CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY

Memorandum

TO: PUBLIC ART COMMITTEE   **FROM:** MICHAEL OGILVIE

SUBJECT: SEE BELOW   **DATE:** May 31, 2018

Council District: 7

SUBJECT: Concept and Design Development proposal by Morgan Bricca for the Havana Drive at Midfield Avenue mural project.

RECOMMENDATION

Approve the concept and design development proposal by artist Morgan Bricca for a mural project at the intersection of Havana Drive and Midfield Avenue.

DATE OF ARTIST SELECTION: Tuesday, March 6, 2018

ARTWORK BUDGET: $75,000, including a contingency of $6,375 that will not be paid to artist except to address specific, unanticipated issues that may arise.

LOCATION: The project site is the soundwall at the intersection of Havana Drive and Midfield Avenue.

PROJECT DESCRIPTION

Members of the community initiated this mural project to enhance a vacant site at the juncture of Havana Drive and Midfield Avenue and to help reduce graffiti. There has been considerable community interest in developing the site into a neighborhood pocket park however, as the site is owned by CalTrans, those plans are presently on hold. The community has a very strong interest in the public benefit that a mural on the adjacent wall will bring to their neighborhood.

In conjunction with the Office of Councilmember Tam Nguyen a neighborhood review panel was put together to select an artist to be contracted to complete the mural. The review panel was comprised of seven community members and an artist who also lives in Council District 7.

Artist Morgan Bricca was selected by the Artist Selection Panel from14 artists who are in the the Public Art Program's Pre-Qualified Mural Artist Roster.

Ms Bricca is proposing a mural design that incorporates themes identified in meetings with community members. The themes reflect the community's interest in something that was both beautiful and inspiring, and that would reflect positively on youth in the area and, if possible, might reference aspects of their history. Her design takes into consideration the varied textural surface of the wall, with its alternating smooth and roughly textured "panels".

PUBLIC OUTREACH

The neighborhood Artist Selection Panel that met on March 6, 2018 was a diverse group of stakeholders representative of the community and neighborhood, as follows:

Victoria Partida	President, Tropicana/Lanai Neighborhood Association
Alfonso Mendez	Community member and member of Latinos United for a New America (LUNA), a district-wide community organization, and is active in Hubbard Elementary School
Steve Navarro	Vice President, Tropicana/Lanai Neighborhood Association
Gloria Linares	Community member, active in area schools
Trami Nguyen Cron	Commissioner (current), City of San José Parks, Recreation and Neighborhood Services Commission
Delia Oseguera (Navarro)	Community member, born & raised in neighborhood
Paul J. Gonzalez	San Jose artist and resident of District 7

Public Art Committee Liaison: Ron Muriera, a District 7 resident

Key community engagement meetings, public meetings, and public reports in conjunction with this project:

Date	What	Purpose	Location	Convener
9/20/2017	Artist Selection Panel	Met to select artists for pre-qualified mural roster.	City Hall	SJPA
3/6/2018	Havana Midfield Public Art Core Team (PACT)	Met to select artist for Havana Midfield Mural Project	Hillview Branch Library	SJPA
4/6/2018	PAC	Update to PAC on artist selection for this project	City Hall	SJPA
5/3/2018	LUNA Mural Committee Meeting	Artist presentation to LUNA committee about project for discussion and input	Household, on Foley Ave. near project site.	LUNA Mural Committee
5/16/2018	Tropicana Lanai Neighborhood Assn. Meeting	Artist presentation to TLNA about project for discussion and input	Khemara Rangsey Temple community room	TLNA
5/31/2018	Havana Midfield PACT	Review and provide input on artist's concept.	Hillview Branch Library	SJPA

/s/

MICHAEL OGILVIE
Public Art Director