



STAFF REPORT
9/21/2021

TO: Parks and Recreation Chair and Commissioners

FROM: Maritza Martinez, Public Works Director

SUBJECT: Recommend Approval of the installation of a Vietnam War Memorial Art Mural by Autumn Martino at Veterans Memorial Park.

STAFF RECOMMENDATION:

Recommend Approval of the installation of a Vietnam War Memorial Art Mural by Autumn Martino at Veterans Memorial Park.

BACKGROUND:

On January 1, 2011, the City Council approved Ordinance No. 1034 establishing an Art in Public Places Program and implementing a new development impact fee for certain new construction, remodeling and reconstruction of public art installations. The purpose of the Art in Public Places ordinance is to develop and maintain a visual arts program for the residents and visitors of Coachella, to add to the economic vitality of the community, and to enhance the environment and unique character of Coachella by providing for the acquisition and maintenance of quality works of public art.

DISCUSSION/ANALYSIS:

The submitted proposal is a painted mural project honoring Vietnam Veterans, including the original “Forgotten, Unforgettable” poem and unit specific military unit badges. The proposed mural was pre-existing on the Veterans Memorial Park Restroom prior to its reconstruction in 2016. Due to the redesigned park restroom that includes Spanish tile work detail, this mural cannot be recreated on the same building. The submitted proposal will re-install the same mural on the rear wall of the stage building facing 4th Street.

During the Culture and Arts Commission meeting held on September 14, 2021, the Commission recommended approval of the installation of the below art mural and award of the proposal for \$14,000 to Autumn Martino (the Artist) and Pedro Salcido (Artistic Director) for its installation.

Proposed Mural Design Rendition

Vietnam Veterans Memorial Art Mural with “Forgotten, Unforgettable” poem and specific military unit badges.



About the Artist

Autumn Martino is a local artist, born and raised in the Coachella Valley. She knew at a young age that she had an artistic side, and has been developing the artistic fire ever since. She attributes her love of art to her mother, who has been a strong force helping her channel energy into the artist she is now. She also gives thanks to all the wonderful people she has met along the way, who have all given her inspiration, opportunities, help and support. Her art is inspired by the beauty and culture of the desert. She uses vibrant color and organic form to create a unique style classified as Figurative Expressionism.

FISCAL IMPACT:

The installation costs would be paid from Special Revenue Funds (130) – Development Impact Fees for Public Art for Fiscal Year 2021-22.