



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 Vietnam War Memorial Art Mural by Artist Autumn Martino and Artistic Director Pedro Salcido

STAFF RECOMMENDATION:

Staff is recommending that the City Council approve the recommendation of the City of Coachella Cultural and Arts Commission for a Vietnam War Memorial art mural at Veterans Park through the City of Coachella's Art in Public Places Program in the amount of \$14,000.

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.

The Cultural and Arts Commission reviewed and approved the proposed mural (option 2) at its September 14, 2021 meeting with modifications. After the meeting, the artist made the requested modification to the design based on commissioner and public comments creating the mural proposal described herein as option 1 which is recommended by the Cultural and Arts Commission to City Council for approval.

This mural proposal was reviewed by the Parks and Recreation Commission on September 21, 2021 due to its location in a City park. The Parks and Recreation Commission voted to recommend that City Council not approve the proposed mural as option 2.

DISCUSSION/ANALYSIS:

The submitted proposal is a painted mural project honoring Vietnam Veterans, including the "Forgotten, Unforgettable" poem and unit specific military unit badges.

Budget

Installation Costs – Labor	\$11,000
Installation Costs – Equipment Rental	\$1,000
Fabrication Costs – Paint & Materials	\$2,000
TOTAL	\$14,000

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.

Proposed Mural Design Rendition

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

Option 1 (modified version of the mural—includes a woman and subjects are in silhouette form)



Option 2 (this version was presented to the Cultural and Arts Commission and the Parks and Recreation Commission)



ALTERNATIVES:

1. Approve the recommendation of the Cultural and Arts Commission (recommended by staff)
2. Not approve the Recommendation of the Cultural and Arts Commission and approve the recommendation of the Parks and Recreation Commission
3. Re-submit the proposed mural to the Cultural and Arts Commission
4. Provide Alternative Direction

FISCAL IMPACT:

If the City Council approves this item, the \$14,000 costs will be appropriated in the Special Revenue Funds (130) – Development Impact Fees for Public Art for Fiscal Year 2021-22.

ATTACHMENTS:

1. Application