



OROVILLE ARTS COMMISSION

Council Chambers
1735 Montgomery Street
Oroville, CA. 95965

**June 14, 2022
REGULAR MEETING
OPEN SESSION 3:00 PM
AGENDA**

PUBLIC ACCESS AND PARTICIPATION

To view the meeting or provide comment, please see the options below.

To View the Meeting:

1. Watch our live feed <https://www.youtube.com/channel/UCAoRW34swYI85UBfYqT7IbQ/>
2. Watch Via Zoom
<https://zoom.us/j/93265616112?pwd=MWtHMmxpSmhNTHNOV3lidHdWZGRDQT09>
Meeting ID: 964 3538 0104
Passcode: **2787**
3. Listen to meeting by telephone (audio only):
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To Provide Comment to the Commission:

1. Email before the meeting by 2:00 PM your comments to publiccomment@cityoforoville.org
2. **Attend In Person**

If you would like to address the Commission at this meeting, you are requested to complete the blue speaker request form (located on the wall by the agendas) and hand it to the City Clerk, who is seated on the right of the Council Chamber. The form assists the Clerk with minute taking and assists the presiding chair in conducting an orderly meeting. Providing personal information on the form is voluntary. For scheduled agenda items, **please submit the form prior to the conclusion of the staff presentation for that item.** Council has established time limitations of three (3) minutes per speaker on all items. **(California Government Code §54954.3(b)).** Pursuant to Government Code Section 54954.2, the Commission is prohibited from taking action except for a brief response from the Commission or staff to statements or questions relating to a non-agenda item.

CALL TO ORDER / ROLL CALL

Commissioners: David Tamori, Jennifer Beers, Andee Krantz, Janet Goodson, Misty Rayome

Pledge of Allegiance

PRESENTATIONS

1. [Buttes Artist Mural Association \(BAMA\) Presentation](#)

PUBLIC COMMUNICATION - HEARING OF NON-AGENDA ITEMS

This is the time to address the Commission about any item not listed on the agenda. If you wish to address the Commission on an item listed on the agenda, please follow the directions listed above.

REGULAR BUSINESS

2. APPROVAL OF THE MINUTES

The Commissioners may approve the minutes of February 8, 2022.

RECOMMENDATION

Approve the minutes of February 8, 2022.

3. SEND RECOMMENDATION TO CITY COUNCIL TO ADOPT THE DECLARATION OF THE RIGHTS OF ALL STUDENTS TO EQUITY IN ARTS LEARNING

The Oroville Arts Commission will receive information and consider sending recommendation to City Council to adopt the *Declaration of the Rights of All Students to Equity in Arts Learning* resolution.

RECOMMENDATION

Staff recommends sending recommendation to City Council to adopt the Declaration of the Rights of All Students to Equity in Arts Learning resolution.

REPORTS / DISCUSSIONS / CORRESPONDENCE

4. Staff will update commission on the Table Mountain Blvd. Art Wall
5. Discussion of mural dedication plaques with Arts Logo and QR code.
6. Art In Public Places NOFA Discussion
7. Welcome to Oroville Sign Update

ADJOURNMENT

The meeting will be adjourned. A regular meeting of the Oroville Arts Commission will be held on August 9, 2022 at 4:00 p.m.

Accommodating Those Individuals with Special Needs – In compliance with the Americans with Disabilities Act, the City of Oroville encourages those with disabilities to participate fully in the public meeting process. If you have a special need in order to allow you to attend or participate in our public meetings, please contact the City Clerk at (530) 538-2535, well in advance of the regular meeting you wish to attend, so that we may make every reasonable effort to accommodate you. Documents distributed for public session items, less than 72 hours prior to meeting, are available for public inspection at City Hall, 1735 Montgomery Street, Oroville, California.

Recordings - All meetings are recorded and broadcast live on cityoforoville.org and YouTube.

Buttes Artist Mural Association : Price Guide and Rates for Mural Development

One of the biggest challenges artists have when it comes to commissioning and creating murals for clients is setting a base price for their work. Coming up with a clear-cut amount can be difficult when a mural requires a lot of time, material and communication between the artist and client. We will examine ways to create a price guide and set a consistent rate for artists for proposing and creating a mural.

How artists price their murals:

1. Sketch Drafts

Sketch drafts are drawing, sketches, and ideas for the mural proposed. Sketch drafts are important because they outline a mural's design and make the composition imaginable to the client before the project begins. The sketch draft makes it easier for a client to decide whether they'd like to continue working with the artist or choose a different artist instead. The price of a sketch draft ranges anywhere between **400\$ -1000\$ USD** depending on the size and complexity of the mural proposed, with an added **+ 200\$ - 500\$ USD** for any extra changes made by the owner.

2. Material Costs

Murals require materials such as exterior/interior wall paint, spray paint, brushes, gloves, masks, varnishes, ladders, painting clothes, chalk, so on and so forth. Material costs usually depend on the condition and size of the wall space. The material costs can range anywhere between **5\$ - 15\$ USD per square foot** (Sacramento Area) depending on these factors. However, it is important to note that some artists prefer to simply include the material costs in the general pricing of their mural. Clients may also prefer to fix the more significant damage their walls have sustained prior to the artist working on it. Under these circumstances, the material costs should only be discussed with the client if the client has any questions about the general price of the mural.

3. Labor Costs

A mural can take anywhere between a few hours to a few months depending on the size and the complexity of the work. Murals that are created by independent artists usually cost more than murals created by students or volunteers, because more work is allocated to a single person of higher skill. The cost of labor is usually calculated by price per square foot, with the price decreasing slightly the more square feet in a mural. The prices can range anywhere between **28\$ - 35\$ USD per square foot (Greater Sacramento Area)**, though this is subject to change based on what the going rates are in the county and state.

Stats

- When dividing the annual art commission budget of Sacramento with the number murals commissioned per square foot, Greater Sacramento Area Mural prices range a total of 30\$-60\$ USD per square foot.* Note that most mural work commissioned by municipalities also tend to hire pre established and renowned artists, including artists from outside of the state of California.
- Greater Sacramento Area municipalities invest an average of 60% or more of their annual art commission budget on mural art alone.
- Butte County's face and tourist appeal relies heavily on its prevalence of public art , especially murals of historical or cultural relevance. After the hashing of # hiking and #wine, hashtag #mural while geotagging Chico and Oroville location garners most attention on social media platforms such as Instagram and Facebook.
- 50-60% of Butte County's murals come from independent contracts between artists and private contractors. Anywhere between 5-10% of murals in the county have been done voluntarily by artists at material cost or as community projects at material cost, far exceeding the national average.
- There is a statistical increase in all municipalities of Butte County on expenditure on public art contributing to an increase of out-of-state tourism and interest. The increase in public art expenditure coincides with the rise in real estate cost and housing prices, though there is no direct causal link between the two.



**February 08, 2022
SPECIAL MEETING
MINUTES**

This agenda was posted on February 6, 2022 at 7:30pm. This meeting was recorded and may be viewed on cityoforoville.org or on YouTube.

CALL TO ORDER / ROLL CALL

Commissioner Karantz opened the meeting at 4:06pm.

PRESENT: Commissioners Jennifer Beers, Andee Krantz, Misty Rayome

ABSENT: Commissioners David Tamori and Janet Goodson

STAFF: Program Specialist Jordan Daley, Assistant City Clerk Jackie Glover, Assistant Community Development Director Dawn Nevers

Pledge of Allegiance – Led by Commissioner Krantz

PRESENTATIONS

1. Assistant City Clerk Jackie Glover conducted a ceremonial swearing In Ceremony for Committee Members Misty Rayome and Jennifer Beers
2. Buttes Artist Mural Association (BAMA) Presentation – Tabled to a future meeting.

PUBLIC COMMUNICATION – HEARING OF NON-AGENDA ITEMS

Ted Hanson spoke on non-agenda items.

REGULAR BUSINESS

3. APPROVAL OF THE MINUTES

The Arts Commission considered the approval of the minutes of December 14, 2021

Motion by Commissioner Beers and second by Commissioner Rayome to approve the minutes of December 14, 2021. Motion passed.

4. ART IN PUBLIC PLACES, OROVILLE BEAUTIFICATION RECOGNITION

The Oroville Arts Commission considered approving the bronze option for recognition on current and future Art in Public Places, Oroville Beautification projects.

Motion by Commissioner Krantz and second by Beers to approve the purchase of 10 bronze plates to place on the Art Commission murals. Motion passed.

REPORTS / DISCUSSIONS / CORRESPONDENCE

5. Commissioner Reports - None
6. Staff Reports – Daley: Welcomed commissioners and mentioned that a future NOFA could come forward at a future meeting if it was the will of the commission. Nevers: Provided information regarding the Welcome to Oroville signs. Mentioned two new business being built which could add funding to the Arts Fund.
7. Future Agenda Items: NOFA and Arts Sign Submission

ADJOURNMENT

Commissioner Krantz Adjourned the meeting at 4:23pm.

APPROVED:

ATTESTED:

Andee Krantz, Arts Commissioner

Jackie Glover, Assistant City Clerk



CITY OF OROVILLE STAFF REPORT

TO: CHAIR AND COMMISSIONERS

FROM: DAWN NEVERS, ASST COMMUNITY DEVELOPMENT DIRECTOR

**RE: SEND RECOMMENDATION TO CITY COUNCIL TO ADOPT THE
DECLARATION OF THE RIGHTS OF ALL STUDENTS TO EQUITY IN
ARTS LEARNING**

DATE: JUNE 14, 2022

SUMMARY

The Oroville Arts Commission will receive information and consider sending recommendation to City Council to adopt the *Declaration of the Rights of All Students to Equity in Arts Learning* resolution.

DISCUSSION

Staff received a request from Chairperson Tamori for the Oroville Arts Commission to consider sending recommendation to City Council to adopt the *Declaration of the Rights of All Students to Equity in Arts Learning* resolution. The Create California advocates for high quality arts education for all students by providing policy expertise and by mobilizing a statewide network of advocates and allied partners.

The Declaration of the Rights of All Students to Equity in Arts Learning is a statewide initiative for school districts and organizations to demonstrate their commitment to high quality equitable arts education for all students, regardless of their background, culture, language or geographic location. School boards pass resolutions to adopt this declaration and are recognized on the state level.

According to the Create California website, the Butte County Office of Education has adopted the Declaration of the Rights of All students.

Chairperson Tamori is requesting the Oroville Arts Commission to review and provide recommendation to City Council to adopt a resolution to uphold and support the Butte County Office of Education as it provides the arts for every student.

FISCAL IMPACT

No fiscal impact to Arts Commission

RECOMMENDATION

Staff recommends sending recommendation to City Council to adopt the Declaration of the Rights of All Students to Equity in Arts Learning resolution.

ATTACHMENTS

Draft Resolution

Resolution to Adopt the Declaration of the Rights of All Students to Equity in Arts Learning

The City of Oroville recognizes the powerful impact that an arts education has in the lives of our students and its role as an essential component of a comprehensive education; Our city stands behind the value of arts education and we pledge to uphold and support the Butte County Office of Education as it provides the arts for every student. We believe that equity in arts education is essential to the full development of every student and we pledge to demonstrate those values/beliefs in our public policies and practices.

WHEREAS, Oroville acknowledges that the creative economy is an essential component to the health of our city's economy and confirms the critical role of arts education in providing young people with those career pathways in order to contribute to the local creative economy.

WHEREAS, Oroville acknowledges that arts learning – which includes dance, music, theatre, and visual and media arts – is an essential part of a comprehensive education for all students, pre-K-12, to prepare them for college, career and life.

WHEREAS, research shows that arts learning promotes critical thinking and problem-solving skills, supports overall academic achievement and nurtures skills that help all students become engaged and productive members of their community.

WHEREAS Oroville recognizes that particular groups of students experience significant barriers to access, participation and success in arts learning and that these barriers are directly linked to historical, persistent and pervasive inequities in our educational system that directly impacts their engagement as productive residents of our community.

WHEREAS, we do adopt this declaration as follows:

Declaration of the Rights of All Students to Equity in Arts Learning

1. The right to equitable access to pre-K-12 free, coherent and sequential standards-based arts learning that is part of the core curriculum and that provides both integrated and discrete visual and performing arts learning opportunities; and the right to equitable outcomes as a result of this access, without distinction on account of race, culture, language, religion, national origin, geographical location or legal status.

Every student has the right to participate and succeed in high-quality courses in all the arts disciplines as part of their basic education, regardless of their background, culture, language or place of residence.

2. The right to special protection for every student's artistic and aesthetic development.
The right to protection from policies and practices that exclude or preclude certain students or

populations from equitable access to and success in powerful and coherent arts learning pre-K-12.

All students have the same right to fully develop their creative potential at every grade level and to not be excluded for any reason.

3. The right to arts learning that is culturally and linguistically responsive and relevant, with particular attention to those populations that have traditionally been excluded or precluded, such as English Learners, students of color, foster youth, homeless youth, students in poverty, migrant students and special needs students.

All students have the right to engage in arts education that reflects, respects and builds on their culture, language and background.

4. The right to arts learning programs in every school, district and community that are funded and supported with the necessary resources – including qualified administrators, teachers, teaching artists and other staff; adequate materials; and appropriate facilities – to support powerful culturally and linguistically responsive arts learning.

All students have the right to receive the resources they need to be successful in their arts studies in dance, music, theatre, and media and visual arts, including the right supplies and facilities and especially qualified teachers and curriculum that honors all cultures and languages.

5. The right to educators, school leaders, civic leaders and parents/community who are knowledgeable about the intrinsic and extrinsic benefits of arts learning for individual students, families/communities, the nation and global society.

All students have the right to be supported by leaders in their community and school who understand the benefits of an arts education to prepare them for college, career and life.

6. The right to be brought up in school and community environments that value and protect the arts and equity as essential to the full development of every student and that demonstrate those values/beliefs in their public policies and practices.

All students have the right to learn and practice the arts in a positive environment where everyone understands and acts on the knowledge that they are engaging in valuable and important work.

THEREFORE, BE IT RESOLVED, that the Oroville recognizes the powerful impact that an arts curriculum has in the cognitive and social development of students and its role as an essential component of a comprehensive education;

THEREFORE, BE IT FURTHER RESOLVED, that the Oroville City Council adopts this Declaration and commits to taking the following actions:

- Post the Arts Equity Champion badge on the City’s website and social media channels.

Adopted by the Oroville City Council

June 21, 2022