



STAFF REPORT
10/13/2021

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Grants Manager

SUBJECT: Approve an Art in Public Places Proposal for a Glazed Tile Mural by Marnie L. Navarro Depicting the Bond Between Parents and their Children in the Amount of \$20,000

STAFF RECOMMENDATION:

Staff recommends that the City Council consider approving and awarding a grant to Marnie L. Navarro in the amount of \$20,000 from the City of Coachella's Art in Public Places Program to install a glazed tile mural depicting the bond between parents and their children on exterior wall space located on the corner of Vine Street and Seventh Street. The Culture and Arts Commission has reviewed and approved this submission.

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 tile mural project with three main elements that will be comprised of hand-glazed tiles and the remainder of the site wall will be painted in complementary colors. The theme of the artwork is a "loteria" style design with cards that celebrate the role of parents as nurturers. Mothers and fathers are key figures within the nuclear family and serve as role models for their children and how they learn about the world around them. Each card will be approximately 8' x 4' (exact dimensions determined by final placement) and the figures of mother and father will be painted in stylized realism with a watercolor effect. The top corner of the site wall will feature a sun with sunburst motif at a scale of approximately 5' x 5' (exact dimensions determined by final placement). The estimated artwork completion date would be December, 2021 or sooner.

The Culture and Arts Commission recommended a reduced award of \$16,000. However, after conferring with the artist and the City Manager, staff determined that reducing the award would impact the artist's ability to produce such an intricate mural and is therefore recommending that City Council award the artist \$20,000 dollars.

Budget

Office/Studio Fees (kiln)	\$2,000
Installation Costs – Labor	\$10,000 (hand paint & firing tiles)
Other Costs – Install Materials/Misc. Supplies	\$1,000
Fabrication Costs – Materials	\$2,000 (glazes, exterior acrylic)
Artist Fee	\$5,000
TOTAL	\$20,000

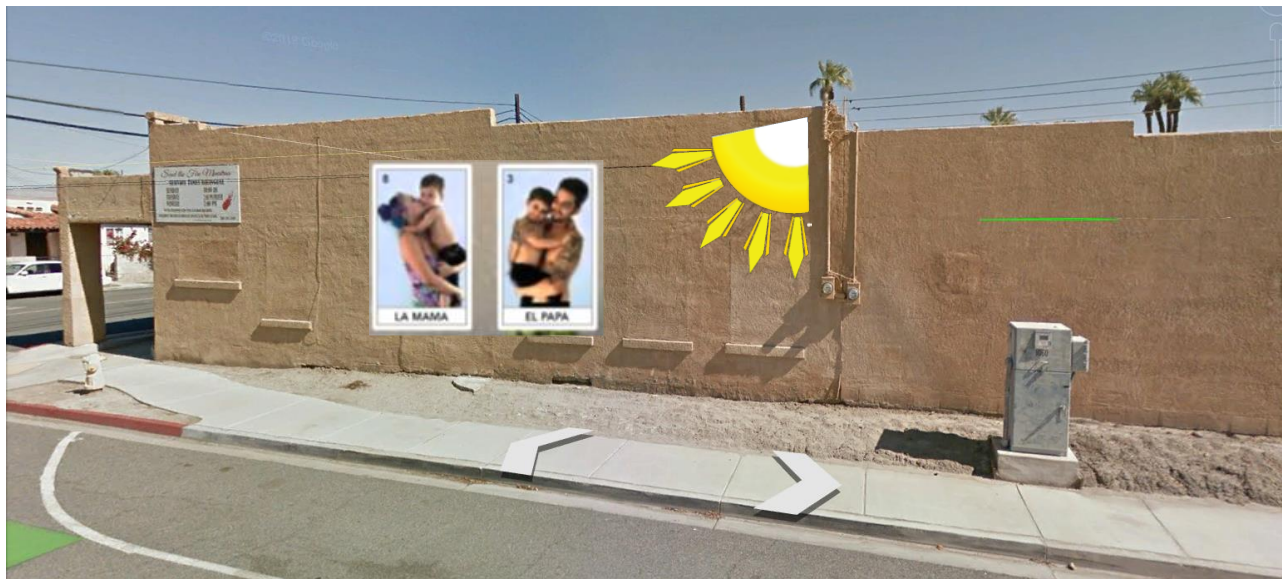
About the Artist

Marnie L. Navarro is a Coachella Valley-based multidisciplinary artist, educator, owner of LIFEWORK Gallery, and lifelong Valley resident. She holds a B.A. in Psychology and a post-baccalaureate degree in Studio Art from California State University, San Bernardino, and an M.F.A. in Interdisciplinary Practice from the School of Visual Arts, New York.

Along with her experience in the visual arts, Ms. Navarro brings business world acumen with 15+ years of Health Information Management experience in both the nonprofit and private sectors. She is a SEED Lab Fellow with the Caravanserai Project, a program for entrepreneurs focused on social impact endeavors at the University of California, Riverside. She currently serves as the Executive Director of Raices Cultura, a role which enables her to merge the skills and knowledge as an administrator with her excellence in and love for the Arts.

Proposed Mural Design Rendition

The models in the depictions below will not be dressed in that manner—the subjects will be depicted wearing cultural attire.



ALTERNATIVES:

1. Not Approve the Request for the Mural Proposed by Marnie L. Navarro
2. Provide Alternative Direction

FISCAL IMPACT:

If the City Council approves the staff recommendation, the \$20,000 will be appropriated in the Special Revenue Funds (130) – Development Impact Fees for Public Art for Fiscal Year 2021-22.

ATTACHMENTS:

1. Application
2. Artist Biography