

Memorandum

TO: PUBLIC ART COMMITTEE

FROM: Michael Ogilvie

SUBJECT: SEE BELOW

DATE: June 5, 2018

Council District: 9

SUBJECT: Schematic and Design Development Proposal for Paul Moore Park Mural by artist Mona Caron.

RECOMMENDATION

Review and take action to approve the design development proposal by artist Mona Caron for the Paul Moore Park Mural Project.

DATE OF ARTIST SELECTION: October 11, 2017

BUDGET: \$15,000.

LOCATION: Paul Moore Park Mural

PROJECT DESCRIPTION

Members of the community initiated the Paul Moore Park Mural project to replace a mural that had existed on the community center for twenty years. The project was approved by City Council as part of the 5-year CIP Plan in 2015.

The Public Art Program released a Request For Qualifications (RFQ) in June of 2017 that closed on July 31, 2017. The RFQ was developed to create a pre-qualified mural artist roster and 126 artists submitted applications. The Artist Selection review panel for the pre-qualified mural artist roster met on September 20, 2017 and selected seventy-five (75) artists to be on the pre-qualified artist roster. All artists were either local or from the bay area. In conjunction with the Office of Councilmember Donald Rocha a neighborhood review panel was put together to select one (1) artist from this roster to be contracted to complete the mural project.

The neighborhood review panel met on October 17, 2017 to review muralists from the pre-qualified artist roster and unanimously selected artist Mona Caron to perform the work.

PUBLIC OUTREACH

An initial visioning meeting that engaged a wide cross section of community members as well as officials from City of San José was held in March 7, 2018 at the Paul Moore Park Community Center

Building upon this meeting, Mona developed a design proposal for the mural which was presented to the neighborhood review panel on May 1, 2018. The design was also posted publicly at the Paul Moore Park Community center from May 15, 2018 – May 31, 2018 and the community was encouraged to provide feedback. After provided feedback to the artist, the final design was executed and to be presented to the Public Art Committee for approval on June 5, 2018.

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

PUBLIC ART COMMITTEE

May 31, 2018

Subject: Schematic and Design Development Proposal for End of Watch Police Memorial by Gordon Huether

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Date	What	Purpose	Location	Convener
June 2015	City Council	Project was approved as part of the 5-year CIP plan.	City Hall	City Council
9/20/2017	Artist Selection Panel	Met to select artists for pre-qualified mural roster.	City Hall	SJPA
10/11/2017	Neighborhood Artist Selection Panel	Met to select one artist from pre-qualified mural roster.	City Hall	SJPA
12/5/2018	Public Art Committee	Received an update on artist selection.	City Hall	SJPA
3/7/2018	Visioning Meeting	Introduced the artist to the neighborhood and give residents a chance to provide artist with input and inspiration.	Paul Moore Park	SJPA
5/1/2018	Neighborhood Artist Selection Panel	Presented the designs for mural and feedback was provided	Online	SJPA
5/5/2018 – 05/31/2018	Neighborhood outreach	Neighborhood commentary sought and received for mural designs.	Paul Moore Park	SJPA
6/5/2018	Public Art Committee	To approve mural design for painting	City Hall	SJPA

/s/

MICHAEL OGILVIE,
Public Art Director