

SPECIAL MEETING

SAND CITY ARTS COMMITTEE

TUESDAY, MAY 30, 2023

5:30 PM

AGENDA
SAND CITY ARTS COMMITTEE

Special Meeting - Tuesday, May 30, 2023
5:30 PM

THIS MEETING WILL BE HELD VIRTUALLY AND IN PERSON, IS COMPLIANT WITH ASSEMBLY BILL ("AB") 2449, SIGNED INTO LAW ON SEPTEMBER 13, 2022, WHICH AMENDS GOVERNMENT CODE SECTION 54953 TO PROVIDE AUTHORITY FOR PUBLIC AGENCIES TO CONTINUE TO HOLD VIRTUAL MEETINGS AND REMAIN IN COMPLIANCE WITH THE BROWN ACT (GOV. CODE §§ 54950 ET SEQ.).
TO PARTICIPATE IN THE ZOOM COUNCIL MEETING LIVE:

https://us02web.zoom.us/j/4614728829
Meeting ID: 461 472 8829

To participate telephonically by calling the number below:
(669) 900-6833

Meeting ID: 461 472 8829#

If prompted to enter a participant ID, press #

TO PARTICIPATE IN PERSON:
City Hall Council Chambers
1 Pendergrass Way
Sand City, CA

How to submit written Public Comments:
If any member of the public would like to provide written comments at the meeting, please do as set forth below.

Written: All comments received before 8:00 am the day of the meeting will be posted on the City's website as "Correspondence" under the relevant agenda item and provided to the City Council members at the meeting. Please email your comments to: cityclerk@sandcityca.org.

Read Aloud During the Meeting: Email your comments to cityclerk@sandcityca.org. When the Mayor opens the public comment period for the relevant agenda item; please indicate the agenda item and title in your email subject line. If you want your comment read aloud, prominently write "Read Aloud at Meeting" at the top of the email and your comments will be read into the record (not to exceed three minutes at staff's cadence).

DURING EACH MEETING, members of the public may participate by calling and speaking live during the designated time(s), subject to time limits that may be imposed pursuant to the Brown Act at the number provided above. Please use the "raise your hand" option on Zoom, and the City Clerk will call on your name.

1. **CALL TO ORDER**

2. **ROLL CALL**

3. **ANNOUNCEMENTS BY COMMITTEE MEMBERS**

4. **PUBLIC COMMENT**

Members of the public may address the City Council/Successor Agency on matters not appearing on the City Council/Successor Agency Agenda at this time for up to three minutes. In order that the City Clerk may later identify the speaker in the minutes of the meeting, it is helpful if speakers state their names. Public comments regarding items on the scheduled agenda will be heard at the time the time the item is being considered by the City Council/Successor Agency.

The City Council Chambers podium is equipped with a portable microphone for anyone unable to come to the podium. If you need assistance, please advise the City Clerk as to which item you would like to comment on and the microphone will be brought to you.

5. **ORDER OF BUSINESS**

5A. Approval of Sand City Arts Committee Special Meeting Minutes for May 22, 2023
Draft Minutes

5B. Consideration of the 2023 Mural Festival Requests for Proposal Finalists
Finalists Proposals

6. **ADJOURNMENT**

The current agenda is available in PDF format on our website at:
www.sandcity.org

If you have a request for a disability-related modification or accommodation, including auxiliary aids or services, which will allow you to participate in a Sand City public meeting, please call the City Clerk at (831) 394-3054 extension 220, or give your written request to the City Clerk at 1 Pendergrass Way, Sand City, CA 93955 at least 48 hours prior to the scheduled meeting to allow the City Clerk time to arrange for the requested modification or accommodation.

AGENDA ITEM
5A.

Approval of Sand City Arts Committee Special Meeting Minutes for May 22, 2023

MINUTES
SAND CITY ARTS COMMITTEE

Special Meeting - Monday, May 22, 2023,
5:00 PM

THIS MEETING WILL BE HELD VIRTUALLY AND IN PERSON, IS COMPLIANT WITH ASSEMBLY BILL ("AB") 2449, SIGNED INTO LAW ON SEPTEMBER 13, 2022, WHICH AMENDS GOVERNMENT CODE SECTION 54953 TO PROVIDE AUTHORITY FOR PUBLIC AGENCIES TO CONTINUE TO HOLD VIRTUAL MEETINGS AND REMAIN IN COMPLIANCE WITH THE BROWN ACT (GOV. CODE §§ 54950 ET SEQ.).
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Sand City, CA

1. CALL TO ORDER
The meeting was called to order at 5:15pm.

2. ROLL CALL
Present: Chair Greg Hawthorne, Committee Members Michelle Djokic, Dawn Peters, Brian Clark, and Shelby Hawthorne.

Staff: Vibeke Norgaard, City Manager

3. ANNOUNCEMENTS BY COMMITTEE MEMBERS
No announcements were made.

4. PUBLIC COMMENT
No public comment received.

5. ORDER OF BUSINESS

5A. Approved Sand City Arts Committee Special Meeting Minutes for March 20, 2023.

No public comment received.

Motion to approve the minutes was made by Committee Member Hawthorne and seconded by Committee Member Djokic. Motion carried unanimously.

5B. Consideration of the 2023 Mural Festival Requests for Proposal

Jams:
Clark thought had not demonstrated much experience as curators; Peters liked how well they responded to the RFP, liked that Ybarra of Wahini was involved; Shelby Hawthorne felt might not have contacts to high level artists, looked like they could organize it well however; Michelle D: hopes they could get mentorship by the group that is chosen; Greg Hawthorne – felt not experienced enough.

Heartspace:
Committee Member Greg Hawthorne - liked their experience in Sand City;
Committee Member Peters - unclear to her who were all the many people referenced in the submission and what were they all were going to do;
Committee Member Clark - felt they should just have been straight forward about this being Pat Milberry, referenced problems with Mural Festival last year;
Committee Member Shelby Hawthorne - likes that Erin from Monterey Arts Committee involved; likes that it's a big group; confused why Pat Milberry's name is not mentioned;
Committee Member Djokic - liked that Pat Milberry was recognizing he needed help after last year but the proposal had too many people involved;
Committee Member Greg Hawthorne - not concerned how Pat uses his team; the committee should focus on whether the groups have contacts, which this group seems to;
Committee Member Peters - few answers in the submission, leaving lots of questions. Unclear who is in charge. She mentioned a "frustrating" series of experiences at the prior we Mural Festival.

Branded Arts:
Committee Member Clarke - liked their fresh look;
Committee Selby Hawthorne - look professional/ have contacts, a good option;
Committee Member Djokic - projects impressive; speak to community; message of empowerment; liked the "Community-binding agent"
Committee Member Peters - prefers when art is not political, feels adds fuel to the fire; thinks they had a beautiful response to the RFP tough but maybe a bit "vanilla"; Committee Member Djokic agreed regarding no political messaging.
Committee Member Greg Hawthorne - they seem like professionals; probably well organized; but the city is more home-grown art fest.

Talking Walls:
Committee Member Clark - not his top choice
Committee Member Shelby Hawthorne - concern only 2 people
Committee Member Peters - her number 1 choice; very clear they will make it happen. Realistic and responsive
Committee Member Greg Hawthorne - definitely amongst his top 3, looks good
Committee Member Djokic - unclear

Mobile Lab

Committee Member Clark - liked that have a fine arts background; would bring a fresh perspective; is the least commercial of all submittals
Committee Member Shelby Hawthorne - they are different – but not as far reaching as some of the others; connection in LA but maybe not outside
Committee Member Djokic - his team included people from Denver; likes the concept; likes its community oriented; but not clear on the visions
Committee Member Peters - concerned about Adidas as sponsor. Felt that they "got" the assignment though. Feels they will not fail.
Committee Member Greg Hawthorne - saw no finished large murals in submission; LA a different place; did not make top of his list.

The Arts Committee voted on their top three, then re-voted their top two. Brian suggested bringing two back to meet with the Arts Committee and pick one after talking to them. The Arts Committee agreed; top two selected were Branded Arts and Talking Walls.

6. ADJOURNMENT

Meeting adjourned approximately 6:40pm.

AGENDA ITEM
5B.

Consideration of the 2023 Mural Festival Requests for Proposal Finalists

REQUEST FOR PROPOSAL



PROJECT

WE. MURAL FESTIVAL IV, 2023

PROPOSED BY

CAMERON "CAMER1" MOBERG, CURATOR/MURALIST
CRYSTAL MOBERG, EXECUTIVE ASSISTANT

TALKING WALLS ART

WWW.TALKINGWALLS.ART

MURAL FESTIVAL REQUEST FOR PROPOSAL

PROJECT INTENT

The City of Sand City and the Sand City Arts Committee is seeking a curator for the city's fourth annual WE. MURAL FESTIVAL IV to be held in October of 2023. Sand City aims to organize a mural event that fosters collaboration between local artists from Monterey and/or Santa Cruz Counties and national and/or international artists. The intended audience for this event is the local community, encompassing people of all age groups. The City and Arts Committee are seeking curators with experience, innovation, and connection to the greater art community.

ABOUT US

Talking Walls Art is an art studio without walls, which means our canvases are anywhere and everywhere-- the only walls we have to claim are yours! From gritty metropolis city streets to Small Town America, we're on a mission to transform any space, city, or town into a vibrant, beautiful work of art.

Talking Walls Art is made up of a scrappy husband and wife duo who share a passion for bringing art to the streets with the notion that ART IS FOR EVERYONE! Cameron, with his boundless creativity (walking the line between crazy and genius), has over twenty years of mural experience, five years of curating mural festivals, and no shortage of great ideas. Crystal, a former middle school teacher, brings her love for art and indefinable skillset, that of only a middle school teacher (to quote Liam Neeson, "but what I do have are a very particular set of skills"), as well as her love for order and organization. Together, the two along with their giant network of fellow artists (which also happen to all be really good humans) have not just transformed towns, but are slowly transforming the perception of graffiti and street art.

QUALIFICATIONS

Our experience in attracting, evaluating, and booking artists for art festivals began with our desire to support and pay our artist friends. Over time, we have expanded our network to include talented artists from around the world while ensuring they are also really good people. Our goal is to make sure everyone involved in our festivals, particularly our artists, feel comfortable, safe, and enjoy their time. To ensure those desired outcomes, we draft our own agreement with artists so we're all on the same page and that all there is left is to create!

Our network of artists span the globe, from here in the States to Guatemala, Mexico and Canada to the Netherlands, South Korea, Australia, France, Argentina. For the 2023 We.Mural Festival IV, we hope to leverage our global network of artists to expand upon your previous festivals. Our aim is to curate a diverse group of artists whose styles and backgrounds will contribute to a unique and engaging festival experience. We continue to be energized and motivated by these talented artists who have offered such kind, positive feedback regarding our festivals. Through our social media accounts and simply by word of mouth, we find artists and after seven years of curating, artists now find us too.

Our experience attracting sponsorships for established events has been successful in the past, particularly mobilizing business and building owners who are benefiting from having murals painted on their walls to tap into their own resources to at minimum prep their own walls. Other businesses have opted to provide accommodations for traveling artists, meals or snacks, or even lift rentals. We typically showcase logos on artist banners and share sponsors' via social media. And we are certainly open to implementing new ways other than our usual to highlight sponsors.

For the WE. Mural Festival IV, and every other festival we've curated, we believe in striking a balance between local and international mural artists. It is essential to involve local artists as it helps build a sense of community and local pride. However, inviting artists from outside the area can add an exciting and unexpected outcome to the festival!

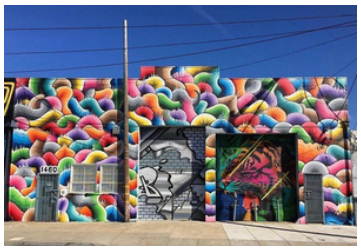
One creative addition that we'd add to the Sand City Mural Festival experience would be to include a community street art hands-on workshop. Attendees can learn about the history of graffiti and street art led by our own very talented

QUALIFICATIONS *(continued)*

artist, Cameron. This not only provides a unique experience for attendees but also allows us to connect with the community in a meaningful way.

Our experience producing and executing art festivals includes curating four successful mural festivals since 2016, two of which are ongoing. These include

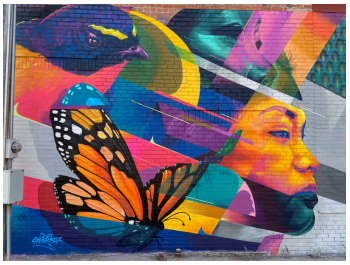
- Sprayview 2016/2017 (San Francisco, CA)
- Wabash Walls 2018/2019 (Lafayette, IN)
- RenArtWlk 2019-present (Rensselaer, IN)










Generally speaking...

MURAL FESTIVAL INFO

Below is a sample budget for our mural festivals. The budget is presented as two tiers with two options: one we are calling ***Project Share*** and the other, ***Mural-in-a-Box***. Both, aptly named in my opinion!

Project Share is the economical option, leaving room for an all-hands-on-deck approach. It's meant to rally community members to engage in the project by offering up time, skills and resources to get the job done. Illustrated in each tier is the part that we, the curators, would be responsible for (which are all the same for each tier except for the number of artists involved).

Mural-in-a-Box is the all-inclusive option. We would essentially take care of everything relating to the artists and the art, as listed in each tier.

By deduction, you can see what we would need from you and other community members should we go the *Project Share* route.

For *both tiers* and *both options*, we have included a fun hands-on workshop for any and all who would like to join as long as it's in keeping with state regulations for gathering during the Covid-19 pandemic. Please note also, that for *both tiers* and *both options*, you would serve as the liaison between us and the building owners. You will establish your own agreements with building owners outlining expectations, as we do the same with the artists we hire.

Additionally, we would need things like access to water, power, and some sort of hub to store our supplies and offer artists a place to use the restroom and take indoor breaks during the week of the festival. In the past we've used empty venues, workshare spaces, or conference rooms.

IMPORTANT: Please also keep in mind, the budgets do not include prep, primer, protective clear coat or application of primer or clear coat. See Prepping & Sealing.

PREPPING & SEALING

As mentioned, prepping the walls and sealing the murals are not included in the cost due to the variability of the project. When we better understand the scope of the project, we can determine what is needed. Pepping and priming, however, is generally the responsibility of the building owner.

A clear protective coat is optional, but highly recommended for preserving murals. It protects against the elements while also making the mural washable in the event of vandalism. We are happy to suggest a good product and a how-to, or we can do it for you.

Please let us know and we can put together an estimate when we have a better idea about wall sizes and about how many walls need to be covered. To give you an idea, if we are tapped to do this, we have a $500 set up fee, then it's $2/square foot for labor. The materials are separate and usually costs about $1/square foot, when using the suggested 2-3 coats.

BUDGET TIER EXAMPLES

DOING BIG THINGS

Project Share, 57k

- Hire 3-5 artists
- Includes flights for out-of-state artists, gas expense for in-state artists
- One hands-on community workshop and Q&A on the history and technique of street art for anyone interested. Location and capacity TBD
- All paint materials for festival and workshop
- Yielding 3-5 murals (not including workshop mural project)

Mural Festival-in-a-Box, 74k

- Hire 3-5 artists
- Includes flights for out-of-state artists, gas expense for in-state artists
- One hands-on community workshop and Q&A on the history and technique of street art for anyone interested. Location and capacity TBD
- All paint materials for festival and workshop
- Lodging for traveling artists
- Lunch and dinner for all artists
- Car rental
- Rides to/from airport
- Up to three (3) lifts, boom/scissor
- Yielding 3-5 murals (not including workshop mural project)

BUDGET EXAMPLE

DREAMING BIG

Project Share, 70k

- Hire 6-8 artists
- Includes flights for out-of-state artists, gas expense for in-state artists
- One hands-on community workshop and Q&A on the history and technique of street art for anyone interested. Location and capacity TBD
- All paint materials for festival and workshop
- Yielding 6-8 murals (not including workshop mural project)

Mural Festival-in-a-box, 94k

- Hire 6-8 artists
- Includes flights for out-of-state artists, gas expense for in-state artists
- One hands-on community workshop and Q&A on the history and technique of street art for anyone interested. Location and capacity TBD
- All paint materials for festival and workshop
- Lodging for traveling artists
- Lunch and dinner for all artists
- Car rental
- Rides to/from airport
- Up to five (5) lifts, boom/scissor
- Yielding 6-8 murals (not including workshop mural project)

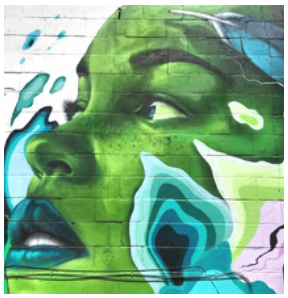
in closing...

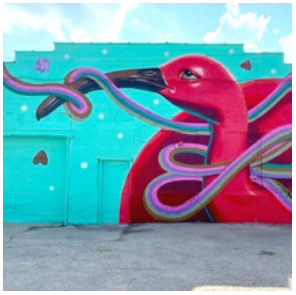
Curating mural festivals has become very dear to our hearts! It's been a joy to see towns, especially the apprehensive ones, respond so positively to murals! We look forward to meeting your community! We sincerely hope to demonstrate in more ways than one that we're incredibly grateful to do what we love. And it is with gratitude that we will always go above and beyond what's expected! We hope to dream big and do great things with you in the near very future!

- Cameron and Crystal Moberg














BRANDED ARTS
REQUEST FOR PROPOSAL:
Event Management and Production for We. Mural Festival IV, 2023,
Sand City, California
HATE HAS CAUSED A LOT OF PROBLEMS IN THE WORLD, BUT HAS NOT SOLVED ONE YET
Maya Angelou
RISE ABOVE

BRANDED ARTS LLC - COMPANY BACKGROUND

Over the last 13 years, Branded Arts has produced and curated over 700 public art projects in over 70 cities worldwide.

Branded Arts offers a full spectrum of artistic services for communities and corporate settings alike. With years of experience as curators and consultants, we will find the perfect artwork to enhance any professional space. Whether it's a signature mural, sculpture, painting, or hundreds of pieces for a full-scale development, we will take care of every detail from the concept to the artwork installation.

The Branded Arts staff is multi-talented, with backgrounds in architecture, design, gallery planning, and production. We also offer full video coverage options, creating and producing professional content and social media exposure for each project.

- brandedarts.com
- instagram.com/brandedarts
- youtube.com/brandedarts



WHO WE ARE



WARREN BRAND

Founder and president of Branded Arts, which has produced and curated over 700 public mural projects in over 70 cities worldwide including major projects with the Staples Center, Robert F. Kennedy Community Schools, Dr. Maya Angelou Community High School, the Continental Grand Plaza and The L.A. Memorial Coliseum. He has produced over 60 public art projects in partnership with LAUSD and has honored iconic leaders such as Robert F. Kennedy, Dr. Maya Angelou, Martin Luther King Jr., Nelson Mandela, Cesar Chavez, Albert Einstein & Loretta Claiborne. In 2016 he also co-curated the Truth To Power art exhibition at the DNC in Philadelphia, Pennsylvania.



JOSHUA VALENCIA

As Director of Operations for Branded Arts, Mr. Valencia has ensured that each project breeds success through problem-solving and maintaining a consistent level of professionalism. Additionally, he has held various high ranking positions in internationally renowned museums such as the California Science Center. Mr. Valencia employs an array of skill sets to conduct preparations, maintenance, and fabrications for each project. Ever resourceful and highly driven, Joshua aims to keep the growth of the company in a positive trajectory.



COMMUNITY ENGAGEMENT

Involving local artists and community members is a key element to our projects. We would like to organize these projects similar to our recent festivals around the country.

We will create projects that engage community members in a multitude of ways, including participation in design elements of the murals, hand painting different sections of the murals, assisting the artists, etc. Each muralist will present their own concept to include the community.

Our goal is to inspire and engage community members through the arts. By participating in these mural projects, people will have a deeper sense of pride and ownership for community.

1. What is your experience attracting, evaluating, and booking artists for art festivals? Any specific experience booking mural artists?

We have produced multiple mural festivals including over 700 murals in 70 cities worldwide.

2. What do you think your firm/team can achieve for the 2023 we. Mural Festival IV that compliments and expands upon previous mural festivals?

We will look to achieve a strong community engagement component via concise volunteer coordination and communication with local stakeholders. Event programming and interactivity will also be a core focus.

3. What is your experience attracting sponsorships for established events?

We have an established track record working with hundreds of brands worldwide.

4. What do you feel is the proper mix for mural artists at the Sand City event? Local, US, International?

We prioritize diversity, equity, and inclusion in all projects that we produce. The participating artists will be half local, half visiting. They will also be half male and half female.

5. Do you have any existing relationships to mural artists? If so, with whom?

Yes, please visit our website and social media channels to view all of our past participating artists.

5. What creative ideas can you lend to the Sand City Mural Festival that will improve the experience for guests and artists?

Examples include: community engagement programming, guided tours, QR codes, mobile technology integrations, artist panels, and more to be discussed.

6. What is your experience producing and executing an art festival?

We have produced multiple mural arts festivals in several different cities.

7. Who are your key staff/on-site managers and how experienced are they at producing public events?

Our core leadership team consists our CEO and COO. Both have over a decade of experience in mural production and administrative oversight.



DANIEL ARSHAM

DARRYL “DMC” MCDANIELS

FAILE

FUTURA

JR’S INSIDE OUT PROJECT

KENNY SCHARF

KITH (RONNIE FIEG)

LADY PINK

MAYA HAYUK

OSGEMEOS

PAT MILBERY

SHEPARD FAIREY

SWOON

MEDIA ENGAGEMENT

"A SHEPARD FAIREY MURAL OF MAYA ANGELOU, MID-LAUGH IN THE SUNSHINE, NOW SWEEPS ACROSS AN EXTERIOR WALL OF A LOS ANGELES HIGH SCHOOL BEARING HER NAME."

The New York Times

"MORE THAN TWO DOZEN ENORMOUS MURALS WERE GOING UP AT THE SOUTH L.A. SCHOOL, TRANSFORMING THE MOSTLY GRAY AND DRAB-GREEN BUILDINGS INTO AN EXPLOSION OF COLOR AND STORY."

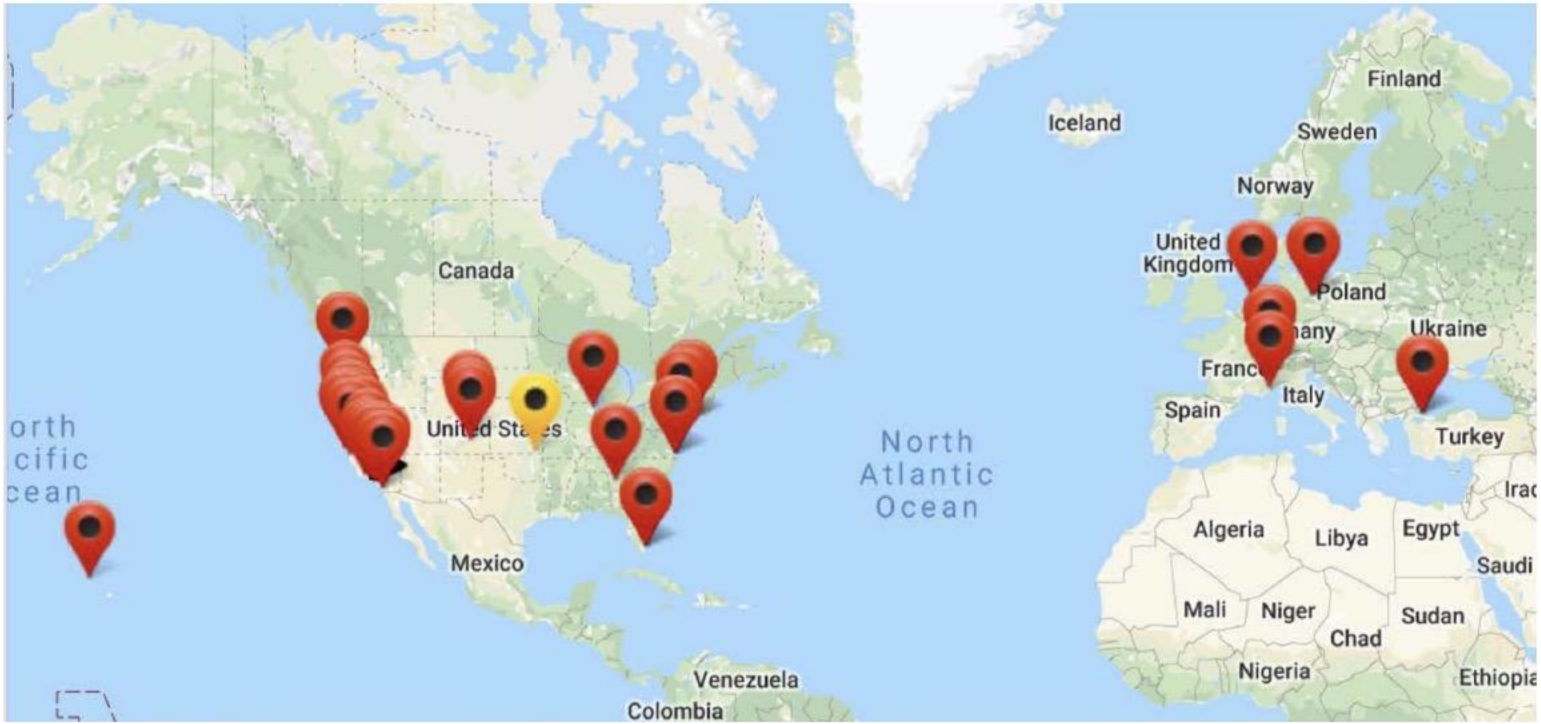
Los Angeles Times

"THE WEEK-LONG FESTIVAL, INAUGURATED IN 2016 AT ROBERT F. KENNEDY COMMUNITY SCHOOLS, BRINGS 30 RENOWNED AND BURGEONING ARTISTS - LOCAL AND INTERNATIONAL - TO LAUSD SCHOOLS TO BEAUTIFY SPACES THROUGHOUT THE CAMPUS WITH RELATABLE MURALS THAT EVOKE POSITIVITY AND PRIDE."

Los Angeles Magazine



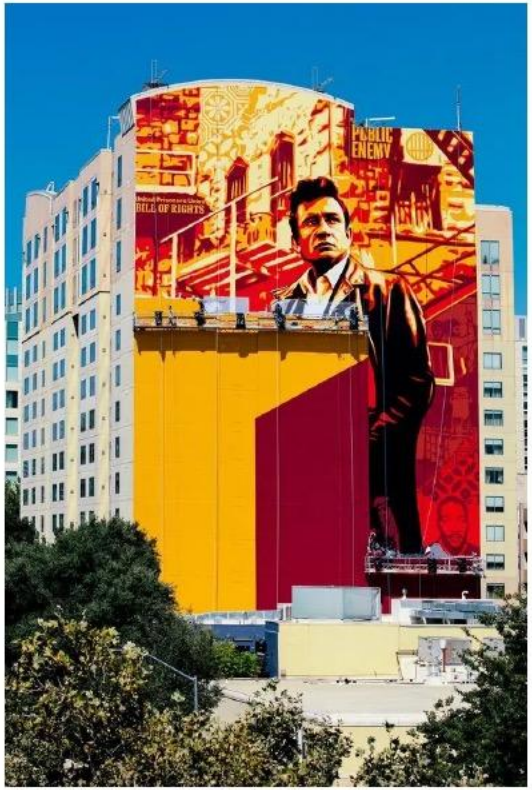
Project Locations

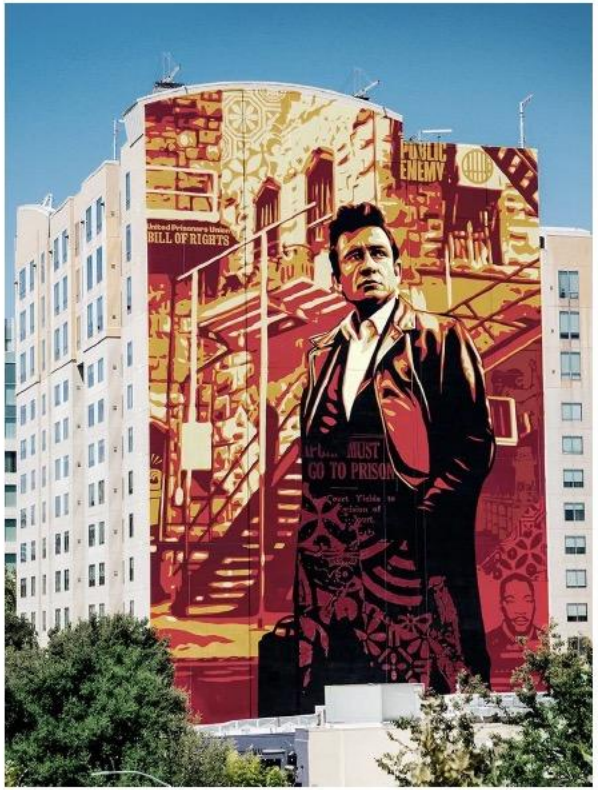


Past Clients



Past Projects





Residence Inn by Marriott - Sacramento, CA

Past Projects





Sunset Las Palmas Studios - Los Angeles, CA

Past Projects



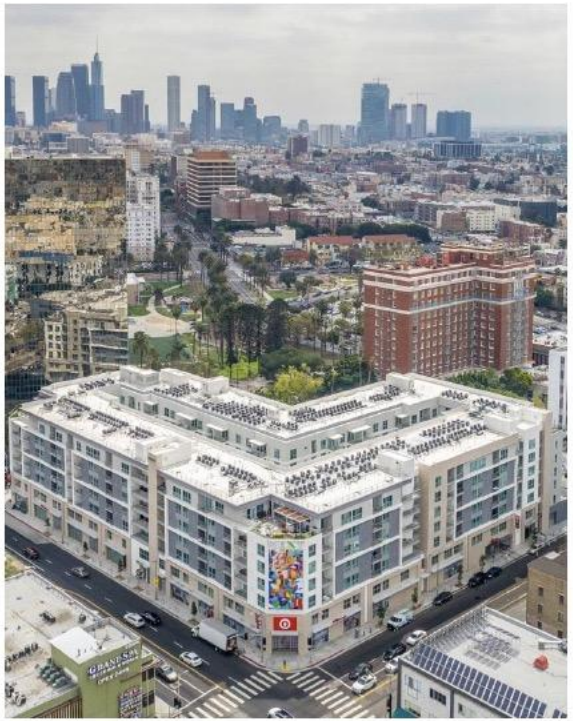


The Reserve - Playa Vista, CA

Past Projects







NEXT on Sixth Apartments - Los Angeles, CA

Past Projects



Crypto.com Arena, Los Angeles, CA
Client: AEG and Budweiser USA

Past Projects



i|o at Playa Vista- Playa Vista, CA

Past Projects



Los Angeles Memorial Coliseum - Los Angeles, CA

Past Projects



Dr. Maya Angelou Community High School - Los Angeles, CA

Past Projects





Robert F. Kennedy Community Schools - Los Angeles, CA