



# Memorandum

**TO:** PUBLIC ART COMMITTEE  
**SUBJECT:** SEE BELOW

**FROM:** MICHAEL OGILVIE  
**DATE:** March 29, 2018

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**Council District: 7**

**SUBJECT:** Selection of artist for the Havana Drive at Midfield Avenue mural project.

## UPDATE

This is an update on the selection of 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.

The Artist Selection Panel met on March 6 at Hillview Branch Library. The Panel reviewed 14 artists from the Public Art Program's Pre-Qualified Mural Artist Roster and unanimously selected artist Morgan Bricca.

The artists reviewed by the Havana-Midfield Artist Selection Panel were drawn from the Public Art Program's Pre-Qualified Mural Artist Roster that was created in 2017. The Pre-Qualified Mural Artist Roster is comprised of seventy-five (75) artists who were selected by an Artist Selection Panel in a competitive review process from a total of 126 artists who responded to a Request for Qualifications issued by the Public Art Program. All artists in the Pre-Qualified Mural Artist Roster are either local or from the Bay Area.

## PUBLIC OUTREACH

The initial Artist Selection Panel that met on September 20, 2017 to help review and recommend the artists for inclusion in the pre-qualified mural artist roster was a diverse group of arts professionals, as follows:

Jennifer Ahn	Gallery Owner, Artist, City of San José Resident
Joey Reyes	MACLA Curator, Artist, City of San José Resident
Tamiko Rast	Artist, City of San José Resident
Steven Huss	Public Art Manager, City of Walnut Creek
Michael Ogilvie	Public Art Director, City of San José

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

Public and community engagement meetings in conjunction with this project will be scheduled once the artist has been contracted.



MICHAEL OGILVIE  
Public Art Director