



OROVILLE ARTS COMMISSION

Council Chambers
1735 Montgomery Street
Oroville, CA. 95965

**February 08, 2022
SPECIAL MEETING
OPEN SESSION 4:00 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):
Telephone: 1-888-475-4499
Meeting ID: 964 3538 0104
Passcode: **2787**

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. Swearing In Ceremony for Committee Members Misty Rayome and Jennifer Beers
2. 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

3. APPROVAL OF THE MINUTES

Approval of the minutes of December 14, 2021

RECOMMENDATION

Approve the Minutes of December 14, 2021

4. ART IN PUBLIC PLACES, OROVILLE BEAUTIFICATION RECOGNITION

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

RECOMMENDATION

Staff recommends the approval of this item and purchase of

REPORTS / DISCUSSIONS / CORRESPONDENCE

5. Commissioner Reports
6. Staff Reports

ADJOURNMENT

The meeting will be adjourned. A regular meeting of the Oroville Arts Commission will be held on April 12, 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.



**December 14, 2021
MINUTES**

This agenda was posted on December 9, 2021 at 9:30pm.

CALL TO ORDER / ROLL CALL

Chairperson Tamori opened the meeting at 4pm

PRESENT: Commissioners: David Tamori, Andee Krantz, Janet Goodson

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

Pledge of Allegiance – Led by Chairperson Tamori

PUBLIC COMMUNICATION – HEARING OF NON-AGENDA ITEMS

There were 0 public comment during the meeting.

REGULAR BUSINESS

1. APPROVAL OF THE MINUTES

Motion by Commissioner Goodson and second by Commissioner Krantz to approve minutes of October 12, 2021. Motion passed unanimously.

2. WELCOME TO OROVILLE PUBLIC ART CONTEST

The Oroville Arts Commission considered selecting one of the local artists submissions to replace the existing Welcome to Oroville City Limit signs.

Motion by Goodson and second by Tamori to approve the 5th submission with the city logo for the Oroville City Sign.

REPORTS / DISCUSSIONS / CORRESPONDENCE

3. Vacant Commission Seat – Staff provided an update on the vacancies
4. Plaque Options – Staff provided an update on mural QR code plaques.
5. Completed NOFA Projects – Staff provided an update on the current and completed NOFA projects.
6. Chairperson Tamori mentioned considering new criteria for future murals, Working through a grant with BCOE and the Kennedy Center for Art Experiences for kids.

ADJOURNMENT

Chairperson Tamori adjourned the meeting at 4:40pm.

APPROVED:

ATTESTED:

Chairperson David Tamori

Assistant City Clerk Jackie Glover



CITY OF OROVILLE STAFF REPORT

TO: CHAIR AND COMMISSIONERS

**FROM: JORDAN DALEY, SENIOR ADMIN ASSISTANT
DAWN NEVERS, ASST COMMUNITY DEVELOPMENT DIRECTOR**

**RE: ART IN PUBLIC PLACES, OROVILLE BEAUTIFICATION
RECOGNITION**

DATE: FEBRUARY 08, 2022

SUMMARY

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

DISCUSSION

On December 14, 2021, the Oroville Arts Commission requested staff to bring back cost for bronze plaques on all current and future Art in Public Places, Oroville Beautification projects. These plaques would give recognition to Oroville Arts Commission for the funding of projects and have a QR code to scan for more information.

QR Codes are a two-dimensional version of a barcode able to convey a wide variety of information almost instantly with the scan of a mobile device. This inexpensive option can be directly linked to the City webpage and provide recognition and additional information on the Artist(s) and location.

Jimmy's Trophies quote: 5x7 plaques

Bronze	\$215 + shipping	Need to be replaced: if lost or damaged
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There are currently eight Arts NOFA projects that need plaques. Staff recommends the purchase of 10 plaques at the cost of \$2,150 + shipping

FISCAL IMPACT

Fund Balance \$92,955.56, use of \$75,000 for Art Wall, remaining balance of \$17,955.56

RECOMMENDATION

Staff recommends the approval of this item and purchase of

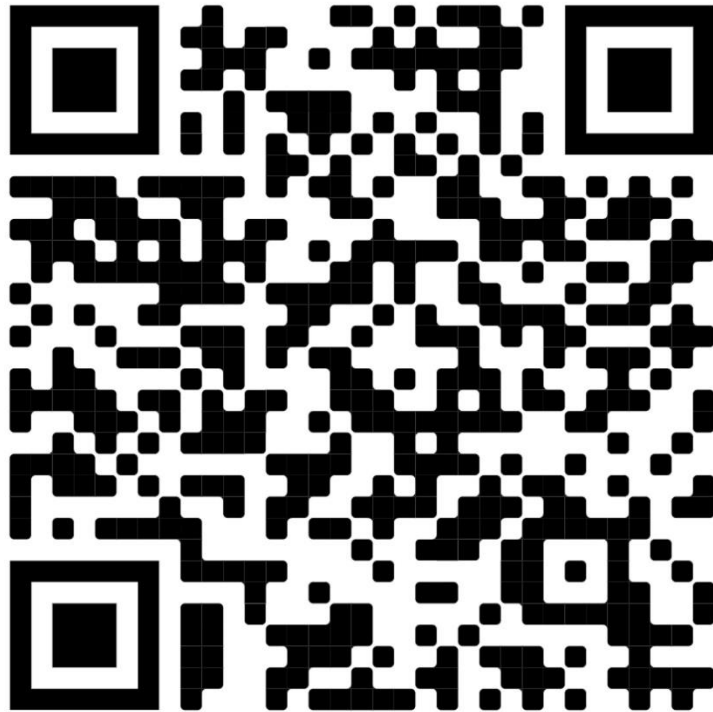
ATTACHMENTS

Example of plaque

Example from Fort Bragg

Learn about this mural

Be a Light
Ryan Grossman 2021



Hover your smartphone camera over the QR code above and follow the link that appears

or search for

fortbraggalleywayart.org/the-lighthouse.html



FOR MORE INFORMATION:

