



STAFF REPORT

MEETING DATE: November 13, 2024

PRESENTER: Theresa Johnson, Community Services Director

SUBJECT: License Agreements with Property Owners for Mural Locations (TJ)

RECOMMENDATION: Council by motion to adopt;

1. A resolution approving the license agreement with Eloy Coronado, property owner of 602 South Madera Avenue Kerman, CA 93630, APN: 023-241-015S, to install a mural and authorize the City Manager to sign the agreement; and
2. A resolution approving the license agreement with Russel D. Lindquist and Rebecca B. Linquist, property owners of 681 South Madera Avenue Kerman, CA 93630, APN: 023-148-07S, to install a mural and authorize the City Manager to sign the agreement.

EXECUTIVE SUMMARY:

The City of Kerman applied for and was awarded Clean California grant funding from the State Department of Transportation, intended to fund local projects beautifying California highways through several eligible activities and programs. The project scope under the Clean California grant, with assistance from local City 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.

On March 13, 2024, the City Council approved two professional service agreements with mural artists Jose Elias and Veyna Design Studios, Inc. to commission two murals for two pre-selected locations.

Mr. Eloy Coronado owns the La Ramada Restaurant where the mural commissioned by Veyna Design Studios is to be installed on the standalone south facing wall of 602 S. Madera Avenue. Staff met with Mr. Coronado in October and presented the license agreement for his review and comment. Mr. Coronado accepted the agreement and authorized staff to proceed with Council approval.

Mr. Russel D. Lindquist and Mrs. Rebecca B. Lindquist own the Valley West Properties building where the mural commissioned by Jose Elias is to be installed on the south facing wall of 602 S. Madera Avenue. Staff met with Mr. & Mrs. Lindquist in October and presented the license agreement for his review and comment. Mr. and Mrs. Lindquist accepted the agreement and authorized staff to proceed with Council approval.

FISCAL IMPACT:

Measure M monies are funding the professional services agreements with Mural Artists and installation of murals.

ATTACHMENTS:

- A. Resolution w/Exhibits (Eloy Coronado)
- B. Resolution w/Exhibits (Russell D. Lindquist and Rebecca B. Lindquist)