



STAFF REPORT
9/14/2021

TO: Cultural and Arts Commission Chair and Commissioners

FROM: Celina Jimenez, Grants Manager

SUBJECT: Recommend Approval of an Art in Public Places Proposal for a Vietnam War Memorial Art Mural by Autumn Martino (Artist - \$13,000) and Pedro Salcido (Artistic Director - \$1,000) for a Total Amount of \$14,000

STAFF RECOMMENDATION:

Staff recommends that the Cultural and Arts Commission consider approving and awarding a sponsorship grant to Autumn Martino (the Artist) in the amount of \$13,000 and \$1,000 to Pedro Salcido (the Artistic Director) from the City of Coachella's Art in Public Places Program to install a mural at Veterans 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 "Forgotten, Unforgettable" poem and unit specific military unit badges.

Budget

Installation Costs – Labor	\$10,000
Installation Costs – Equipment Rental	\$1,000
Fabrication Costs – Paint & Materials	\$2,000
Other Costs – (Artistic Director Fee)	\$1,000
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.



ALTERNATIVES:

1. Not Approve the Request for the Mural Proposed by Autumn Martino and Pedro Salcido
2. Provide Alternative Direction

FISCAL IMPACT:

If the Cultural and Arts Commission approves the staff recommendation, the \$14,000 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for Fiscal Year 2021-22.

ATTACHMENTS:

1. Application