



# County of Santa Cruz

## DEPARTMENT OF PARKS, OPEN SPACE & CULTURAL SERVICES

979 17<sup>TH</sup> AVENUE, SANTA CRUZ, CA 95062

(831) 454-7901 FAX: (831) 454-7940 TDD: (831) 454-7978

JEFF GAFFNEY  
DIRECTOR

### ARTS COMMISSION – AGENDA

Monday, September 25, 2023  
4:30 p.m.  
Regular Meeting

Simpkins Family Swim Center  
979 17<sup>TH</sup> Avenue  
Santa Cruz, CA 95062

**I. CALL TO ORDER / ROLL CALL**

**II. AGENDA MODIFICATIONS OR APPROVAL**

**III. ORAL COMMUNICATIONS:** Any person may address the Commission during its Oral Communication period. Speakers must not exceed two (2) minutes in length, or the time limit established by the Chair, and individuals may speak only once during Oral Communications. All Oral Communication must be directed to an item listed on today's Consent Agenda, yet to be heard on Regular Agenda, or a topic not on the agenda that is within the jurisdiction of the Commission. Commission members will not take actions or respond immediately to any Oral communication presented regarding topics not on the agenda but may choose to follow up later, either individually or on a subsequent Commission Agenda. Oral communications will normally be received by the Commission for a period not to exceed thirty (30) minutes. If, at the end of this period, additional persons wish to address the Commission, the Oral Communication period may be continued to the last item on the agenda.

**IV. CONSENT AGENDA**

- a. Approve meeting minutes from July 21, 2023 ..... Pages 2-3

**V. DIRECTOR'S REPORT**

**VI. STAFF REPORT**

**VII. REGULAR AGENDA**

**A. Information Items**

- 1. Annual presentation from Arts Council Santa Cruz County
- 2. Annual presentation from the Museum of Art & History
- 3. Eloise Pickard Smith Award – award presentation and format

**B. Action Items**

- 1. Consider Selection Panel's recommendation of public artist for the Children's Crisis Support & Stabilization Ctr. public art project ..... Pages 4-10
- 2. Select panelist (1) to serve on the Willowbrook public art panel.
- 3. Updates to the Spotlight Award selection criteria ..... Page 11-12

**VIII. AGENDA / MEETING FOR: November 6, 2023 – 4:30 PM**

**IX. ADJOURNMENT**



# County of Santa Cruz

## PARKS, OPEN SPACE & CULTURAL SERVICES

979 17<sup>TH</sup> AVENUE, SANTA CRUZ, CA 95062

(831) 454-7901 FAX: (831) 454-7940 TDD: (831) 454-7978

JEFF GAFFNEY  
DIRECTOR OF PARKS

### ARTS COMMISSION MINUTES July 21, 2023, 4:30 p.m. – 979 17<sup>th</sup> Ave., Santa Cruz

- I. Called to order at 4:35 p.m. Present: Leahy, Niven, Phillips, Stabile, Borges, Kroslowitz  
Absent/Excused: Gardner, Woods Vacant seats - 2  
Staff: Kathy DeWild
- II. Approved Agenda - Motion/Second: Phillips/Kroslowitz  
AYES: 6  
NOES: 0  
ABSTAIN: 0  
ABSENT: 2
- III. Oral Communications – None
- VI. Approved Consent Agenda - Motion/Second: Kroslowitz/Stabile  
AYES: 6  
NOES: 0  
ABSTAIN: 0  
ABSENT: 2
- V. & VI. Director & Staff reports
- VII. Regular Agenda  
A. Informational Items – none
- B. Action Items
1. Approved selection panel's recommendation of Justin Francavilla as public artist for the Heart of Soquel project  
Motion/Second: Stabile/Phillips  
AYES: 6  
NOES: 0  
ABSTAIN: 0  
ABSENT: 2
2. Approved selection panel's recommendation of Jay Capela as public artist for the 500 Westridge Dr. project  
Motion/Second: Stabile/Leahy  
AYES: 6  
NOES: 0  
ABSTAIN: 1  
ABSENT: 2
3. Appointed Commissioners Kroslowitz and Niven to serve on the Childrens Crisis Support & Stabilization Center public art panel  
Motion/Second: Stabile/Leahy  
AYES: 6  
NOES: 0  
ABSTAIN: 0  
ABSENT: 2

4. Appointed Commissioners Phillips and Kroslowitz to serve on the Ben Lomond Transfer Station public art panel

Motion/Second: Stabile/Phillips

AYES: 6

NOES: 0

ABSTAIN: 0

ABSENT: 2

5. Approved Kathleen Crocetti to be awarded the Eloise Pickard Smith Award – honoring her for extraordinary and sustained level of commitment of time, leadership and/or financial support of the arts

Motion/Second: Krolowitz/Leahy

AYES: 6

NOES: 0

ABSTAIN: 0

ABSENT: 2

**VIII.** Next meeting date: September 11, 2023 – 4:30-6:00 PM. Agenda items include:

Refine Spotlight Award criteria

Annual reports from Arts Council and Museum of Art & History

Appoint panelist for the Willowbrook public art project

**IX.** Adjournment – 5:34 PM

Motion/Second: Stabile/Kroslowitz

AYES: 6

NOES: 0

ABSTAIN: 0

ABSENT: 2

**SANTA CRUZ CHILDREN'S CRISIS  
STABILIZATION CENTER**

**Public Art Proposal**

**JOEY ROSE**



# PROPOSAL

Dear Selection Committee,

I'm Joey Rose, a passionate muralist applying to the open call for art at the Santa Cruz County Children's Crisis Stabilization Unit and Short-Term Residential Therapeutic Program. I bring a wealth of experience and a deep connection to public art to this project. I was born in Castro Valley (neighboring Oakland) but, I was raised in the small town of Latrobe, CA. My early surroundings may not have been abundant in street art, but it was in that little town full of rolling golden hills, mighty oak trees and meandering creeks that my love for the natural world took shape. I discovered my love for public art when I returned to Oakland and San Francisco during my time as a student at California College of the Arts. There, I honed my skills in illustration and painting. Shortly after graduating, I obtained a C-33 Painting Contractors license, allowing me to merge my technical expertise with my artistic practice.

Community building is close to my heart, and I have actively contributed to various initiatives as a community organizer. Since 2019, I have worked with the non-profit Pangeaseed Foundation, making a significant impact as an artist for Sea Walls Maui and as an operational team member and artist for Sea Walls Santa Cruz. One of the highlights of my career was serving as the Co-Director and Producer for Sea Walls Emeryville in 2022—a mural festival featuring artists from around the world creating ocean-focused murals across the city. Through my work, I strive to foster collaboration, inclusivity, and meaningful connections within diverse communities.

Given my artistic vision, technical expertise, and community-oriented approach, I believe I am the ideal artist to create a meaningful and impactful mural for the Santa Cruz County Children's Crisis Stabilization Unit and Short-Term Residential Therapeutic Program. I am dedicated to my craft and passionate about public art. It is my aim to ensure that the murals not only enhance the physical space but also deeply resonates with the youth, families, and staff who will experience it firsthand.

My proposal includes three murals on the front of the exterior, highlighting existing architectural details: the entryway, the covered patio and the conference room exterior. If chosen, I will design and execute additional walls on the interior of the building: please refer to map for additional locations. (The location of the interior murals is flexible and can be adjusted upon feedback from the committee.) For all of the murals, I will draw inspiration from beautiful and diverse native Santa Cruz plants and animals found in surrounding Santa Cruz habitats. The local wildlife will serve as a source of solace, connection, and hope for the individuals seeking support and healing within the center.

The most peaceful moments in life offer beautiful gradients in the sky: sunrise and sunset. So, color gradients will be at the forefront of the mural designs. To further create a calming and soothing experience, I will utilize soft and harmonious color palettes, evoking a sense of

tranquility and peace. Each mural will feature a different main color to allow for helpful way-finding for families. A nurse will be able to say "Please wait in the Blue Family Room." By avoiding disturbing or chaotic imagery and colors, I will ensure that the artwork fosters a serene atmosphere and encourages a positive mindset for those within the space.

The murals will be designed to promote a welcoming and inclusive environment. I intend to depict various native Santa Cruz species, showcasing their natural beauty and highlighting the importance of preserving and protecting our local ecosystem. This representation of local wildlife will serve as a reminder of the resilience and interconnectedness of both nature and the human spirit. Soothing abstract shapes will be woven throughout the murals, seamlessly incorporated with the natural elements.

Longevity and durability are paramount considerations for this project. The proposed mural will be painted directly onto the building's exterior and interior surfaces, ensuring its permanence and minimizing maintenance requirements. I will utilize high-quality, weather-resistant paints from that are proven to withstand the test of time, locally sourced from Davlin Coatings, a paint manufacturer in Berkeley, CA. Each mural will be coated with a clear varnish to further protect the paint from UV rays, scuffs and scratches. The clear coat will also allow the walls to be easily cleaned if needed.

In adherence to the guidelines provided, my proposal does not include water features or suspended work. Instead, I will focus on creating a visually engaging and immersive murals that complement the architectural elements of the building. The artwork will seamlessly integrate with the environment, forming a cohesive and inspiring space for the youth, families, and staff.

In summary, my proposal for the Santa Cruz County Children's Crisis Stabilization Unit and Short-Term Residential Therapeutic Program aims to create a serene and welcoming atmosphere through the depiction of native Santa Cruz plants. The murals will be a source of comfort, inspiration, and connection for the individuals utilizing the facility. I am confident that my artistic vision, attention to durability, and commitment to thoughtful design make me an ideal candidate for this project.

Thank you for considering my proposal. I look forward to the opportunity to bring this vision to life and contribute to the well-being of the Santa Cruz County community.

Sincerely,

Joey Rose

## **FABRICATION AND INSTALLATION**

The exterior walls will first be cleaned with a pressure washer. If the wall has been newly-painted, the existing exterior paint is sufficient primer. If not newly-painted, the wall must be primed with sprayer application. To prime the wall, and for the remainder of the project, an electric boom lift will be used for the exterior walls. Access to an electrical outlet will be required to charge the lift at the end of each work day. The mural will be painted using a combination of professional-grade exterior acrylic paints and spray paint. Access to a water source and a drain for paint cleanup is necessary. Each mural will take about a week from start to completion, for a total of about six weeks. The project can be separated into phases if requested. Phase one: Exterior murals (three weeks.) Phase two: Interior murals (three weeks.)

# THEMES

## THEME 1 OCEAN



## THEME 2 SHORELINE



## THEME 3 REDWOOD FOREST



# LOCATIONS

Exterior Mural Locations



1ST FLOOR CRISIS STABILIZATION UNIT

## 1st FLOOR

### Lobby Mural

**Theme:** Light, Soothing, Welcoming, Shoreline, Beach, Water, Cliffs, Monarchs  
**Color Scheme:** Warm Tones, Sunrise

### Family Room 109 Mural

**Theme:** Under the Sea, Kelp and native fish  
**Color Scheme:** Cool Tones, Blues, Greens, Pops of Warm (Giribaldi)

### Family Room 111 Mural

**Theme:** Soothing, Welcoming, Shoreline, Beach, Water, Cliffs, Birds  
**Color Scheme:** Cool Tones, Blues, Greens,

### Quiet Room

**Theme:** Sunrise/Sunset, shoreline plants  
**Color Scheme:** Warm to Cool Gradients

Exterior Mural Locations



2ND FLOOR SHORT TERM RESIDENTIAL THERAPUTIC PROGRAM

## 2nd FLOOR

### Lobby Mural

**Theme:** Warm, Welcoming, Shoreline, Beach, Water, Cliffs, Birds  
**Color Scheme:** Warm Tones, Soft Yellow, Sunrise Gradients

### Family Room 203 Mural

**Theme:** Under the Sea, Kelp and Native Fish  
**Color Scheme:** Cool tones, Blues, Greens, Pops of Warm

### Family Room 204 Mural

**Theme:** Redwood Forest, Calm, Serene, Detail, Native Foliage,  
**Color Scheme:** Cool Tones, Blues, Greens

### Multi-Purpose Day Room

**Theme:** Under the Sea, Humpback Whales (adults and calves), Detailed Designs Incorporated into the Whales (Averie Suggestion)  
**Color Scheme:** Cool Tones, Blues, Turquoise

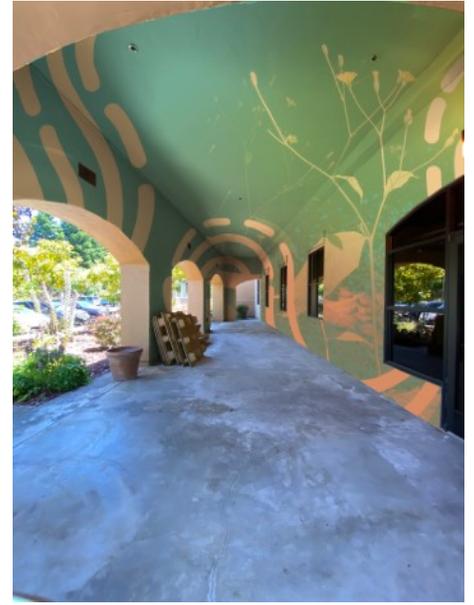
# DESIGN SAMPLES



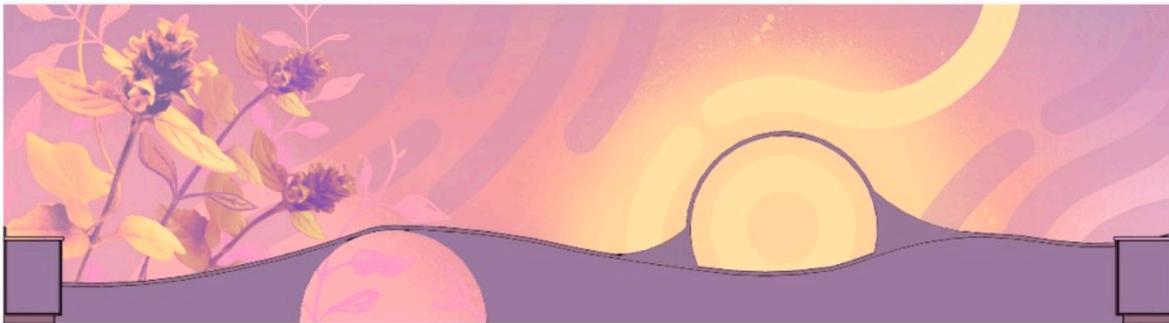
**EXTERIOR CONFERENCE**



**ENTRANCE**



**PATIO**



**QUIET ROOM**



**FAMILY ROOM**



## Call for Nominations for the *Spotlight Award*

Presented by the Santa Cruz County Arts Commission  
Honoring Local Emerging Artists

Deadline for nomination letters: **March 3, 2023** **TBD**

**About the Award** - Through the Spotlight Award, the County Arts Commission publicly recognizes individuals who have achieved a high level of excellence and creativity in their work, but who have not received widespread acknowledgment of their talent. This annual award recognizes younger artists as well as those who are discovering their artistic voice later in life. ~~Judging criteria will include the effective use of media and tools to communicate their own personal style.~~ The award will be given to one artist or artist group in each of the following mediums: visual art, performing arts, and literary arts. The work of awardees will be featured at an exhibition on the 5<sup>th</sup> floor of the County Government Center. Dates for ~~2023~~ **2024** are **July 28-September 29**. **TBD**

### Eligibility Criteria

- Artist must be nominated by a resident of Santa Cruz County.
- Artist must be a current resident of Santa Cruz County.
- Artist must have completed works that show a high degree of excellence, individuality, innovation, and/or creativity.
- Artist must show significant artistic promise, as demonstrated in a significant achievement for at least one completed piece of artwork, performance, exhibit, or written work, recognized by critics, educators or professionals.
- Artists working in any medium are eligible, including literary, visual, and performing arts.

### Nomination Information

Only residents of Santa Cruz County are eligible to make nominations. Your nomination letter of no more than two pages must include:

- The name of the artist and their contact information, including: e-mail, website (if available), phone and local address
- A brief description of your relationship to the artist, why you are nominating them for the award, and how they meet the criteria (how they stand out as an emerging artist).

Santa Cruz County Parks staff will notify the nominees and provide them with the application information. Nominees must return their materials by the required date to be considered (**April 14, 2023**). **TBD** A new process will open each year. Materials will **not** be carried over into the next year, but artists previously considered may be nominated again in subsequent years. **Keep materials for two years total?**

**Send your nomination letter to:** [prc039@scparks.com](mailto:prc039@scparks.com) – Subject Line: Spotlight Award Nomination

**Selection Process** - The selection panel, composed of members of the Santa Cruz County Arts Commission, will review eligible applications. Awardees will be selected based on the nomination letter and the application materials provided by the artist using the following criteria:

- Excellence in the body of work presented.
- Effective use of media and tools to communicate personal style.
- Innovation/creativity
- **Prior recognition through exhibit, performances, publication or critique**



## Artist Application Information for the Spotlight Award Presented by the Santa Cruz County Arts Commission

**About the Award** - Through the Spotlight Award, the County Arts Commission publicly recognizes individuals who have achieved a high level of excellence and creativity in their work, but who have not received widespread acknowledgment of their talent. This award recognizes younger artists as well as those who are discovering their artistic voice later in life. ~~Judging criteria will include the effective use of media and tools to communicate their own personal style.~~ The award will be given to one artist or artist group in each of the following mediums: visual art, performing arts, and literary arts. The work of awardees will be featured at an exhibition on the 5<sup>th</sup> floor of the County Government Center. Dates for 2023 2024 are July 28-September 29. TBD

**Due Date:** April 14, 2023 TBD

Please provide the following information via email to [prc039@scparks.com](mailto:prc039@scparks.com). The subject line should read: **Spotlight Award Application – *your name***.

All written materials should be submitted as PDFs

- On a single page, please briefly describe our current body of work, and how this work will affect your education/work/career in the future.
- Include your resume listing exhibitions, performances, publications, etc.

Support materials

- *Visual Artists:* Email Up to 10 digital images no larger than 2 MB each that best represent your body of work, with a corresponding PDF list that identifies the piece with title, media, date created, and dimensions (if appropriate). Please do not submit original artwork.
- *Performing Artists:* Submit a video (MP4, WMV, or YouTube link) or Audio file (.MP3) - that best represents your work, no longer than 3 minutes.
- *Literary Artists:* A PDF that includes up to 3 samples of your work, not to exceed 10 pages.

Artists under the age of 18 must include a completed and signed Parent/Guardian Permission Form.

**Selection Process** - The selection panel is composed of members of the Santa Cruz County Arts Commission, which is made up of up to ten commissioners appointed by their district Board of Supervisor. The panel will review eligible applications, and the artists will be selected based on materials provided which documents:

- Excellence in the body of work presented
- Effective use of media and tools to communicate personal style
- Innovation/creativity
- Information provided in the nomination letter
- Prior history of exhibitions, performances, publication, or critique

Awardees will be notified in early May, 2023 TBD of the Panel's decisions.

Please email any questions you might have to [prc039@scparks.com](mailto:prc039@scparks.com)