



## Arts, Culture & Heritage Commission Staff Report

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**Date:** April 16, 2025

**From:** Erika Valentine, Arts & Culture Program Coordinator

**Subject:** Temporary Pride Month Mural Artist/Design Selection

### **Recommended Action:**

In advance of the meeting, please review and score the two artists' designs. You will give each design one score, from 1 through 7 (1 is low, 7 is high). Since only one design can be selected, you should ONLY give one of the designs a perfect score (a score of 7). Please only use whole numbers.

- Send completed score sheet back to Erika Valentine [EValentine@wilsonvilleoregon.gov](mailto:EValentine@wilsonvilleoregon.gov) by 10am on Monday April 14.

At the April 16 ACHC meeting, the ACHC along with members from the DEI Committee (Selection Panel) will discuss and make a determination on which artist to award the Temporary Pride Month Mural Project to. Staff will show the average score for each artist which will have been compiled ahead of time by taking the average of each selection panel members' individual score. This will provided a ranked list.

### **Background and Process:**

The purpose and goal of the mural is to provide visual representation to uplift, recognize and celebrate the LGBTQIA+ community and celebrate and honor Pride Month.

This is the 2<sup>nd</sup> Pride Month Mural Process. Last year, a traditional Call for Art Application was issued which only received two responses. This year staff worked with the organization Portland Street Art Alliance (PSAA), due to their large networks of muralists. PSAA provided staff with a list of ten artists who they thought would be a good fit for the project. Staff narrowed that list down to five artists. PSAA reached out to those five artists to see if they were interested in the project. Artists were given information about the project such as "Designs may incorporate or be inspired by the Progress Pride Flag and its colors, but ultimately artists should use their own creativity when submitting a design that they feel is representative, celebratory and meaningful of the LGBTQIA+ community and Pride Month. The site is very visible by both pedestrians and cars and will likely be utilized as a photo opportunity." The Selection Panel was provided with three artist options. The selection panel recommended that Daren Todd and Paola De La Cruz be invited to create unique designs for this project. Both artists, regardless of who is awarded the project, were compensated for their time and efforts creating a unique design.

When scoring the two artist design options, Panelists should consider the following, per the City's Public Art Policy:

- Artistic excellence and quality
- Ability to respond to the specific contextual issues and considerations of this project, site location, its community, and users

The Selection Panel should also consider how the design translates to the pride mural project's intent.

**Attachments:**

1. Mural Site
2. Score Sheet
3. Design – Daren Todd
4. Design – Paola De La Cruz