



CITY OF COMMERCE STAFF REPORT

TO: The Honorable City Council **Item No.** _____

FROM: City Manager

SUBJECT: Agreement Between the City of Commerce and Jerome Castro for the City of Commerce Art Beautification Pilot Program

MEETING DATE: March 17, 2020

RECOMMENDED ACTION:

Direct City staff to enter into an agreement with the Jerome Castro for the City's Art Beautification Pilot Program.

BACKGROUND:

On September 20, 2016, City Council adopted an Art in Public Places (AIPP) Ordinance. The purpose of an AIPP program is to ensure the incorporation of public art into the community and into development projects within the City. City Council determined that public art is a critical element of providing a diverse and culturally rich environment to residents and visitors and enriches the community with aesthetic qualities. Since then the City has been collecting in-lieu fees, and in November 2018, direction was given to staff to initiate a Citywide Art Beautification Program.

ANALYSIS:

The purpose of a Citywide Art Beautification Program is to create a program that will encourage the expeditious deployment of artwork that contributes in activating the public realm, create public art, enhance the public's experience of and appreciation for the arts, and invite economic development through creating and enhancing the community's unique brand. It is intended to enrich the community with a sense of its history, culture, and tradition while creating a vision and a brand for its future.

Since the onboarding of the Director of Economic Development and Planning during the December 2019, efforts have been made to jump start this process. As part of this exercise, the Director, with input from the City Council Beautification Committee would like to recommend the selection of a local artist, Jerome Castro to assist in creating a series of

art pieces within the City of Commerce, specifically within the Civic Center Area. Mr. Castro was a previous participant of the City's Utility Art Box Program and painted a piece titled "Mariachi" which is located prominently along Telegraph Road, at Gaspar, adjacent to the Double Tree. Please note, this agreement is solely for a one-time partnership and is not intended to provide for an exclusivity of all artwork within the City of Commerce. The partnership will end once the art pieces discussed in the attached agreement are completed and approved by staff.

RELATIONSHIP TO STRATEGIC GOALS:

The issue before the Council is consistent with the Beautification and City Branding to include Art in Public Places Action Item under the Infrastructure and Facilities section of the City's Strategic Plan. This Action Item calls for City to develop concepts for aesthetic improvements, motifs, public art and city branding including financing options.

ALTERNATIVES:

1. Approve Staff recommendation;
2. Deny Staff recommendation; or
3. Provide Staff with further direction.

FISCAL IMPACT:

The financial impact associated with this request will be \$7,900 dollars which staff is recommending be taken from the City's Art in Public Places funds (account 32-1020-52001). No additional funds above \$7,900 will be paid under this agreement. Also, no General Fund Dollars are to be used with this request.

Recommended/Prepared by Jose D. Jimenez, Director of Economic Development & Planning
Reviewed by: Josh Brooks, Acting Finance Director
Reviewed by: Vilko Domic, Assistant City Manager
Approved as to Form: Noel Tapia, City Attorney
Respectfully submitted: Edgar P. Cisneros, City Manager