



STAFF REPORT
10/13/2021

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Grants Manager

SUBJECT: Art in Public Places - Proposal for a Mural of Dolores Huerta by Michael Angelo Hernandez

STAFF RECOMMENDATION:

Staff recommends that the City Council approve the recommendation of the City of Coachella Cultural and Arts Commission (Commission) by awarding a grant to Michael Angelo Hernandez in the amount of \$15,000 from the City of Coachella's Art in Public Places Program to install a mural of Dolores Huerta at Taqueria Jalisco on the corner of Sixth Street and Vine Street.

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 of Dolores Huerta in her present age. Dolores is co-founder of the United Farm Workers Association and is one of the most influential labor activists of the twentieth century and a leader of the Chicano civil rights movement.

Budget

Installation Costs – Labor	\$7,000
Installation Costs – Equipment Rental	\$1,000
Fabrication Costs – Materials	\$7,000
TOTAL	\$15,000

About the Artist

Michael Angelo Hernandez is an artist whose artistic creativity is influenced by his passion for music and art. Michael Angelo uses an original technique and style to express his emotions through the use of raw materials such as sealer pigments. This special technique is used to achieve an “Old World” look to withstand both time and the elements of nature, which he hopes will inspire audiences young and old. He is the founder of the art group collective “SOTA”, State of the Arts, established in April 2019 by inviting his artist friends to join him in creating arts events all over the desert area and throughout Southern California in an effort to educate, influence, and inspire children and adults alike.

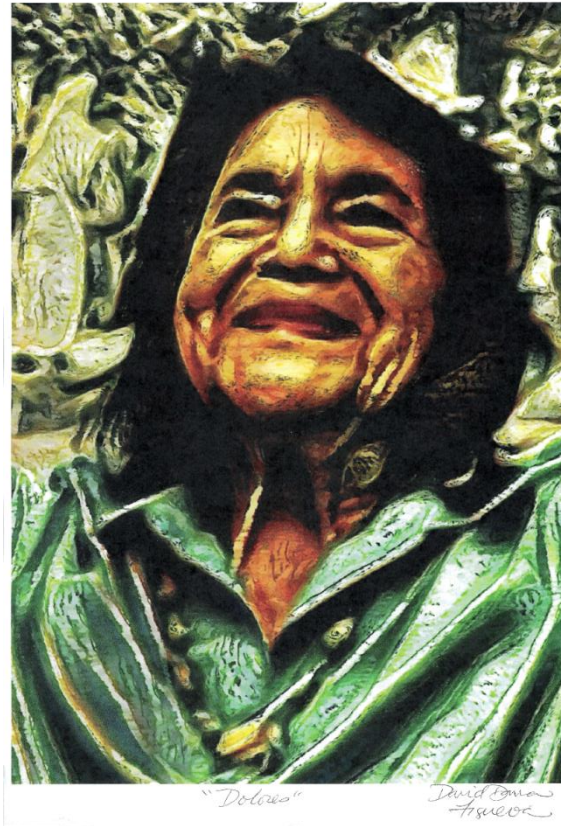
Proposed Mural Design Rendition

“Legend, Dolores Huerta”

This mural rendition represents a revised depiction based on input from the Commissioners and public input as recommended by the Commission and would depict her at her present age, once completed. The mural would also include a bronze plaque with her name and notable accomplishments.



This mural rendition was the original version submitted to and reviewed by the Commission.



ALTERNATIVES:

1. Not approve the recommendation of the Cultural and Arts Commission for the Mural Proposed by Michael Angelo Hernandez
2. Re-submit the item to the Cultural and Arts Commission for further consideration
3. Not proceed with this mural at this time
4. Provide alternative direction

FISCAL IMPACT:

If approved by City Council, the \$15,000 grant will be appropriated in the Special Revenue Funds (130) – Development Impact Fees for Public Art for Fiscal Year 2021-22.

ATTACHMENTS:

1. Application