Vinland Elementary School
- Andrea is in the progress of obtaining a Master of Science Educational Counseling from the National University, Fresno
- Andrea holds a Bachelor of Arts degree in Art and French from California State University of Fresno



Anne Whitehurst

Anne is a Fresno-based artist. Artist highlights include:

- Mural project in Del Mar Elementary School – Fresno
- Mural project in Tourist Center – Merced
- Mural project in Burrell Elementary – Fresno
- Mural project in the City of Los Banos
- Mural project in the City of Millikin



Attachment 3.
Artwork Options

Option No. 1

1

2

3

4

5



1

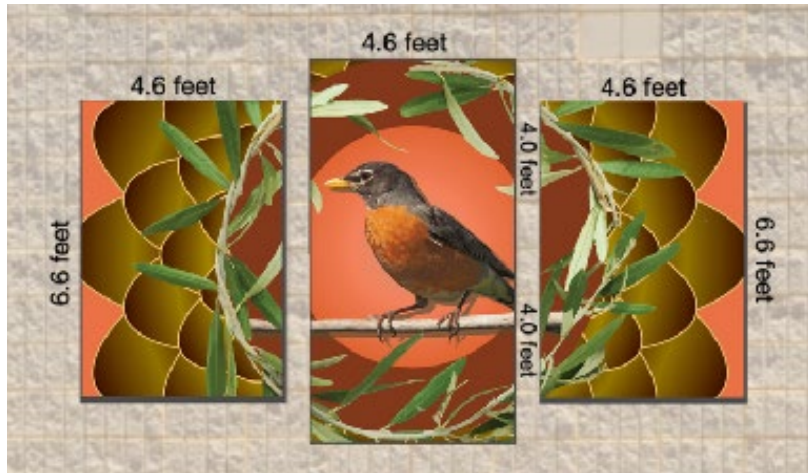
Artist: Daniel Van Gerpen



2

Artist: Amy P. Morgan





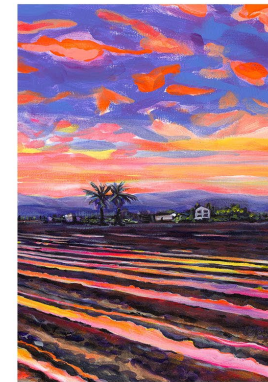
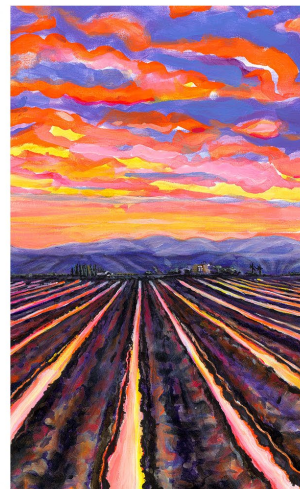
3

Artist: Patricia Pratt



4

Artist: Andrea Torres



5

Artist: Anne Whitehurst

Option No. 2

1

2

3

4

5

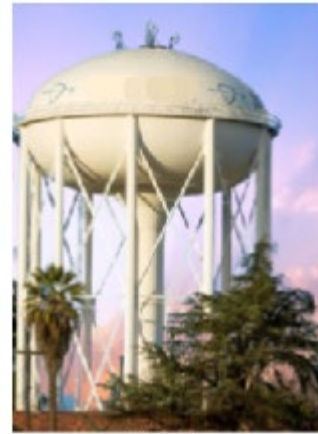
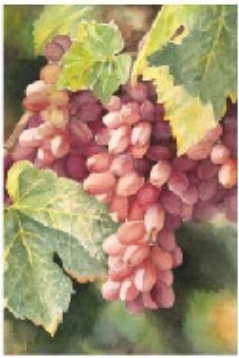


1

Artist: Daniel Van Gerpen

2

Artist: Amy P. Morgan

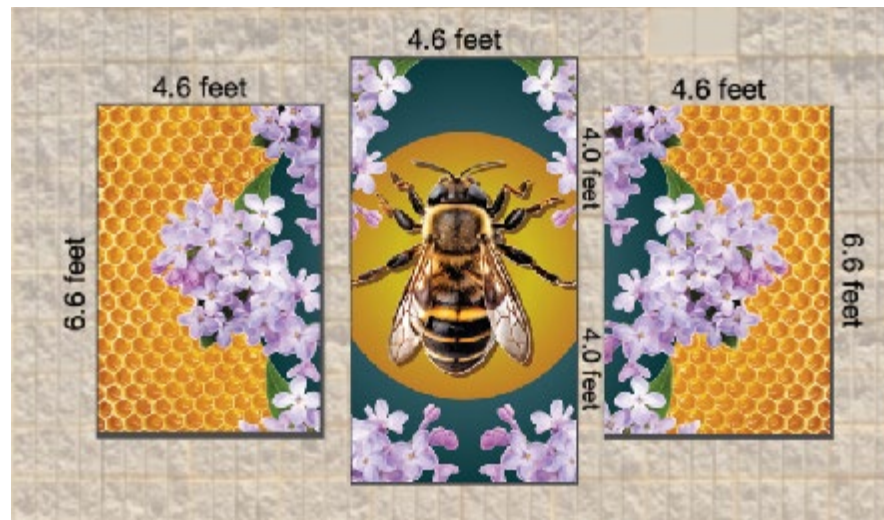


3

Artist: Chieko Delgado

4

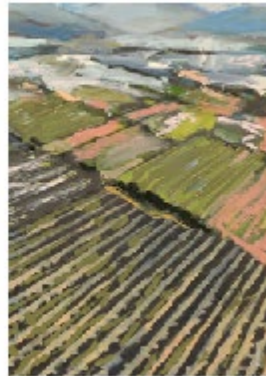
Artist: Andrea Torres



5

Artist: Patricia Pratt

Option No. 3



1

Artist: Daniel Van Gerpen

2

Artist: Daniel Van Gerpen



3

Artist: Daniel Van Gerpen



4

Artist: Daniel Van Gerpen



5

Artist: Daniel Van Gerpen

