



STAFF REPORT

MEETING DATE: March 13, 2024

PRESENTER: Jesus R. Orozco, Community Development Director; Theresa Johnson, Community Services Director

SUBJECT: Professional Service Agreements with Mural Artists (JO)

RECOMMENDATION: Council by motion adopt;

1. A resolution approving a professional service agreement for the creation and installation of a mural with Veyna Design Studios, Inc. in the amount of \$30,000, and authorize the City Manager to sign the agreement; and
2. A resolution approving a professional service agreement for the creation and installation of a mural with Jose Elias in the amount of \$29,500, and authorize the City Manager to sign the agreement.

EXECUTIVE SUMMARY:

The City of Kerman applied for and was awarded Clean California grant funding intended for local projects that beautify California highways through a number of activities and programs. The City's project scope under the Clean California grant, with assistance from local Measure M funds included; the rehabilitation of the center medians from West C Street up to West Whitesbridge Road, removal and replacement of trees and tree wells, wayfinding signage, streetlight banners, replacement of street furniture, and installation of two murals. Staff completed a Request for Qualifications (RFQ) for artist to prepare and install the murals. Staff received two submittals and determined both submittals were responsive per the City's Procurement Policy. Approval of the attached professional service agreements would allow the City to direct selected artists to create a final design and install murals at their respective mural locations.

BACKGROUND:

The City released an RFQ on October 26, 2023 inviting qualified artist or group of artist to submit qualifications for the design and creation of two murals for two pre-selected locations. Artist(s) are expected to create an original mural that incorporates public input and property owner input related to theme, design, colors, material, etc. The mural sizes will range between 50% and 80% of the wall's surface areas. Staff reviewed and determined the two submittals met the requirements of the RFQ. Below is an excerpt of the Artist's cost and qualifications.

Artist	Artist's Bid per Mural	Experience	Mural Location	City Budget
Veyna Design Studios, Inc.	\$30,000	+ 20 Years	602 S Madera Ave.	\$30,000
Jose Elias	\$29,500	+ 25 Years	681 S Madera Ave.	\$30,000

Artist Qualifications

An RFQ was employed to obtain the best competitive value of service consistent with the Kerman Municipal Code (KMC 3.20.090 Consultant and Professional Services). Based on the bullet points listed below, Staff is recommending the City enter into a professional service agreement with Veyna Design Studios, Inc. and Jose Elias, as qualified artists able to:

- Demonstrate skills and previous experience working with the desired medium.
- Align skills with the RFQ to the City of Kerman Downtown Revitalization mural program vision.
- Meet project timelines.
- Create and produce a mural within a budgeted cost.

Veyna Design Studios, Inc. is comprised of Colleen Mitchell-Veyna and Kelsey Gilles both with over 20 years of experience creating and installing murals in public settings. Veyna Design Studios, Inc. has experience completing both historical and artistic murals for communities for various Central Valley communities including Kerman.

Jose Elias is a mural artist with over 25 years of professional experience having created 35 murals in different public and school buildings. Jose’s artwork can be seen throughout the valley including the Kerman High School campus. Jose is an art professor with a Master’s of Arts degree from California State University of Fresno.

Based on the selection criteria above, both Veyna Design Studios, Inc. and Jose Elias demonstrated the necessary and desired qualifications. Additionally, Veyna Design Studios, Inc. completed the painting and installation of the Kerman Inn mural located on the south-facing wall of Beijing Garden Restaurant. Mr. Jose Elias also assisted with the restoration of the railroad station mural located on Madera Avenue at the south entrance of the City of Kerman.

Agreement Conditions

General terms and conditions of the agreement include, but are not limited to:

- Artists must create a final mural design that incorporates public input and property owner input, to be reviewed and approved by the City.
- Artists must establish consent from the property owner(s) to enter the mural site.
- Artists will be responsible for all mural material.
- Artists must complete the mural within a specified date (June 2024).
- Artists must acknowledge the mural will remain as property of the City.

FISCAL IMPACT:

Local Measure M monies with assistance from the Clean California grant have been budgeted as part of the annual budget process to fund up to \$30,000 per mural location, for a total possible of up to \$60,000 for this activity.

ENVIRONMENTAL DETERMINATION:

The Project undertaken as part of the contract is exempt from further California Environmental Quality Act (CEQA) review per Section 15301 (Existing Facility) and 15311 (Accessory Structures) in connection with permitting a minor alteration to an existing privately owned facility which entails the installation of an on premise sign (mural). Furthermore, none of the exceptions set forth in CEQA Guidelines Section 15300.2 apply to this Project.

ATTACHMENTS:

- A. Resolution w/Exhibits (Veyna Design Studios, Inc.)
- B. Resolution w/Exhibits (Jose Elias)