



AGENDA
OF A REGULAR MEETING
OF THE
CITY OF COACHELLA
CULTURAL AND ARTS COMMISSION

September 27, 2022
5:00 PM

Pursuant Assembly Bill 361,
along with the Governor's State of Emergency Declaration issued on March 4, 2020,
this meeting may be conducted via teleconference.

If you would like to attend the meeting **via Zoom**, here is the link:

<https://us02web.zoom.us/j/86752476597?pwd=L0dmRXNiVGg4TU1QUHhPV1pHNHVKOT09>

Or One tap mobile:

US: +16699006833,,86752476597#,,,,*886631#

Or Telephone:

US: +1 669 900 6833

Webinar ID: 867 5247 6597

Passcode: 886631

- Public comments may be received **via email, telephonically, or via Zoom** with a limit of **250 words, or three minutes**:
 - Written comments may be submitted to the Commission electronically via email to cjimenez@coachella.org. Transmittal **prior to the start** of the meeting is required. All written comments received will be forwarded to the Commission and entered into the record.

If you wish, you may contact Celina Jimenez at **(760) 262-6263 before 2:00 p.m.** on the day of the meeting.

CALL TO ORDER:

PLEDGE OF ALLEGIANCE:

ROLL CALL:

APPROVAL OF AGENDA:

“At this time the Commission may announce any items being pulled from the agenda or continued to another date or request the moving of an item on the agenda.”

APPROVAL OF THE MINUTES:

1. Regular Meeting Minutes of September 14, 2021, of the Cultural and Arts Commission of the City of Coachella, California.

ORGANIZATION:

2. Nomination for the Position of Chair
3. Nomination for the Position of Vice Chair

PRESENTATIONS:

None.

NEW BUSINESS CALENDAR (LEGISLATIVE AND ADMINISTRATIVE):

4. Review and Approve an Art in Public Places Proposal for a City of Coachella 75th Anniversary Mural by Michelle Guerrero in the Amount of \$16,000
5. Review and Approve an Art in Public Places Proposal for a City of Coachella 75th Anniversary Mural on the US Postal Service Building by Michelle Guerrero in the Amount of \$15,000
6. Recommend for Approval an Art in Public Places Program Proposal to Restore the Shady Lane Murals by Culturas Music and Arts in the Amount of \$13,000
7. Review and Approve an Art in Public Places Proposal for a City of Coachella Mural at Acrisure Arena in the Amount of \$10,000

PUBLIC COMMENTS (NON-AGENDA ITEMS):

“The public may address the Commission on any item of interest to the public that is not on the agenda, but is within the subject matter jurisdiction thereof. Please limit your comments to three (3) minutes.”

REPORTS AND REQUESTS:

- Commissioner Comments
- Staff Liaison Comment

ADJOURNMENT:

Complete Agenda Packets are available for public inspection on the
City's website www.coachella.org.

THIS MEETING IS ACCESSIBLE TO PERSONS WITH DISABILITIES



Coachella Civic Center, Hearing Room
53-462 Enterprise Way, Coachella, California
(760) 398-3502 ♦ www.coachella.org

MINUTES
OF A REGULAR MEETING
OF THE
CITY OF COACHELLA
CULTURAL AND ARTS COMMISSION

September 14, 2021
5:30 PM

CALL TO ORDER:

The Regular Meeting of the Cultural and Arts Commission of the City of Coachella was called to order at 5:34 p.m.

ROLL CALL:

Present: Commissioner Yurema Arvizu, Commissioner Keila Cupil, Commissioner Andrew Gallegos, Commissioner Armando Lerma, Commissioner Jonathan Rivera.

Absent: None

Pursuant to Executive Order N-29-20 pertaining to the coronavirus/COVID-19, this meeting was conducted entirely by teleconference/electronically with no in-person public access to the meeting location.

APPROVAL OF AGENDA:

Motion: To approve the agenda as presented.

Made by: Chair Lerma

Seconded by: Commissioner Gallegos

Approved: 5-0, by a unanimous roll call vote:

AYES: Commissioner Gallegos, Vice Chair Arvizu, Chair Lerma, Commissioner Cupil, and Commissioner Rivera.

NOES: None.

ABSTAIN: None.

ABSENT: None.

APPROVAL OF THE MINUTES:

Motion: To approve the minutes as presented.

Made by: Chair Lerma
Seconded by: Vice-Chair Arvizu
Approved: 5-0, by a unanimous roll call vote:

AYES: Commissioner Gallegos, Vice Chair Arvizu, Chair Lerma.
NOES: None.
ABSTAIN: Commissioner Cupil, and Commissioner Rivera.
ABSENT: None.

PRESENTATION(S):

Informational/Orientation Presentation by the City Attorney

NEW BUSINESS CALENDAR (LEGISLATIVE AND ADMINISTRATIVE):

1. Art in Public Places Fund Report

Motion: To approve as presented

Made by: Chair Lerma
Seconded by: Vice-Chair Arvizu
Approved: 5-0, by a unanimous roll call vote:

AYES: Commissioner Gallegos, Vice Chair Arvizu, Chair Lerma
Commissioner Cupil, and Commissioner Rivera
NOES: None.
ABSTAIN: None.
ABSENT: None.

2. Authorize a Request for Proposals Solicitations Process to Conduct a Feasibility Study for the Coachella Art Walk Program

Motion: Authorize RFP solicitation process for a feasibility study for the Art Walk Program

Made by: Chair Lerma

Seconded by: Vice-Chair Arvizu

Approved: 5-0, by a unanimous roll call vote:

AYES: Commissioner Gallegos, Vice Chair Arvizu, Chair Lerma
Commissioner Cupil, and Commissioner Rivera

NOES: None.

ABSTAIN: None.

ABSENT: None.

3. Art in Public Places Proposal – Mural by Marnie L. Navarro

Motion: Approve a mural by Marnie L. Navarro in the amount of \$16,000

Made by: Commissioner Rivera

Seconded by: Vice-Chair Arvizu

Approved: 3-0-1, by a roll call vote:

AYES: Commissioner Gallegos, Vice-Chair Arvizu, Commissioner Rivera
Commissioner Cupil

NOES: None.

ABSTAIN: Chair Lerma

ABSENT: None.

4. Art in Public Places Proposal – “Legend, Dolores Huerta” Mural by Michael Angelo Hernandez

Motion: To approve a mural of Dolores Huerta by Michael Angelo Hernandez in the amount of \$15,000

Made by: Chair Lerma

Seconded by: Commissioner Cupil

Approved: 2-1-2, by a roll call vote:

AYES: Commissioner Gallegos, Commissioner Cupil.

NOES: Chair Lerma

ABSTAIN: Commissioner Rivera, Vice-Chair Arvizu

ABSENT: None.

5. Art in Public Places Proposal – Restore the Shady Lane Murals by Culturas Music & Arts

Motion: To continue this item to the next meeting until the missing mural rendition is submitted

Made by: Commissioner Rivera

Seconded by: Vice-Chair Arvizu

Approved: 5-0, by a unanimous roll call vote:

AYES: Commissioner Gallegos, Commissioner Cupil, Commissioner Rivera, Vice-Chair Arvizu, Chair Lerma

NOES: None.

ABSTAIN: None.

ABSENT: None.

6. Art in Public Places Proposal – Veterans’ Park Vietnam Memorial Art Mural by Autumn Martino (Artist) and Pedro Salcido (Artistic Director)

Motion: To approve a mural by Autumn Martino in the amount of \$14,000

Made by: Chair Lerma

Seconded by: Commissioner Gallegos

Approved: 3-1-1, by a roll call vote:

AYES: Commissioner Gallegos, Commissioner Cupil, Commissioner Rivera

NOES: Chair Lerma

ABSTAIN: Vice-Chair Arvizu

ABSENT: None.

PUBLIC COMMENTS (NON-AGENDA ITEMS):

REPORTS AND REQUESTS:

Commissioner Comments

Staff Liaison Comments

ADJOURNMENT:

There being no further business to come before the Culture and Arts Commission, Chair Lerma adjourned the meeting at 8:05 p.m.

Respectfully submitted,

[Celina Jimenez](#)

Celina Jimenez
Grants Manager



STAFF REPORT
9/27/2022

TO: Cultural and Arts Commission Chair and Commissioners

FROM: Celina Jimenez, Grants Manager

SUBJECT: Review and Approve an Art in Public Places Proposal for a City of Coachella 75th Anniversary Mural by Michelle Guerrero in the Amount of \$16,000

STAFF RECOMMENDATION:

Staff recommends that the Cultural and Arts Commission consider approving and awarding a grant to Michelle Guerrero in the amount of \$16,000 from the City of Coachella's Art in Public Places Program to install a mural on the Anaya's Towing building on the corner of Fifth Street and Grapefruit Boulevard.

BACKGROUND:

On January 1, 2011, the City Council approved Ordinance No. 1034 establishing an Art in Public Places Program and implementing a new development impact fee for certain new construction, remodeling and reconstruction of public art installations. The purpose of the Art in Public Places ordinance is to develop and maintain a visual arts program for the residents and visitors of Coachella, to add to the economic vitality of the community, and to enhance the environment and unique character of Coachella by providing for the acquisition and maintenance of quality works of public art.

DISCUSSION/ANALYSIS:

The submitted proposal is a painted mural project approximately 40 feet in length celebrating the City of Coachella's 75th anniversary featuring MrBBaby's (Michelle Guerrero) signature character "Chucho", who is a colorful furry piñata. The brief history of the piñata is that they originated in China when paper figures were filled with seeds and broken as a way to bring good luck for the coming harvest season. In Mexico, the Aztecs honored the birthday of the solar god Huitzilopochtli in mid-December by decorating a pot with feathers to represent the god. In the ritual, the pot was broken and the fruits of the season and other edibles were shared. Life was meant to grow out of destruction—this message has been a driving force behind MrBBaby's work and has defined Chucho, who is a symbol of hope, resilience and mental health awareness as Chucho is always looking at the brighter side of things, especially the negative ones.

Budget

Installation Costs – Labor	\$9,000
Installation Costs – Equipment Rental	\$1,500
Other Costs – Materials	\$3,000
Insurance	\$200
Miscellaneous Costs	\$2,300
TOTAL	\$16,000

About the Artist

Michelle Guerrero (also known as, “MrBBaby” for Michelle Ruby Brown Baby) was born and raised in San Diego, California. She uses elements of her heritage as an inspiration for her striking and lively art work. MrBbaby is heavily influenced by her community, as well as her Puerto Rican/Mexican heritage. By combining vibrant colors with traditional imagery, Michelle is able to uplift her audiences and intrigue her viewers. The artist aims to bring happiness and joy to her collectors and community, while also having stronger messages intertwined, all of which are open to the viewer's interpretation. Michelle holds a **Bachelor’s Degree in Fine Arts from the Academy of Art University – San Francisco, CA**. Her art murals have been commissioned by the following acclaimed companies:

- Coachella Music and Arts Festival
- Dodger Stadium
- Sony Electronics
- Cheetos
- The Getty
- El Pollo Loco
- City of Chula Vista
- San Diego Jewish Center
- Los Angeles Art District
- Random House (book illustration for “Crux” by Jean Guerrero)
- Women on Walls (Puebla, Mexico)
- Pandora Jewelry
- Converse Shoes
- UPS and Kids of Immigrants
- Displayed Work at Galleries: Chicano Park, Chimmaya Gallery, Just Another Gallery

Proposed Mural Design Rendition

75th Anniversary Mural



ALTERNATIVES:

1. Not Approve the Request for the Mural Proposed by Michelle Guerrero
2. Provide Alternative Direction

FISCAL IMPACT:

If the Cultural and Arts Commission approves the staff recommendation, the \$16,000 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for Fiscal Year 2022-23.

ATTACHMENTS:

1. Application



STAFF REPORT
9/27/2022

TO: Cultural and Arts Commission Chair and Commissioners

FROM: Celina Jimenez, Grants Manager

SUBJECT: Review and Approve an Art in Public Places Proposal for a City of Coachella 75th Anniversary Mural on the US Postal Service Building by Michelle Guerrero in the Amount of \$15,000

STAFF RECOMMENDATION:

Staff recommends that the Cultural and Arts Commission consider approving and awarding a grant to Michelle Guerrero in the amount of \$15,000 from the City of Coachella’s Art in Public Places Program to install a mural on the U.S. Postal Service building on the corner of Sixth Street and Orchard Street.

BACKGROUND:

On January 1, 2011, the City Council approved Ordinance No. 1034 establishing an Art in Public Places Program and implementing a new development impact fee for certain new construction, remodeling and reconstruction of public art installations. The purpose of the Art in Public Places ordinance is to develop and maintain a visual arts program for the residents and visitors of Coachella, to add to the economic vitality of the community, and to enhance the environment and unique character of Coachella by providing for the acquisition and maintenance of quality works of public art.

DISCUSSION/ANALYSIS:

The submitted proposal is a painted mural project approximately 40 feet in length celebrating the City of Coachella’s 75th anniversary featuring MrBBaby’s (also known as, “MrBBaby” for Michelle Ruby Brown Baby) signature character “Chucho”, who is a colorful furry piñata. The brief history of the piñata is that they originated in China when paper figures were filled with seeds and broken as a way to bring good luck for the coming harvest season. In Mexico, the Aztecs honored the birthday of the solar god Huitzilopochtli in mid-December by decorating a pot with feathers to represent the god. In the ritual, the pot was broken and the fruits of the season and other edibles were shared. Life was meant to grow out of destruction—this message has been a driving force behind MrBBaby’s work and has defined Chucho, who is a symbol of hope, resilience and mental health awareness as Chucho is always looking at the brighter side of things, especially the negative ones.

Budget

Installation Costs – Labor	\$9,000
Installation Costs – Equipment Rental	\$500
Other Costs – Materials	\$3,000
Miscellaneous Costs	\$2,500
TOTAL	\$15,000

About the Artist

Michelle Guerrero (also known as, “MrBBaby” for Michelle Ruby Brown Baby) was born and raised in San Diego, California. She uses elements of her heritage as an inspiration for her striking and lively art work. MrBBaby is heavily influenced by her community, as well as her Puerto Rican/Mexican heritage. By combining vibrant colors with traditional imagery, Michelle is able to uplift her audiences and intrigue her viewers. The artist aims to bring happiness and joy to her collectors and community, while also having stronger messages intertwined, all of which are open to the viewer's interpretation. Michelle holds a **Bachelor’s Degree in Fine Arts from the Academy of Art University – San Francisco, CA**. Her art murals have been commissioned by the following acclaimed companies:

- Coachella Music and Arts Festival
- Dodger Stadium
- Sony Electronics
- Cheetos
- The Getty
- El Pollo Loco
- City of Chula Vista
- San Diego Jewish Center
- Los Angeles Art District
- Random House (book illustration for “Crux” by Jean Guerrero)
- Women on Walls (Puebla, Mexico)
- Pandora Jewelry
- Converse Shoes
- UPS and Kids of Immigrants
- Displayed Work at Galleries: Chicano Park, Chimmaya Gallery, Just Another Gallery

Proposed Mural Design Rendition

75th Anniversary Mural at US Postal Service Building



ALTERNATIVES:

1. Not Approve the Request for the Mural Proposed by Michelle Guerrero
2. Provide Alternative Direction

FISCAL IMPACT:

If the Cultural and Arts Commission approves the staff recommendation, the \$15,000 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for Fiscal Year 2022-23.

ATTACHMENTS:

1. Application



STAFF REPORT
9/27/2022

TO: Cultural and Arts Commission Chair and Commissioners

FROM: Celina Jimenez, Grants Manager

SUBJECT: Recommend for Approval an Art in Public Places Program Proposal to Restore the Shady Lane Murals by Culturas Music and Arts in the Amount of \$13,000

STAFF RECOMMENDATION:

Staff recommends that the Cultural and Arts Commission consider approving and awarding a sponsorship grant to Culturas Music and Arts in the amount of \$13,000 from the City of Coachella's Art in Public Places Program to restore the art mural walls along Shady Lane between Bagdad Street and Avenue 52. This item was previously approved at the meeting held on September 21, 2021 with the condition that Culturas Music and Arts brought back the rendering for the blank space available on the Shady Lane Mural wall.

BACKGROUND:

On January 1, 2011, the City Council approved Ordinance No. 1034 establishing an Art in Public Places Program and implementing a new development impact fee for certain new construction, remodeling and reconstruction of public art installations. The purpose of the Art in Public Places ordinance is to develop and maintain a visual arts program for the residents and visitors of Coachella, to add to the economic vitality of the community, and to enhance the environment and unique character of Coachella by providing for the acquisition and maintenance of quality works of public art.

DISCUSSION/ANALYSIS:

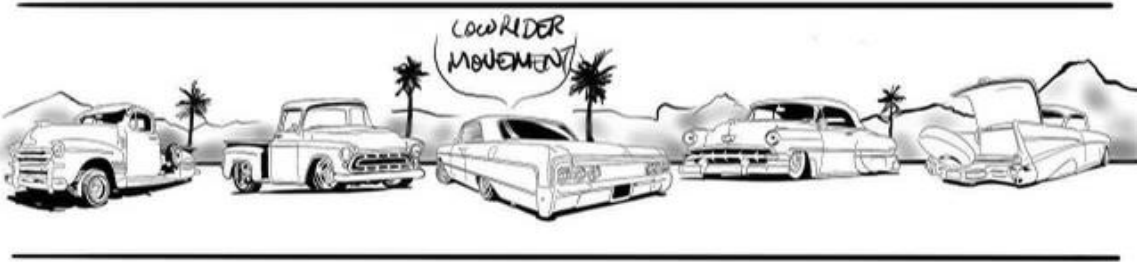
The submitted proposal is to restore the existing art murals along Shady Lane between Bagdad Street and Avenue 52. This November is the tenth anniversary of the installation of the murals. Each mural that needs to be repainted is 50' x 6' in size and Culturas Music and Arts intends to clean and reseal them with anti-graffiti sealer. It is the intention of Culturas Music and Arts to have the original artists work on restoring their respective murals, if they are available—otherwise, other local artists will be sought. The original murals were painted using Nova Color Paint, which is the best paint product in the industry to use on outdoor murals. One mural will be repainted and it is the “low rider” mural, which will be painted by an artist named Alvarez Ink (sample works below)

According to Culturitas Music and Arts, the Shady Lane Murals are the oldest Chicano public art murals in the State of California. The Shady Lane Murals are a beloved public art landmark for the community because they depict the community’s history and heritage., which might explain why it has escaped all the graffiti and tagging it used to get for nearly a decade.

Budget

Installation Costs – Labor (Artists Stipends)	\$4,000
Fabrication Costs – Materials	\$1,000
Fabrication Costs – Paint	\$5,000
Fabrication Costs – Resealing	\$3,000
TOTAL	\$13,000

Rendering for available mural space



Samples of art works by Artist



A Segment of the Shady Lane Murals



ALTERNATIVES:

1. Not Approve the Request to Restore the Shady Lane Murals by Culturas Music and Arts
2. Provide Alternative Direction

FISCAL IMPACT:

If the Cultural and Arts Commission approves the staff recommendation, the \$13,000 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for Fiscal Year 2022-23.

ATTACHMENTS: Application



STAFF REPORT
9/27/2022

TO: Cultural and Arts Commission Chair and Commissioners

FROM: Celina Jimenez, Grants Manager

SUBJECT: Review and Approve an Art in Public Places Proposal for a City of Coachella Mural at Acrisure Arena in the Amount of \$10,000

STAFF RECOMMENDATION:

Staff recommends that the Cultural and Arts Commission consider approving and awarding a grant to Flat Black Art Supply in the amount of \$10,000 from the City of Coachella's Art in Public Places Program to install a mural at Acrisure Arena as part of the nine desert cities wall art that will be displayed on the Iceplex for each city.

BACKGROUND:

On January 1, 2011, the City Council approved Ordinance No. 1034 establishing an Art in Public Places Program and implementing a new development impact fee for certain new construction, remodeling and reconstruction of public art installations. The purpose of the Art in Public Places ordinance is to develop and maintain a visual arts program for the residents and visitors of Coachella, to add to the economic vitality of the community, and to enhance the environment and unique character of Coachella by providing for the acquisition and maintenance of quality works of public art.

DISCUSSION/ANALYSIS:

The submitted proposal will be a painted mural project as part of the #TheDesertNine art initiative at Acrisure Arena where all nine desert cities will each have a mural representing their city. The mural size will be 10-foot wide by 20-foot in height.



City Sponsorship: \$10,000

Sponsorship (paid to Flat Black Art Supply) includes:

- Curation and creation of all artwork
- Installation and insurance requirements (provided by Flat Black Art Supply)
- Artist recognition plaques and large format signage highlighting the collection and each desert city produced by Acrisure Arena
- 1,000 oversized postcards representing each mural produced by Acrisure Arena
- Invitations for up to 10 guests to attend #TheDesertNine Reveal party (produced by Acrisure Arena)
- Acrisure Arena Website highlight, minimum one post and story via social channels @AcrisureArena, and feature in Arena e-newsletter
- Inclusion in Arena opening PR campaign, distributed nationally.

ALTERNATIVES:

1. Not Approve the Request for the Mural Proposed by Flat Black Art Supply
2. Provide Alternative Direction

FISCAL IMPACT:

If the Cultural and Arts Commission approves the staff recommendation, the \$10,000 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for Fiscal Year 2022-23.

ATTACHMENTS:

1. Application