



# City of Watsonville

## Meeting Agenda

### Parks & Recreation Commission

*Ana V. Hurtado, District 1*  
*Paul De Worken, District 2*  
*Brando Sencion, District 3*  
*Jessica Carrasco, District 4*  
*Abel Sanchez, District 5*  
*Kristian Flores, District 6*  
*Wayne Hayashibara, District 7*

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Monday, March 2, 2020

6:30 PM

City Council Chambers  
275 Main Street, Top Floor

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#### 1. ROLL CALL

#### 2. PLEDGE OF ALLEGIANCE

#### 3. COMMUNICATIONS

*(This time is set aside for members of the general public to address the Parks & Recreation Commission on any item not on the Agenda, which is within the subject matter jurisdiction of the Parks & Recreation Commission. No action or discussion shall be taken on any item presented except that any Commissioner may respond to statements made or questions asked, or may ask questions for clarification. All matters of an administrative nature will be referred to staff. All matters relating to Parks & Recreation Commission will be noted in the minutes and may be scheduled for discussion at a future meeting or referred to staff for clarification and report. Any Commissioner may place matters brought up under Oral Communications on a future agenda. ALL SPEAKERS ARE ASKED TO FILL OUT A CARD & LEAVE IT AT THE PODIUM, ANNOUNCE THEIR NAME AND ADDRESS IN ORDER TO OBTAIN AN ACCURATE RECORD FOR THE MINUTES.*

3.1 Oral Communications from the Members of the Public

3.2 Oral Communications and Commissioner Liaison Reports from the Commissioners

3.3 Director's Report

#### 4. CONSENT AGENDA

*All items appearing on the Consent Agenda are recommended actions which are considered to be routine and will be acted upon as one consensus motion. Any items removed will be considered immediately after the consensus motion. The Chair will allow public input prior to the approval of the Consent Agenda.*

**4.1** [PARKS AND RECREATION COMMISSION FEBRUARY 3, 2020 MINUTES](#)

**Attachments:** [MINUTES - FEBRUARY 3, 2020](#)

**5. ITEMS REMOVED FROM CONSENT AGENDA****6. PRESENTATIONS & REPORTS****6.1** [UPDATE ON THE CITY'S ENROLLMENT INTO THE AARP AGE FRIENDLY COMMUNITIES THE COUNTY-WIDE INITIATIVE BY PARKS AND COMMUNITY SERVICES DIRECTOR NICK CALUBAQUIB](#)

**Attachments:** [Report - Age Friendly Communities](#)

**7. NEW BUSINESS****7.1** [AWARD THREE \(3\) GRANTS FOR PUBLIC ART IN THE AMOUNT OF ONE THOUSAND DOLLARS \(\\$1,000\) EACH TO PRISCILLA MARTINEZ, ESPERANZA DEL VALLE AND HUMBERTO CAMACHO/GRACIELA VEGA BY SENIOR ADMINISTRATIVE ANALYST ADRIANA FLORES](#)

**Attachments:** [Staff Report - Public Art Grant Awards-Final](#)  
[Attachment A-Grant Appl from P.Martinez](#)  
[Attachment B-Grant Appl from Esp. del Valle](#)  
[Attachment C-Grant Appl from Ballet Folk,Danza](#)

- a) Staff Report
- b) Commission Questions & Input
- c) Public Input
- d) Appropriate Action



**7.2**    [APPROVE TWO PUBLIC ART PROJECTS AT RAMSAY PARK:  
MOVEABLE MURALS AND SKYLIGHT MOSAIC BY SENIOR  
ADMINISTRATIVE ANALYST ADRIANA FLORES](#)

**Attachments:**    [Staff Report - Ramsay Moveable&Skylight -Final](#)  
                         [Attachment A- Ramsay Park Art App](#)

- a) Staff Report
- b) Commission Questions & Input
- c) Public Input
- d) Appropriate Action

**7.3**    [APPROVE THE SECOND AND THIRD IMAGES OF THE WATSONVILLE  
BRILLANTE ART PROJECT ON CITY PROPERTY BY SENIOR  
ADMINISTRATIVE ANALYST ADRIANA FLORES](#)

**Attachments:**    [Staff Report - Watsonville Brillante -FINAL](#)  
                         [Attachment A-Watsonville Brillante](#)

- a) Staff Report
- b) Commission Questions & Input
- c) Public Input
- d) Appropriate Action

**7.4**    NOMINATION AND ELECTION OF PARKS & RECREATION COMMISSION  
CHAIRPERSON

- a) NOMINATION PERIOD
- b) PUBLIC INPUT

- c) MOTION ELECTING CHAIRPERSON

#### 7.5 NOMINATION AND ELECTION OF PARKS & RECREATION COMMISSION VICE-CHAIRPERSON

- a) NOMINATION PERIOD
- b) PUBLIC INPUT
- c) MOTION ELECTING VICE-CHAIRPERSON

#### 7.6 [PARKS AND RECREATION COMMISSION WORK PLAN REVIEW](#)

Attachments:      [PRC Workplan Updated March 2020](#)

- a) Staff Report
- b) Commission Questions & Input
- c) Public Input
- d) Appropriate Action

### 8. ADJOURNMENT

**The next Commission meeting will be held on April 6, 2020**



**MINUTES  
REGULAR PARKS & RECREATION COMMISSION MEETING**

**February 3, 2020**

**CITY OF WATSONVILLE  
COUNCIL CHAMBERS  
275 MAIN STREET, TOP FLOOR**

**1. ROLL CALL**

**COMMISSIONERS: DEWORKEN, HAYASHIBARA, HURTADO, SENCION**

**COMMISSIONERS ABSENT: CARRASCO, FLORES, SANCHEZ**

**PCS STAFF: PARKS & COMMUNITY SERVICES DIRECTOR NICK CALUBAQUIB  
ASST PARKS & COMMUNITY SERVICES DIRECTOR BEN HEISTEIN  
RECREATION SUPERVISOR ISRAEL TIRADO  
RECREATION SUPERVISOR TONY ROMAN  
ADMINISTRATIVE ASSISTANT II MARCO DIAZ**

**2. PLEDGE OF ALLEGIANCE**

**3. COMMUNICATIONS**

**3.1 ORAL COMMUNICATIONS FROM THE MEMBERS OF THE PUBLIC – NONE**

**3.2 ORAL COMMUNICATIONS AND COMMISSIONER LIAISON REPORTS FROM THE COMMISSIONERS**

Commissioner DeWorken informed the Commission about the upcoming Community Mural Paint Day that will take place at Calabasas Elementary School on March 27<sup>th</sup>, 9 a.m. to sunset.

**3.3 DIRECTOR'S REPORT** – Director Calubaquib announced the postponement of electing the Chairperson and Vice-Chairperson for the next Commission meeting in March. Director Calubaquib discussed items to be presented at the next City Council meeting on March 10<sup>th</sup>, including declaring the City an age-friendly community and consideration of adoption of the Parks & Recreation Master Plans. Director Calubaquib updated the Commission on the statuses of the Muzzio Park Playground Renovation, the permanent restroom in the City Plaza and the Urban Greening Grant for Ramsay Park. Director Calubaquib reminded the Commission of the deadline to submit for a Public Art Grant, and the submissions will be considered in the March meeting, and also the upcoming Father Daughter Dance will be on February 22<sup>nd</sup>, and the 18<sup>th</sup> Annual Cesar Chavez Community Awards will be on March 26<sup>th</sup>.

**4. CONSENT AGENDA**

**4.1 PARKS AND RECREATION COMMISSION MEETING MINUTES NOVEMBER 4, 2019**

**MOTION:** It was moved by Commissioner Hayashibara, seconded by Commissioner Sencion and carried by the following vote to approve the Minutes of the Regular Meeting on November 4, 2019.

**AYES: DEWORKEN, HAYASHIBARA, HURTADO, SENCION**

**NOES: CARRASCO, FLORES, SANCHEZ**

**ABSENT: NONE**

**ABSTAIN: NONE**

**5. ITEMS REMOVED FROM CONSENT AGENDA – NONE**

## **6. PRESENTATIONS & REPORTS**

**6.1 SPECIAL EVENTS REPORT BY RECREATION SUPERVISOR ISRAEL TIRADO** – Recreation Supervisor Tirado reported on the 2019 Special Events program and the special events hosted by the City, including the first Father & Daughter Dance; the 17<sup>th</sup> Annual Cesar Chavez Community Awards; the Easter Egg Hunt Eggstravaganza; the 2<sup>nd</sup> Annual Wine, Beer and Art Walk; the Music in the Plaza; Spirit of Watsonville 4<sup>th</sup> of July Parade; 25<sup>th</sup> Annual Strawberry Festival and the Holiday in the Plaza events. Recreation Supervisor Tirado explained the requirements for obtaining a Special Event Permit, and the Community Special Event Sponsorship, and listed the 2019 Awardees. Commissioners asked questions and provided feedback, and Recreation Supervisor Tirado responded to inquiries.

**6.2 FACILITY RENTAL PROGRAM REPORT BY RECREATION SUPERVISOR TONY ROMAN** – Recreation Supervisor Roman reported on the 2019 Facility Rental Program and explained the process for reserving a facility. Recreation Supervisor Roman listed the various indoor and outdoor facilities that are available to community members, and explained requirements that are to be satisfied, pending the nature of the event. Commissioners asked questions and provided feedback, and Recreation Supervisor Roman responded and provided clarification.

**6.3 PROGRESS REPORT FOR CAPITAL PROJECTS FOR FISCAL YEAR 2019-2020 BY ASSISTANT PARKS AND COMMUNITY SERVICES DIRECTOR BEN HEISTEIN** – Assistant Director Heistein updated the Commission on the Capital Improvement Projects for 2019-2020 and provided a status for each project. Commissioners asked questions and provided feedback, and Assistant Director Heistein responded to questions and concerns.

## **7. ADJOURNMENT**

**Meeting adjourned at 8:10 pm**



**DATE:** February 25, 2020

**TO:** Parks & Recreation Commission

**FROM:** Nick Calubaquib, Parks and Community Services Director

**SUBJECT:** Update on the City's Enrollment into the AARP Age Friendly Communities the County-Wide Initiative

**AGENDA ITEM:** March 2, 2020 **Commission**

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## **RECOMMENDATION**

Staff Recommends that the Commission receive the report on Age Friendly Communities.

## **DISCUSSION**

### **Background**

On September 24, 2019, the City Council appropriated funds to support older adult services and the operation of the Watsonville Senior Center. This action was congruent with the City's long standing commitment to older adult services and was intended to ensure that:

1. The Watsonville Senior Center is operating in an effective and fiscally sustainable manner to serve as a hub for services and programs for older adults in the community, and
2. Programs and services for older adults meet the needs of this growing population.

### **Age Friendly Communities**

It is widely accepted that health and well-being are determined not only by our genes and personal characteristics, but also by the physical and social environments in which we live our lives. According to the World Health Organization, "Environments play an important role in determining our physical and mental capacity across a person's life course and into older age and also how well we adjust to loss of function and other forms of adversity that we may experience at different stages of life, and in particular in later years. Both older people and the environments in which they live are diverse, dynamic and changing. In interaction with each other they hold incredible potential for enabling or constraining Healthy Ageing."

Accordingly, the World Health Organization has identified eight domains of Livability that affect the well-being of older adults. These include:

1. Outdoor Spaces and Buildings

2. Transportation
3. Housing
4. Social Participation
5. Respect and Social Inclusion
6. Civic Participation and Employment
7. Communication and Information
8. Community and Health Services

The American Association of Retired Persons (AARP) has adopted this model and has formed a network throughout the United States that support communities in working towards improving livability standards in these domains. Joining the AARP Age Friendly Network signifies a community commitment to implementing changes that make communities more livable for all ages, especially older adults. The network also provides resources, including global research, planning models and best practices that help support this effort.

### **Santa Cruz County Initiative**

The Seniors Council/Area Agency on Aging is currently leading a countywide effort to create age friendly communities. This initiative involves a commitment by each jurisdiction in Santa Cruz county to actively increase the livability index of the community by developing an action plan that supports the ability for adults to age in place. This involves creating opportunities to improve livability standards in the eight domain areas defined by the World Health Organization.

The five-step process includes:

1. A political commitment by the elected body
2. Organizing stakeholders
3. Conducting assessments to identify local needs
4. Establishing an advisory committee
5. Developing an action plan

The Area Agency on is proposing to lead each jurisdiction in the county through this process. The Seniors Council's experience and leadership will provide regional guidance to the development of an age-friendly community, benefitting people of all ages and promoting the ongoing work of local governments to make their cities and counties exemplary places to live and flourish. The effort will utilize the skills and experience of older adults in the community to enhance and promote healthy lifestyles and offset some of the physical and financial burdens of an aging population. By being proactive and using both proven and innovative strategies, the Area Agency on Aging of Santa Cruz & San Benito County will coordinate the efforts of the cities within Santa Cruz County (and County of Santa Cruz) to develop:

- A set of priorities and specific achievable goals as applicable to AARP's "8 Domains of Livability"

- Tools to track progress towards improving local Domains of Livability scores
- Strategies for continuing encouragement/assisting regional jurisdictions to develop local Age-Friendly Strategic Plans
- Recommendations and strategies for assuring sustainability of Age-Friendly interventions and innovations

Age-Friendly Cities is typically a three to five year process. Timing will depend on available funding and the engagement of interested local cities, although it is anticipated that the project will kick off by spring 2020.

### **Staff Support and Funding Request**

The Seniors Council will provide staff to coordinate and lead the regional effort. Funding for the Project Coordinator is being sought from several grant sources, with each city and county asked to provide match funds to the main grant in order to assure their engagement in the effort, to reassure and encourage foundation funders to endorse the project and to fully fund the Project Coordinator and related expenses. The anticipated annual costs to the City of Watsonville is \$6,560.

During its meeting on February 11, 2020, the City Council adopted a resolution approving the City's enrollment into the AARP Age Friendly Communities and supporting the county-wide initiative.

### **FINANCIAL IMPACT**

The anticipated annual costs to the City of Watsonville for its portion of the Project Coordinator position is \$7,000.

### **ATTACHMENTS**

None.

**City of Watsonville**  
**Parks and Community Services Department**

**M E M O R A N D U M**



**DATE:** February 27, 2020

**TO:** Parks and Recreation Commission

**FROM:** Adriana Flores, Sr. Administrative Analyst

**SUBJECT:** Award Three (3) Grants for Public Art in the Amount of One Thousand Dollars (\$1,000) Each to Priscilla Martinez, Esperanza del Valle and Humberto Camacho/Graciela Vega

**AGENDA ITEM:** March 2, 2020

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**RECOMMENDATION:**

Staff recommends that the Parks and Recreation Commission award three (3) grants for Public Art in the City in the amount of \$1,000 each to Priscilla Martinez, Esperanza del Valle and Humberto Camacho/Graciela Vega.

**DISCUSSION:**

Background

With the intent to promote, support and increase the creation of public art within the City and to provide an opportunity for personal and community reflection, promote the City's attributes and enhance its image for the enjoyment and benefit of the residents, businesses, employees and visitors; the City of Watsonville released a grant funding opportunity for Public Art within the City in December 2019.

The Public Art Grant Program offered four (4) grants up to one thousand dollars (\$1,000) each for public art projects proposed to be located on publicly or non-profit owned property.

To be eligible an applicant must:

- be a City of Watsonville resident or in the case of an organization, be located within the City of Watsonville,
- have a project that would be completed within one year of grant award and be fully accessible by the public
- project must be located on/in publicly or non-profit owned property within the City of Watsonville and for visual arts projects, must comply with the City of Watsonville Public Art Guidelines application process.



The deadline for submission was January 31, 2020 and three (3) complete applications were received by the City. Applications were reviewed and scored by City of Watsonville Staff. Applications scoring 70 points or above are included in this report to the Parks and Recreation Commission for final review and selection of grant awards.

#### Applications

City Staff received the following three (3) applications for review:

##### **Decorative Day of the Dead Event Wood Art Stands by Priscilla Martinez.**

This Project entails a series of wood cutouts for public viewing and interaction placed at the City Plaza in celebration of Día de los Muertos, and in collaboration with the Watsonville Film Festival, during the week of Oct 25, 2020 to November 2, 2020. These four (4) wood cutouts would be available to the public to view and take pictures with the art pieces.

##### **Esperanza del Valle's 40<sup>th</sup> Anniversary Celebration by Esperanza del Valle, Inc.**

This Project is a series of performances in celebration of the organization's 40<sup>th</sup> Anniversary. The gala performance is tentatively scheduled for September 25<sup>th</sup> and 26<sup>th</sup>, 2020 at the Mello Center in Watsonville and will feature six regions of Mexican folkloric dance performed by Esperanza del Valle with live music from two different musical groups, *Cuatro con Tres* and *Mariachi California de Javier Vargas*. Prior to the gala performances, the organization will offer a series of "open studios" free of charge for youth and adult folkloric dancers and members of the community to attend lecture/demonstrations. The organization has also committed to work with local organizations and the school district to seek funding to purchase tickets to the gala event for families in need. The organization would like to use grant funds received to support the creation of costumes for dancers as well as to support the dance instructors for the free open studio sessions.

##### **Ballet Folklorico, Danza and Music Performance Festival by Humberto Camacho and Graciela Vega.**

This project is proposed to be an annual event to be held in late summer (August/September) during either a Music in the Plaza event on a Thursday night OR during one of the Farmers' Market days held on Friday nights. The event includes four (4) youth ballet folklorico groups and music groups to perform three songs focusing on traditional music such as from the Mexican States of Jalisco and Michoacán. The organization will work with the City to find the best dates for this event to take place. Leading up to the event, several dance workshops will be held to teach and prepare dancers for the performance.

#### Staff Recommendations

City Staff reviewed and scored each application. All three applications received scores above the required 70 points. Staff recommends that the Parks and Recreation Commission:

1. Award Priscilla Martinez' Day of the Dead decorative event wood art stands project in the amount of \$1,000. This artist has community support, is a well renowned and established artist in the community.

2. Award Esperanza del Valle's 40<sup>th</sup> Anniversary Celebration in the amount of \$1,000. This group has been established in the Watsonville community for many years, will benefit youth and adults alike in Watsonville and has support from many Community organizations
3. Award Ballet Folklorico, Danza and Music Performance event in the amount of \$1,000. This organization primarily serves youth and their event will be completely accessible for the benefit and enjoyment of both residents and visitors of the City.

**FINANCIAL IMPACT**

The Parks and Community Services Department allocated four thousand dollars (\$4,000) from unallocated funds in the Special Events Co-Sponsorship Fund to fund the Public Art Grant Program.

**ATTACHMENTS:**

Attachment A: Application for Public Art Grant Application from Priscilla Martinez

Attachment B: Application for Public Art Grant Application from Esperanza del Valle, Inc.

Attachment C: Application for Public Art Grant Application from Humberto Camacho and Graciela Vega



## CITY OF WATSONVILLE PUBLIC ART GRANT APPLICATION

Applicant Name: PRISCILLA MARTINEZ Phone: 831-707-6937

Non-Profit Organization (if applicable): \_\_\_\_\_

Tax ID #: 615-22-1504

Address: 410 B madison st City, State, Zip Code: \_\_\_\_\_

Watsonville CA 95076  
Email Address: pmarz.finearts@hotmail.com

Proposed Project Title: decorative day of the dead event wood art stands

Proposed Project Location: Watsonville City plaza

Brief Description of Project:

To celebrate the dia los muertos event in the Watsonville I would like to create a series of wood cutouts for the event. this would be for public viewing and interaction with photo taking.



# ATTACHMENT - PROJECT BUDGET



Income: List any additional funding sources and amount received:

Funding Source	Amount	Notes

Expenses	Amount	Notes
Artist Fee	\$200.00	• For public display
Supplies & Materials	\$105.00	• Primer, screws, Bucket, Brushes, Drop cloth, rags.
Tools	Ø	Already have tools
<del>Work Space</del> Wood	\$300.00	for wood panels and wood to stand up panels
Other (Please describe in notes)	\$395.00	• Acrylic Nova paint • Varnish • gesso
Total Project Expenses	\$1000.00	• might cost more but will cover other expenses if needed.

Grant amount requested must equal project expenses.

I would like to thank the City of Watsonville for giving artist the opportunity to express their artwork to the public. This is a great opportunity to allow the artist to interact with the community through their work. The proposed project in with I'm applying for this grant program for is to create a temporary installation of a series of 4 wooden art cutouts for the Day of the Dead Celebration, which is held in the downtown Watsonville plaza . If granted to proceed in this project the installation would be up for the community viewing during the week of Oct 25TH to Nov 2ND 2020. These would allow the public to be able to take pictures with the art pieces and would decorated the event that is celebrated .

Each art piece created would measure around 8 feet in length or height , I have attached some ideas of some images I created on my computer that I would like to paint, I'm also opened to any ideas his would attract more audiences. The images I would like to create are a Catrina , sugar skulls with marigolds , an mariachi and his guitar and spirit animals the alebrijes. I would create each art piece very detailed and with vibrant colors.

My experience as artist has grown over the years , I have never limited myself in what I can achieve and push myself in trying new things everyday . I am a self taught artist that is always learning .Primary I paint in acrylic paints but would like to work with oil painting that's my new goal for the future . I work with air brushing and also graphic design has currently place a huge role in my art career ,as well as sculpting .

Over the years art has lead me in a direction of creating poster art for community and festival events such as the Watsonville Strawberry Festival , international women's day event, the Watsonville rotary club.

I have also created murals in Watsonville such as the current display in the Watsonville moveable mural series and murals in local business and schools .the city would like painted as well , also is attached a layout on how they would be displayed in the plaza would gain attention from people in the plaza and drivers driving past the plaza.

Im also a member of the Pajaro arts gallery and participated mainly in the mi es tu casa exhibit each year. One of my greatest accomplishments in the past was able to be the create

the Monterey County first government flag in 2018. I'm looking forward to my future as artist.

If I'm granted the approval to proceed in this art project this would have a huge impact being able to contribute to the Watsonville film festivals event. Which would help out a non profit. I have participated on two other occasions on participating in the film festivals events such as creating a portrait for the viewing of the Delores Huerta documentary premiere viewing and a group art project with community involvement with created the film festival logo. In this I have gain the Watsonville Film festivals trust and support in creating this project .

This project would most defiantly gain a social impact from all cultures and ages. And would engage community to interact with the art pieces displayed . This project would be a solo art project that I would work on from home during the summer time and would be completed just in time for the October installation.













Friday January 17, 2020

Dear City of Watsonville Park & Recreation Commissioners

As the Executive Director & Co-Founder of the Watsonville Film Festival, it is my pleasure to write this letter of support on behalf of local artist Priscilla Martinez. As you may know, she is an accomplished artist and muralist with a deep commitment to the community, and her artwork has contributed to the vibrancy of the arts in Watsonville.

Priscilla is applying to the Public Art Grant Program to create a series of wood cutouts for the Day of the Dead celebration at the Watsonville Plaza in the fall of 2020. This would be a wonderful addition to our annual cultural event that welcomes hundreds of families to our downtown Plaza.

I have had the opportunity to work directly with Priscilla. First, when she painted and displayed a beautiful portrait of civil rights hero Dolores Huerta during the premiere of a documentary about Dolores's life and work that we hosted at the Springfield Grange.

Priscilla also participated in a special project that we organized with four local muralists during the 6th Annual Watsonville Film Festival at the Mello Center. She worked under a tight schedule while engaging community members to participate in the art piece.

I highly recommend Priscilla to receive support from the City of Watsonville to complete her new art project. Every time I've had the opportunity to collaborate with Priscilla, I have been impressed by her professionalism and high quality of her work.

Please don't hesitate to contact me if you need any further information..

Sincerely,

**EXECUTIVE DIRECTOR**

**Consuelo Alba**

**BOARD**

**Katie Roper**

**Joann Godoy**

**Nina Simon**

**Jacob Martinez**

**Huve Rivas**

**Ron Sandidge**

**PRODUCTION TEAM**

**John Speyer**

**Joanne Sanchez**

**Edwardo Rojas**

**Gabriel Medina**

**Alex Santana**

**Yazmin Herrera**

**Brenda Avila-Hanna**

**Dana Forsberg**

# PRISCILLA MARTINEZ

410 B Madison St. | Watsonville, CA 95076 | 831.707.6937 | pmarz.finearts@hotmail.com

## SUMMARY

Self-taught, disciplined and motivated artist with 20 years of experience in various forms of artistic expression, such as painting, drawing, murals, and graphic design.

## SKILLS & ABILITIES

- Strong Design Sense & Strategy
- Adobe InDesign
- Electronic Logo Design
- Visual Texturing
- Photoshop & Lightroom
- Template Creation
- Book Design
- Knowledge of Art History
- Color Mixing
- Project Proposals

## EXPERIENCE

**Meat Seafood Clerk, Nob Hills Foods Grocery**  
Watsonville, CA

4/2003 – Current

- Recognized for providing excellent customer service to new and long-standing customers.
- Increased sales by 17% over a two-year period.
- Responsible for inventory for the department.
- Responsible for creating designs for prominent projects.

## EDUCATION

**Cabrillo College – Aptos**

- Attended classes on art design.

**Watsonville High School – Watsonville – Diploma**

- Encouraged by a teacher to paint a mural on campus sparked my interest in art expression.

## ACCOMPLISHMENTS

- Poster & Logo Designer, Watsonville Strawberry Festival, since 2013 to 2019
- Poster Designer, Watsonville International Women's Day, 2019
- Designed first Official Monterey County Flag, 2019.
- Watsonville Rotary Poster Design, 2018 & 2019
- Winner of the People's Choice Award, Gilroy Festival, 2014, 2015 & 2019
- Moveable Murals Project, 2019, and Dia de los Muertos/Day of the Dead Exhibit, 2017 & 2018, Pajaro Valley Arts Gallery.
- Designed and donated the 32<sup>nd</sup> Evening of Wine and Roses poster to the Pajaro Valley Community Health Trust.
- Sign Restoration and creation of new signs, Barn Fresh Produce, 2016 & 2017
- Created, organized and painted several murals on campus, Alianza Charter School, 2016
- Poster Designer, Capitola Begonia Festival, 2015.

## REFERENCES

**Upon Request**

## Priscilla Martinez

### Artist's Biography

Priscilla Martinez is a 34-year-old Latina artist and illustrator from Watsonville, California, where her family has lived and worked for more than three generations. For the last 16 years, Priscilla has worked full time at Nob Hill Foods, where her mother and sister also work. She comes from an artistic and community minded family. Her father works for Caltrans and on weekends, as a musician in a well-known band. Her mother is active in her union and local politics. For the last several years, Priscilla has lived with her life partner and their three children. Her partner manages a local hotel, where Priscilla also works part time. She remains close to her parents and credits their encouragement and support for helping her find her way forward as an artist and as a woman who cares deeply about her family and her community.

Priscilla first took an interest in painting when she was a senior at Watsonville High. After graduation, she took art classes part time at Cabrillo College while also working full time. However, initially, most of Priscilla's time and effort were focused on working full time in order to establish a solid foundation for herself and her family. More recently, Priscilla began to take her skill as an artist more seriously and with encouragement from family and friends, she began to develop as a professional artist and produce a recognized body of work.

Priscilla is now well-known and valued in the community of Watsonville. She has created the official Watsonville Strawberry Festival Poster for seven consecutive years. She has also created numerous posters and murals for local merchants, service organizations, schools and public agencies. In 2018, her design was selected for Monterey County's first Official Government Flag; she has recently completed a mural at Santa Cruz Naturals in Pajaro. Currently, she has murals on display at the Watsonville City Center as part for the City - Pajaro Valley Arts Movable Murals Project.

Priscilla's work is inspired by music, the beauty of the land around her and the cultural richness of the Watsonville community. She often uses bright colors and bold illustrations in the style of Mexican traditions to create pieces that are attractive, captivating and tell a story. She is primarily self-taught as a painter and a muralist, and has more recently acquired skills in computer graphic design.

#### Awards, Recognitions and Commissions:

- Selected to design for the Pajaro Valley Arts Moveable Murals Project 2019
- Selected to design a poster for Watsonville International Women's Day 2019
- Gilroy Garlic Festival Association Award Winner 2019
- Selected by the Watsonville Film Festival to paint a portrait of Dolores Huerta, which is now on display at the Dolores Huerta Foundation 2018
- Monterey County Board of Supervisors Certificate of Recognition as the Artist of the First Monterey County Flag 2018
- Selected to design a poster for the Watsonville Rotary Club Lobster Feast Event 2018
- Santa Cruz County Fair, Best in Show Amateur Division, 2017 and 2018
- Commissioned to Restore the Historic Barn Fresh Produce Sign in Castroville 2016-2017
- Commissioned by Alianza Charter School to design and create a mural in collaboration with Student Artists, 2016
- Selected by the Pajaro Valley Community Heath Trust to design the poster for the Evening of Wine and Roses 2015
- Commissioned to design the poster for the Capitola Begonia Festival 2015
- Gilroy Garlic Festival-People's Choice Award 2014 and 2015















WATSONVILLE

# International Women's Day



March 8th

4 p.m. - 6 p.m.

Watsonville Plaza

2019

## #BalanceforBetter





## CITY OF WATSONVILLE PUBLIC ART GRANT APPLICATION

**Applicant Name:** Esperanza del Valle      **Phone:** 408-314-4777

**Non-Profit Organization (if applicable):** Esperanza del Valle, Inc.

**Tax ID #:** 47-2040811

**Address:** 1925 46th Avenue #108, Capitola, CA 95010

**Email Address:** [edv@baymoon.com](mailto:edv@baymoon.com) and [janet7rachel@gmail.com](mailto:janet7rachel@gmail.com)

**Proposed Project Title:** Esperanza del Valle's 40th Anniversary Celebration

**Proposed Project Location:** Mello Center for the Performing Arts

**Brief Description of Project:** Esperanza del Valle, Mexican Folklorico Dance Company, will celebrate its 40th anniversary with a gala performance at the Mello Center for the Performing Arts, featuring dances and music from a variety of regions and states of Mexico.

Please answer the following questions as an attachment:

1. Project Description. Describe in detail the proposed project. If the project includes a permanent art installation, such as a mural, painting or sculpture, applicant must complete the City of Watsonville Public Art Program Application for Public Art Review (see attached guidelines and requirements). If the project includes any type of performing art, please describe the event, audience, estimated attendance and venue. (max. 500 words)

With support from the City of Watsonville Public Art Grant, ESPERANZA DEL VALLE INC will celebrate our 40<sup>th</sup> anniversary in 2020 and create pathways to continue artistic and administrative growth into the new decade. We will continue to serve the Watsonville community through performance, open studios and lecture/demonstrations; work with musicians and directors to prepare our annual program; prepare our annual two-hour gala performances in our local theaters to highlight new and past regional dances of Mexico; and administratively redesign and update our social media outreach.

The Public Art Grant will support Esperanza del Valle, Mexican Folkloric Dance Company, as we prepare our two-hour gala performances this fall at the Mello Center for the Performing Arts. Our gala performance (tentatively scheduled for September 25th and 26th) will feature six regions of Mexican folkloric dance performed by Esperanza del Valle, two of our original choreodramas and live music from two different musical groups; *Cuatro con Tres* and *Mariachi California de Javier Vargas*. The Mello Center seats close to 800 and we estimate an attendance of 350 at each performance.



2. Background/Experience. Please describe the applicant's relevant background and experience. (max. 250 words)

The mission of Mexican folkloric dance company, Esperanza del Valle (EDV), (i.e. performances, events and classes) is deeply rooted in, and reflective of our Latino population in Santa Cruz County, and primarily in our home base of Watsonville. As a dance company, we expand equitable and fair access to Latino, immigrant and refugee communities by holding all of our classes in Watsonville at local school and college facilities for easy access and outreach to our community members. Since our inception in 1980, we have never charged a fee for interested students or community members to take classes or perform with our company. By offering classes in Watsonville, we provide access to our Latino community. Our dance company provides all costuming to our performing members, through performances and grants such as this one.

3. Community Support. Describe any partners on the proposed project. Include any non-profit organization groups, community based organizations, volunteers, etc. and their role in the project. Include any community input solicited in creating the project. (max. 250 words)

As educators in Pajaro Valley Unified School District (PVUSD) and at our local Cabrillo College and University of California, Santa Cruz, many members of EDV have developed ongoing relationships with Latino families and youth and have worked collaboratively on many projects with Migrant Education in PVUSD, offering dance classes, performances and workshops. We continue to collaborate with the Watsonville's Mayor and City Council to support community events, such as the Music in the Park series, Cinco de Mayo, Fiestas Patrias, and Friday Farmer's Market. EDV's work is rooted in the community of Watsonville to better serve our Latino families. Ninety-five percent of our board members and dancers reflect the specific population that we serve.

Watsonville's city council and mayor, local school district (PVUSD), local community colleges and universities as well as city agencies look to EDV to perform for community events throughout the year. This past summer, EDV was invited to perform with the Santa Cruz Symphony, initiating a new relationship and collaboration that continues into 2020.

4. Social Impact. Describe how the proposed project will impact the community in the short term (during project implementation) and in the long term (after project completion). (max. 250 words)

EDV's proposal focuses on creating a system of sustainability and longevity for our dance company to continue to disseminate Mexico's rich dance traditions and thereby increase social impact in Santa Cruz County. Our mission is to instill pride in our Latino youth and community by sharing the diversity of Mexico's dance traditions through classes, workshops and performances from year to year that feature a program of regional dance, music, and choreodramas or "dance dramas" that present a unique insight into Mexican culture. Due to the current negative political climate targeting our immigrant population, it is essential to juxtapose those views with positive opportunities for our community to experience the richness of the Mexican culture through its diverse, traditional dance and music. EDV has been the core folklorico group in Santa Cruz County with branches leading out to our youth, student and adult populations. We are ever-present in our community and are dedicated to continuing to share the rich cultural traditions of Mexico to all. We see our work as an act of social justice and hope not only to continue to serve the Latino population in Watsonville, but to expand our work into mid-county always with the goal of engaging new audiences.

**5. Accessibility.** Please describe how the project will be available for the enjoyment of Watsonville residents.  
(max. 250 words)

The desired impact of our annual programming is to provide wider access in the new decade to families in our community to Mexico's rich dance traditions. We will target migrant, immigrant families in the Watsonville community. Prior to our gala performances at the Mello, EDV will offer a series of "open studios" free of charge at the Cabrillo Watsonville Center Dance Studio in order for our youth and adult folkloric dancers and members of our community to attend lecture/demonstrations with invited instructors to learn about the dance traditions of a particular region or state of Mexico that will be presented at our gala performances. As community artists we feel it is a valuable experience for community members to have opportunities to learn more about the dance traditions of Mexico in order for the theater performance to be more meaningful and enjoyable.

We will outreach to our local school district, Pajaro Valley Unified School District, and Cabrillo College, as well as many community organizations to seek funding to purchase tickets to our event at the Mello for families in need. We will coordinate with the Migrant Education program in PVUSD to outreach to families in need.

EDV is present in the community and performs annually for Cinco de Mayo, Friday's Farmer's Markets, Music in the Part and Fiestas Patrias. Our visibility in the community will help us to share our upcoming events with community members, as well as on social media. (241 words)

**6. Project Budget.** Please use budget template provided to provide a detailed project budget. Include all costs, fees, materials, labor that will be incurred for the proposed project only.

**ATTACHMENT - PROJECT BUDGET**

**Income:** List any additional funding sources and amount received:

Funding Source	Amount	Notes
Public Art Grant	\$1000.00	Funding to support theater gala performances
Arts Council of Santa Cruz and Community Foundation Support Grant	\$5000.00	To support ongoing organizational and artistic sustainability of EDV and support 40th anniversary
Community Performances	\$2000.00	Cinco de Mayo, Mariachi Reyna and others.
Fundraising- Valentine's Day Event	\$2000.00	All proceeds support EDV 40th anniversary performances
<b>Total Income:</b>	<b>\$10,000.00</b>	

Expenses	Amount	Notes
Mello Center Facility Rental	\$2,540.00	Estimated cost/hours, Sept. 24-26, 2020

Facility Manager, Stage/House Manager, Lighting & Sound Technicians and Stage Crew	\$2,755.00	Estimated cost/hours for theater designers, manager, crew
Musicians - Mariachi California and Cuatro con Tres	\$4,000.00	Cost for one dress rehearsal and two performances
Publicity, posters, flyers, tickets	\$ 705.00	Printing costs, Brown Paper Ticket service charges, etc.
<b>Total Expenses:</b>	<b>\$10,000.00</b>	

7. Applicant Capacity. Provide a project timeline that includes the applicant's proposal for marketing, outreach, community engagement, and implementation. Include details on how applicant will collaborate with others as well as leverage additional resources. (max. 250 words)

**February, 2020-June, 2020**

- Our first Valentine's Fundraising event (Feb. 14th YWCA Watsonville) will kick off our 40th anniversary year of 2020.
- Launch our EDV's Facebook Page and Social Media
- Meet with Mayor, City Council Members and City Manager concerning Mello Center rental.
- Bi-weekly rehearsals with EDV dancers
- Community performances with Santa Cruz Symphony, Cinco de Mayo, etc.
- Contracts/rentals secured - Mello Center
- Open studios free to the community at the Cabrillo Watsonville Centers sponsored by EDV

**July-Aug, 2020**

- Bi-weekly rehearsals with EDV dancers
- Fundraising with community businesses and local schools and colleges
- Summer academy dance workshops with local high school and college/university students.
- Open studios free to the community at the Cabrillo Watsonville Centers sponsored by EDV
- EDV team to attend dance conference in Veracruz, Mexico.
- Costumes created/repairs/purchased.
- Theater designers and musicians (e.g. light, sound, stage) contracted.

**September, 2020**

- Outreach to local media: Newspapers, television (Univision & KNBC), radio, churches
- Tickets, Flyers, Posters, Social Media and Webpage updated
- Rehearsal schedule 3-4 times weekly for 40th anniversary performance with EDV dancers
- Master instructors from Mexico to work with company dancers and open studios.
- Costumes created/repairs/purchased.
- Rehearsals with master instructors, theater directors and technicians
- Two-hour gala performances at the Mello Center

8. Support Material. Provide no more than nine (9) items to support your proposed project. City Staff recommend the following:



- Work samples (6). These serve as the key indication of the artistic excellence of the proposed project. High quality video is encouraged (where possible) as well as audio, images and writing samples.

The first work sample is a promotional video created by EDV lead dancer and filmmaker, Alejandro Santana Jr. This video, produced in Watsonville, highlights three regions of dance: La Huasteca performed the Main Plaza, Jalisco performed during the Farmer's Market and Nayarit at El Alton's Restaurant. Mr. Santana used three different cameras to create the [promotional video](https://youtu.be/zmHESxZYn6o) that will launch our 40th anniversary calendar of events on local television stations and social media. The music was recorded by Mariachi Azteca for EDV. <https://youtu.be/zmHESxZYn6o>

The second work sample shows EDV's performance with the Santa Cruz Symphony at the Watsonville Plaza for the culminating "Music in the Park" series, performed on Thursday evening, September 19, 2019. EDV's was invited by City Councilman Aurelio Gonzalez to choreograph an original piece to [Moncayo's Huapango](#) performed by the Santa Cruz Symphony. The performance was warmly received by a full audience of community members and families that gathered in the plaza. EDV has been invited to perform the same piece with the SC Symphony at the Civid Auditorium and the Mello Center on March 28 and 29, 2020.  
[https://www.youtube.com/watch?time\\_continue=624&v=DyuHLCjHMwc&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=624&v=DyuHLCjHMwc&feature=emb_logo)

The third work sample is a publication in the local paper advertising EDV's production "Homenaje a Veracruz" playing Nov. 1-3, 2019 at El Teatro Campesino Playhouse. The performance highlights 8 styles of dances from the state of Veracruz, Mexico. EDV invited Maestro Daniel del Valle Hernandez to work with the EDV dancers and to help, EDV's Artistic Director, Janet Johns, mount the production.  
<https://issuu.com/metrosiliconvalley/docs/sbm1944>

The fourth work sample is a link to our media page on our website. There are two videos: One called "Tradiciones Veracruzanas" created by Gabe Robledo that provides a comprehensive view of the rehearsal that we conducted since 1996 in both the Huasteca and Sotavento regions of Veracruz, investigating the dances of these regions in the state of Veracruz. There is a link to our 30th anniversary performance at the Mello Center in 2010 filmed by Community Television. <https://esperanzadelvalle.weebly.com/media.html>

- Resume or bio (1). These can speak to the experience and professionalism behind the proposed project.

Attached: Esperanza del Valle 40th Anniversary Biography

- Reviews, letters of support, brochure, program, or flyer (2). These materials serve to demonstrate the impact and effectiveness of the applicant's community outreach.

Two letters will be attached that both Mayor Rebecca Garcia and County Superintendent of Schools, Dr. Faris Sabbah recently wrote in support of Esperanza del Valle,

- If project includes art installation such as a mural, painting or sculpture, support materials must also include all required materials must complete the City of Watsonville Public Art Program Application for Public Art Review.



# City of Watsonville

"A Community of Opportunities"

January 29, 2020

Hannah Garcia, Grants Program Manager  
Arts Council Santa Cruz County  
1070 River Street  
Santa Cruz, CA 95060  
[hannah@artscouncilsc.org](mailto:hannah@artscouncilsc.org)

Dear Ms. Garcia,

It is with great pleasure that I write this letter of support of the Esperanza del Valle's grant application for the Arts Council and Community Foundation of Santa Cruz County's Support Grant. Esperanza del Valle (EDV) has been a thriving group in Watsonville for 40 years, cultivating and promoting an understanding of the Mexican culturing through rich folkloric dances rooted in the integration of Indigenous, European and African heritages. As a long-time resident of Watsonville and Santa Cruz County, I know firsthand the extraordinary impact that EDV continues to make in our community.

EDV has been an integral part of the ethnic arts network in our county serving as the foundation for Mexican folkloric dance in our community. EDV fosters cultural forums to honor the richness and diversity of the community, offering the most vital resources for the development of cultural proficiency and enrichment in the Pajaro Valley and Santa Cruz County. The splendor and power of EDV's performances inspire audiences and especially youth to appreciate the richness of their cultural heritage and encourage them to express themselves artistically.

Since its founding in 1980, EDV has brought master teachers to the United States to work with our community, youth folkloric groups and local school districts. These master teachers from Mexico instruct company dancers, ensuring and maintaining the integrity of these traditional practices. Members of EDV have often traveled to Mexico to learn from the master teachers in situ, thus demonstrating their commitment to the art form and their diligence in projecting an accurate image of diverse facets of Mexican culture. They are thus able to maintain fidelity and authenticity in style, choreography and costuming for the traditional dances of Mexico.

I strongly support Esperanza del Valle's application for the Arts Council and Community Foundation of Santa Cruz County's Support Grant. With this support, Esperanza will continue their commitment to artistic development and offering world-class performances to Santa Cruz County.

Sincerely,

Rebecca J. Garcia  
Mayor, City of Watsonville





Esperanza del Valle Inc.  
Mexican Folkloric Dance Company  
<https://esperanzadelvalle.weebly.com/>  
Artistic Director: Janet R. Johns  
1925 46th Avenue #108, Capitola, CA 95010  
408-314-4777

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### Organizational Overview and History

*Esperanza del Valle*, Mexican Folkloric Dance Company of Watsonville, California, has been dedicated to the dissemination, preservation and performance of the rich traditional dance forms of Mexican dance in our community since 1980. The **mission** of EDV is to cultivate and promote, pride and understanding of the Mexican culture through its rich folkloric dances rooted in the merging of the Indigenous, European and African heritages. EDV values:

- **Tradition** - By celebrating and pioneering the folklore of the Mexican dance in the Pájaro Valley
- **Community** - By sharing the rich dances of Mexico with our schools, institutions, public service agencies and local performing art groups
- **Leadership** - By taking an active role of promoting leadership and participation in the arts among the youth of our communities

EDV has been honored by our community as:

- artists in residence at the Mello Center for the Performing Arts
- recipients of City of Watsonville Proclamations for both our 20<sup>th</sup> & 25<sup>th</sup> anniversary performances
- recipients of the Calabash Award of Excellence in the Ethnic Arts
- recipients of the Gail Riche Award of Santa Cruz County

### Non-Profit Organization

*Esperanza del Valle Inc.* filed Articles of Incorporation on September 30<sup>th</sup>, 2014 to continue its mission to disseminate the traditional dances of Mexico throughout our community.

### Annual Programming

- Our 30-member folklórico continues to grow as new generations of dancers join the company from year to year.
- The dance company hosts master teachers annually to work with company dancers in style, movement, choreography and costuming.
- In addition, we work with theatrical directors as we create new “choreodramas” or “danced dramas”, a signature piece of Esperanza del Valle, that fuse cultural/social/political themes with traditional dance. Theatrical storytelling through choreodramas represent part of our company's artistic vision of excellence.
- Bi-weekly rehearsals enable the company to prepare for community and theater performances and therefore further the company's mission to offer personal and professional growth to its members through ongoing rehearsals and classes.
- In order to fulfill our mission, each performed region requires its own traditional costume and accessories to truly represent the region being presented.
- We are visible in our community, performing for a variety of events (i.e. Cinco de Mayo, Fiestas Patrias, Music in the Park Series) Gala theater performances are two hours in duration and housed at our local theaters, such as the Mello Center for the Performing Arts. Annual performances serve the community and enhance Esperanza del Valle's mission to preserve the Mexican culture through the art of traditional Mexican folk dances; to promote cultural awareness and understanding; and to celebrate our community's heritage.
- Our website and social media outreach are updated to publicize our events. Programs, flyers, photography and videography document our annual performances.



**SANTA CRUZ**  
COUNTY OFFICE OF  
**EDUCATION**  
DE PARIS SAPPAL - SUPERINTENDENT OF SCHOOLS

**BOARD OF EDUCATION**  
Ms. Jane Royer Barr  
Ms. Rose Filicetti  
Ms. Sandra Nichols  
Ms. Sue Roth  
Mr. Dana M. Sales  
Mr. Abel Sanchez  
Mr. Bruce Van Allen

400 Encinal Street, Santa Cruz, CA 95060 • Tel (831) 466-5600 • Fax (831) 466-5607 • [www.santacruzcoe.org](http://www.santacruzcoe.org)

January 30, 2020

Hannah Garcia, Grants Program Manager  
Arts Council Santa Cruz County  
1070 River Street  
Santa Cruz, CA 95060  
[hannah@artscouncilsc.org](mailto:hannah@artscouncilsc.org)

Dear Ms. Garcia,

It is an honor to write this letter of support for Esperanza del Valle's application for the Arts Council and Community Foundation of Santa Cruz County's "Support Grant." Esperanza del Valle (EDV), based in Watsonville, has provided a foundation for the dissemination of Mexican dance and culture in Santa Cruz County for 40 years. As an educational leader in Santa Cruz County, I have seen firsthand the inspiration that Janet Johns and Esperanza del Valle continue to make with our students, parents and community members to appreciate, learn and resurrect traditional dances of Mexico.

Esperanza del Valle has provided a foundation for Mexican folkloric dance, inspiring a network of youth and adult folkloricos throughout the Pajaro Valley and Santa Cruz County. Esperanza del Valle provides multiple opportunities for community members to experience the richness and diversity of the Mexico's cultural traditions, offering a variety of workshops, classes and open studios for the development of cultural proficiency and enrichment. The brilliance and splendor of Esperanza's performances inspire audiences and especially youth to take pride in their cultural heritage and encourage them to take part in learning and participating in the rich cultural dance traditions of Mexico.

Since its inception in 1980, Esperanza del Valle has continued to invite master teachers to the United States to work with our community, youth folklorico groups, local schools, colleges and universities. By working with master teachers from Mexico, EDV maintains the integrity of these traditional dances and practices. Members of Esperanza have traveled to Mexico to learn from the master teachers in their communities, thereby demonstrating their commitment to the art form and their diligence in projecting an accurate image of that region. EDV has been able to maintain authenticity in style, choreography and costuming for the traditional dances of Mexico by working with master teachers.

I strongly support Esperanza del Valle's application for the **Arts Council and Community Foundation of Santa Cruz County's Support Grant**. With this support, Esperanza will continue their legacy of artistic excellence and continue to offer exemplary performances of Mexican dance to Santa Cruz County.

Sincerely,

A handwritten signature in blue ink, reading "Faris Sabbah". The signature is written in a cursive style with a large, stylized "F" and "S".

Dr. Faris Sabbah  
County Superintendent of Schools





## CITY OF WATSONVILLE PUBLIC ART GRANT APPLICATION

**Applicant Name:** Humberto Camacho/Graciela Vega **Phone:** (831)

**Non-Profit Organization (if applicable):** Activities for All

**Tax ID #:** 46-4487567

**Address:** 534 Cereze Ave **City, State, Zip Code:** Watsonville, CA 95076

**Email Address:** \_\_\_\_\_

**Proposed Project Title:** Ballet Folklorico, Danza and Music Performance Festival

**Proposed Project Location:** Watsonville Plaza

### Brief Description of Project:

This inclusive ballet folklorico, danza and music presentation serves our Watsonville Community residents including family and residents. Youth ballet folklorico groups and ballet folklorico groups from Watsonville and surrounding areas would perform in an evening to present Mexico's rich cultural expression through music and dance. Watsonville residents would be invited to celebrate the diversity by listening to the music and encouraged to bring lawn chairs to enjoy the Thursday summer performance. Ballet folklorico groups will perform dances recently learned from workshops from ballet folklorico instruction such as the work prepared for Watsonville dance groups by Ana Rosa Valle focusing on the State of Jalisco. In December, our City of Watsonville became sister cities with two cities in Mexico: Tangancicuaro, Michoacán and Jocotepec, Jalisco. This gathering serves to create a performance space for the performing arts and it supports our sisters by providing a space to present traditional dances from and around of sister cities. This festival will support a coordinated effort to support musicians and dancers to perform traditional dances from ballet folklorico to danzas such as those found in Tangancicuaro, Michoacan.

Restrictions Grants are provided for direct use by the awarded applicant. These funds are not transferable to other organizations or individuals. As much as possible, funded projects must be executed as described in the grant application. Please inform City Staff of any significant program or schedule changes. Unused funds or funds not used in accordance with the grant agreement must be returned to the City of Watsonville.

## Grantee Responsibilities

- Recognize the City of Watsonville in promotional materials
- Provide the City with seven (7) complimentary tickets (available at will-call) to any events supported by the grant
- Submit a final report at the completion of the grant period
- Retain financial records for the funded project in the event that they are required for an audit

How to Apply Complete grant application and provide all required attachments. The deadline for applications is January 31, 2020 by 5pm by email at [pcs@cityofwatsonville.org](mailto:pcs@cityofwatsonville.org) or by mail or in person at 231 Union Street, Watsonville, CA 95076

All documents or other materials received by the City of Watsonville shall remain the property of the City without restriction or limitation upon their use.

If you encounter problems or have questions, please contact Adriana Flores, Sr. Administrative Analyst at (831) 768-3240.

Technical Assistance to Complete Application The City will host a technical assistance workshop to answer questions and provide necessary guidance to complete a successful application on Wednesday, January 8 at 5:30 pm at the Parks and Community Services Conference room located on 231 Union Street, Watsonville CA 95076.

## CITY OF WATSONVILLE PUBLIC ART GRANT APPLICATION

Applicant Name: \_\_\_\_\_ Humberto

Camacho/Graciela Vega Phone: \_\_\_\_\_  
(831)

Non-Profit Organization (if applicable):

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Activities for All

Tax ID #:

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46-4487567

Address: \_\_\_\_\_ 534 Cereze Ave City, State,

Zip Code: \_\_\_\_\_

Watsonville, CA 95076

Email Address:

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Proposed Project Title:

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Ballet Folklorico, Danza and Music Performance Festival

Proposed Project Location:

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Watsonville Plaza

**Brief Description of Project:**

This inclusive ballet folklorico, danz, poetry and music presentation serves our Watsonville Community residents including family and residents. Youth ballet folklorico groups and ballet folklorico groups from Watsonville and surrounding areas would perform in the evening to present Mexico's rich cultural expression through music and dance. Watsonville residents would be invited to celebrate the diversity by listening to the music and encouraged to bring lawn chairs to enjoy the Thursday summer performance. Ballet folklorico groups will perform dances recently learned from workshops from ballet folklorico instruction such as the work prepared for Watsonville dance groups by Ana Rosa Valle focusing on the State of Jalisco. In December, our City of Watsonville became sister cities with two cities in Mexico: Tangancícuaro, Michoacán and Jocotepec, Jalisco. This gathering serves to create a performance space for the performing arts and it supports our sisters by providing a space to present traditional dances from and around of sister cities. This festival will support a coordinated effort to support musicians and dancers to perform traditional dances from ballet folklorico to danzas such as those found in Tangancícuaro, Michoacan.

Please answer the following questions as an attachment:

1. Project Description. Describe in detail the proposed project. If the project includes a permanent art installation, such as a mural, painting or sculpture, applicant must complete the City of Watsonville Public Art Program Application for Public Art Review (see attached guidelines and requirements). If the project includes any type of performing art, please describe the event, audience, estimated attendance and venue. (max. 500 words)

The Ballet Folklórico and Music festival will take place on an annual basis in the plaza for Watsonville families and residents to enjoy and participate in. The event will take place in the early afternoon and evening before Sunset. Four youth ballet folklórico groups and music groups will perform three songs focusing on traditional music such as the state of Jalisco and Michoacan.

2. Background/Experience. Please describe the applicant's relevant background and experience. (max. 250 words)

Jose Humberto Camacho is the director of Activities for All and has been performing for over thirty years and coordinates several youth groups in Watsonville. Mr. Camacho plays several instruments and collaborates with musicians who also teach others. He supports several ballet folklórico teachers in coordinating workshops for Watsonville residents. He integrates music into the life of Watsonville residents by bringing music to Watsonville residents. His students and he have performed in the plaza, the Henry Mello Center and festivals. He is the coordinator for sports and music performing arts groups in Watsonville.

Graciela Vega Cendejas is the coordinator for Ballet Folklórico Olin and Alianza Dance Club. She is currently serving over sixty students in dance with focus on the state of Jalisco, Michoacan and Veracruz. She has attended Danzantes Unidos Workshops in Fresno, California Folklórico Union workshops in Los Angeles and recently attended Rafael Valpuesta's Winter Intensive Workshop in Whittier, CA. Her work in the ballet folklórico dance work is currently supported by the Arts Council Santa Cruz County.

3. Community Support. Describe any partners on the proposed project. Include any non-profit organization groups, community based organizations, volunteers, etc. and their role in the project. Include any community input solicited in creating the project. (max. 250 words)

Several workshops are being offered in preparation for this event. A workshop will be taking place on May 16 with a focus on the state of Jalisco. This workshop will prepare several dancers so they may perform at the Ballet Folklórico and Music Festival in the late summer August/September event.

Ms. Graciela Vega has attended two workshops on the state of Michoacan with master dancer Aldo Valenzuela and one workshop on the state of Jalisco with master dancer Mario Salazar. In addition Ms. Graciela Vega will be attending an additional workshop on the state of Jalisco at Danzantes Unidos. These workshops will support the workshop provided to provide dance workshops to Watsonville students and families.

In addition outreach has been made to several ballet folklórico groups who have agreed to perform at

the plaza at the given date either on a Thursday during the summer concert series or the Friday Farmer's Market in collaboration with the Farmers Market..

Additionally funding is being sought to support this cultural event with the Arts Council of Santa Cruz County.

4. Social Impact. Describe how the proposed project will impact the community in the short term (during project implementation) and in the long term (after project completion). (max. 250 words)

In the short term, this project will provide access to dance workshops for Watsonville residents that usually do not have access to the performing arts. The festival will provide a venue for residents to observe the performing arts which create calm, joy and community building. Residents will be able to learn about the history of dances and partake in the spirit of culture.

The long term effects this proposed project will provide a space for Watsonville to celebrate the diversity of its residents. It will give dancers, musicians and poets an opportunity to perform and build upon their practice. It will also place Watsonville as a place where different cultural exchanges are practiced.

5. Accessibility. Please describe how the project will be available for the enjoyment of Watsonville residents. (max. 250 words)

This event will be open to all Watsonville residents to enjoy at the plaza. The event will be free of charge and families will be able to enjoy our historic downtown area in the process. People will be able to watch the performances from the wooden platforms where the dancers will perform their music.

The event will take place during the Thursday Summer Concert Series Day and or the Friday Farmers Market Event. We are open to the dates as per given by the City of Watsonville Parks and Recs Department.

6. Project Budget. Please use budget template provided to provide a detailed project budget. Include all costs, fees, materials, labor that will be incurred for the proposed project only.

We are projecting 1906 in our budget for the event. Our proposal is to have the event in August or September during Thursday or Friday at the Farmers Market. We would collaborate with the city for the use of the plaza to allow for the Festival to proceed, creating an annual event. We will ask volunteers to support with microphones and assisting directors and performers on stage and off

stage.

7. Applicant Capacity. Provide a project timeline that includes the applicant's proposal for marketing, outreach, community engagement, and implementation. Include details on how applicant will collaborate with others as well as leverage additional resources. (max. 250 words)

	Feb 2020	March 2020	April 2020	May 2020	June 2020	July 2020	August 2020	Sept 2020	October
Phase 1	BF Workshop								
		Workshop Promotion	Workshop Promotion						
				BF Workshop Dancers					
Phase 2	Outreach To groups and dancers								
		Fundraising	Fundraising						
	Practice	Practice	Practice	Practice	Practice	Practice			
					Promotion	Promotion			
							Presentation	Presentation	
									Debrief and Thank you

8. Support Material. Provide no more than nine (9) items to support your proposed project. City Staff recommend the following:

- Work samples (6). These serve as the key indication of the artistic excellence of the proposed project. High quality video is encouraged (where possible) as well as audio, images and writing samples.
- Resume or bio (1). These can speak to the experience and professionalism behind the proposed project.
- Reviews, letters of support, brochure, program, or flyer (2). These materials serve to

demonstrate the impact and effectiveness of the applicant's community outreach.

- If project includes art installation such as a mural, painting or sculpture, support materials must also include all required materials must complete the City of Watsonville Public Art Program Application for Public Art Review.

## ATTACHMENT - PROJECT BUDGET

Income: List any additional funding sources and amount received:

Funding Source Amount Notes

Expenses Amount Notes

Artist Fee

Supplies & Materials

Tools

Work Space

Total Project Expenses

Incoming

Santa Cruz Art Council	\$500	Helps pay for ballet folklorico workshops used to City of Watsonville Dance Instructor Jalisco Workshop
Grant Request from city Support in pay art fees for festival	\$1000	
Activities for All Donation	\$100	
Fundraising and Sponsors	\$306	
Expenditure		
Support Use of Tarimba (Wooden Dance Stage)	\$250	
Four \$100 stipends paid to each ballet folklorico group	\$400	
Three \$100 stipends paid to each Music group	\$300	
Promotion Poster	\$200	
Use of dance space for dance	\$256	

preparation for festival		
Workshop for Dancers to prep for festival	\$500	
City of Watsonville Permit \$28 x4 hours	\$70	
Special Event Permit Fee Non-profit Rate	\$146	
Police Entertainment Fee	\$156	
Amplified Sound Permit	\$208	

Special Event Permit Fee: \$290 (\$146 for non-profits orgs)

Deposit: \$324

Rental Fees: \$53/hr (\$28/hr for non-profits orgs)

**Public Works Dept. Fee**

Street Closure & Garbage/Recycling: TBD pending approval

Restroom requirements: TBD

**Police Dept. Fee**

Entertainment Permit: \$156

Amplified Sound Permit: \$208

Grant amount requested must equal project expenses.



Ballet Folklórico Summer Workshop  
 Learn and dance  
 Ms. Graciela Vega is a local arts and ballet folklórico  
 instructor.  
 Learn basic footwork, skirt movement and choreography.  
 Summer Class: Jalisco, Michoacán  
 Thursday 3:00 p.m. to 5:00 p.m.  
 Workshop begins July 18 2019  
 Following workshops: 07/18, 07/25, 08/01, 08/08  
 Final Class a performance on Saturday August 10, 2019  
 Aromas Grange  
 Welcome community

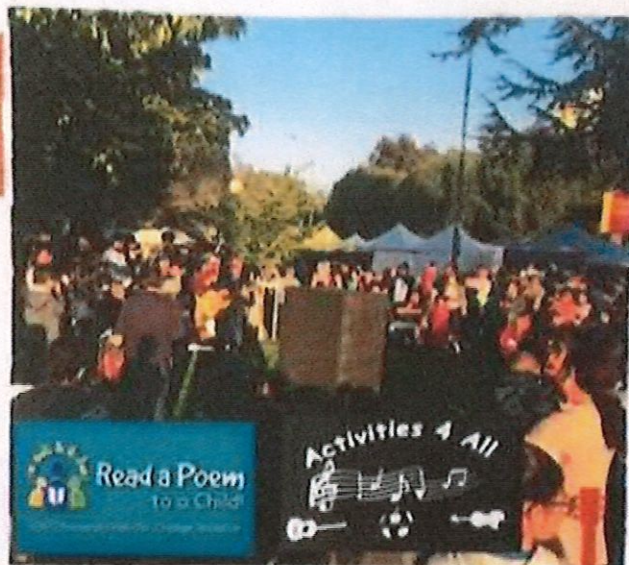


Taller de verano de ballet folklórico  
 Aprenda y baile  
 Maestra Graciela Vega es una instructora local de ballet  
 folklórico y arte.  
 Aprenda zapateo básico, movimiento de falda y  
 coreografía.  
 Clases este verano: Jalisco y Michoacán  
 , talleres comienzan el jueves 18 de julio del 2019  
 Talleres: 07/18, 07/25, 08/01, 08/08  
 Una presentación para el sábado 10 de agosto del 2019  
 Grange de Aromas  
 Comunidad estan bienvenidos

BF Ollin, Alianza Dance Club

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OCT  
25



## POETRY IN THE PLAZA



**Poetry, Ballet Folklórico and  
Youth Musicians  
4:30 PM to 7:00 PM**

Poetry and Dance to Honor of Children

BF Olin, Ballet Folklórico Don Bosco, Academia de Música Grupo Ilusión,  
Humberto Camacho, Javier Vargas

Storyteller Fred Mindlin Poets: Elvira Cuevas, Sandra Macías, Beatriz Loez,  
Mina Reyes, Salvador Muñoz

[gregacandores@gmail.com](mailto:gregacandores@gmail.com)

















**City of Watsonville  
Parks and Community Services Department**

**M E M O R A N D U M**



**DATE:** February 27, 2020

**TO:** Parks and Recreation Commission

**FROM:** Adriana Flores, Sr. Administrative Analyst

**SUBJECT:** Approve Two Public Art Projects at Ramsay Park: Moveable Murals and Skylight Mosaic

**AGENDA ITEM:** March 2, 2020

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**RECOMMENDATION:**

Staff recommends that the Parks and Recreation Commission approve two (2) art projects at Ramsay Park: moveable murals and a skylight mosaic.

**DISCUSSION:**

Background

The City of Watsonville (City), in partnership with Pajaro Valley Arts (PVA) and Community Arts & Empowerment (CA&E) collaborated on and were awarded a grant from the California Arts Council to create new public art pieces for Ramsay Park.

The grant calls for two (2) separate art projects: 1. Moveable Murals and 2. Skylight Mosaics.

A call for artists was put out to the community during the month of January 2020. Fifty-five (55) entries were received, the majority from students from Watsonville High School, Cesar Chavez Middle School and Saint Francis High School.

The Projects

**Moveable Murals:** Three moveable murals, each measuring 8' x 16' will be installed on the side of the Ramsay Park Community Center, facing Main Street. This project is similar to the moveable murals project on the City Hall Building at 250 Main Street. These murals will be up for 6 months to one year's time and will then be swapped out for new murals.

**Skylight Mosaic:** A glass on glass mosaic will be fabricated at the Muzzio Community Center. The finished mosaic will be installed at the Ramsay Park Community Center in the open lattice space above the front door.



### *Project Process*

Implementation of this project includes the following process:

Moveable Murals: Per the grant agreement, the City will install the hardware and the murals on top of hardware. Murals will be painted off-site. The expected life span is one (1) year for murals and over ten (10) years for the installation hardware.

Skylight Mosaics: The fabrication of the mosaics will be a community effort, taking place at Muzzio Park Community Center. The existing lattice frame will be taken down and modified to accommodate the mosaics and then will be reinstalled. Installation of the piece will be done by CA&E and Rinaldi Tile and Marble. Any defects in installation will be covered by CA&E for a specified period of time under their insurance policy. The expected life span of tile mosaics are many years, historically several decades.

### *Project and Facility Maintenance*

The moveable murals will be 8 feet by 16 feet by 3 inches and the materials to be used will be ½ inch primed marine plywood or MDF and 1 inch square metal tubing. The colors will be determined by the selected murals. Artists are advised that it will be their responsibility for covering any graffiti.

The skylight mosaics will be approximately 5 feet by 7 feet and will weigh 3.5 pounds per square foot. The materials used are colored glass, adhered to tempered glass, mounted into a powder coated steel frame. The colors will be determined by the approved image. The maintenance is minimal and would entail infrequent washing for visibility but may not be necessary. The artwork becomes the property of the City once the installation is complete, therefore maintenance will be at the City's discretion.

### *Proposed Design*

Skylight Mosaic: Of the 55 entries received, three were selected for their aesthetic value, adherence to the theme (The Heart of the Pajaro Valley) and ability to be translated into a glass on glass mosaic. The three images were put out to the public for voting on February 1, 2020 and will continue until February 28, 2020. Data showing the voting data received through February 20, 2020 is included in this report. The updated and final tally will be presented at the Parks and Recreation Commission Meeting on March 2, 2020 for review and approval.

Moveable Murals: Of the 55 entries received, four were chosen and arranged into two configurations. Selected entries include those from Cesar Chavez Middle School and Watsonville High School, as well as an instructor from Watsonville High School. The recommended designs are attached for approval.

## **FINANCIAL IMPACT**

Core expenses for this project include materials, labor and installation. All of these expenses will be funded through the grant. The City will prepare the exterior walls of the building for installation of the murals.

## **ATTACHMENTS:**

## Attachment A: Application for Public Art Review-Community Arts & Empowerment

# CITY OF WATSONVILLE PUBLIC ART PROGRAM APPLICATION FOR PUBLIC ART REVIEW



Date: 2/19/20 Project Location: Ramsay Park

Applicant Name: <u>Community Arts Empowerment</u>	Applicant is the (check one): <input type="checkbox"/> Property Owner <input type="checkbox"/> Artist <input checked="" type="checkbox"/> Business Owner <input type="checkbox"/> Other: _____
Property Owner Name (if other than applicant): <u>City of Watsonville</u>	Business Name (if applicable): 

**APPLICANT'S SIGNATURE:** By signing below I certify that the information provided in this application is true and correct; and I have read and understand the Application Submittal Requirements; I accept and will abide by the qualifications, terms and conditions set forth in this application, the City of Watsonville's Public Art Policies, and by the Parks and Recreation Commission; and to the best of my knowledge, there are no current code enforcement issues on this property.

Name: Kathleen CRDcetti Tax ID#: 83-4528109  
 Address: 240 maple Ave. Watsonville Phone #: 831-498-6048  
 Signature: Kathleen CRDcetti Date: 2/19/20

**NOTE:** If artwork/project to be installed on private property and applicant is other than property owner, then the owner(s) must sign below. Attach additional sheets if necessary.

**PROPERTY OWNER (S)' SIGNATURES** (attach additional sheets if necessary): By signing below I/We certify that the information provided with this application is true and correct and I/We are the owner(s) of the property located at the above mentioned project address and to the best of my/our knowledge, there are no current code enforcement issues on this property; I/We have read and understand the Application Submittal Requirements; I/We authorize the applicant listed above to apply for Commission approval and complete the work that is approved and will accept and abide by the conditions set forth in this application, the City of Watsonville's Public Art Policies, and by the Parks and Recreation Commission; and I/We hereby consent to the performance of the work at the project address listed above.

Name: \_\_\_\_\_ Tax ID#: \_\_\_\_\_  
 Address: \_\_\_\_\_ Phone #: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Tax ID#: \_\_\_\_\_  
 Address: \_\_\_\_\_ Phone #: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**SUBMIT** your completed application and required materials to the Parks and Community Services Department at the address below (emails and faxes will not be accepted). Materials submitted with the application will not be returned. Artwork will be viewed by the public and must be appropriate in nature. You will be notified of the date and time the Commission will meet to review your submittal. Your attendance at the meeting is not required but is highly recommended. If you need help with the application or have questions, contact Adriana Flores at (831) 768-3240.

Parks and Community Services Department  
 231 Union Street, Watsonville, CA 95076 (831) 768-3240



Application for Public Art Review  
Ramsay Park  
Project Narrative:

The City of Watsonville (COW) in partnership with Pajaro Valley Arts (PVA) and Community Arts & Empowerment (CA&E) collaborated on and were awarded a grant from the California Arts Council to create new public art pieces for Ramsay Park.

The grant calls for two separate works:

1. Moveable Murals
2. Skylight Mosaics

A call for artists was put out to the community for the month of January. 55 Entries were received, the majority from students from Watsonville High School, Cesar Chavez Middle School, and Saint Francis High School.

Moveable Murals:

Three moveable murals each measuring 8' x 16' will be installed on the side of the Ramsay Park Community Center facing Main Street. Similar to the moveable murals project on the City Hall Building at 250 Main St. these murals will be up for 6 months to one year's time and will then be swapped out for new murals.

Of the 55 entries received four were chosen and arranged into two configurations. Selected entries include Cesar Chavez Middle School and Watsonville High School, as well as an instructor from Watsonville High School. Please see attachment # 2 for the recommended designs.

Skylight Mosaics:

A glass on glass mosaic will be fabricated at the Muzzio Mosaic Arts Center. The finished mosaic will be installed at the Ramsay Park Community Center in the open lattice space above the front door.

Of the 55 entries received three were selected for their aesthetic value, adherence to the theme (The Heart of the Pajaro Valley) and ability to be translated into a glass on glass mosaic. The three images have been out in the public for a vote since February 1st. Please see attachment # 4 for voting data. Data sheet has voting as of 2/19, updated voting will be presented to the commission. Voting is open through 2/28/20

The Arts Commission is being asked to approve images for Moveable Murals and the Skylight Mosaics.

Moveable Murals Specifics:

Dimensions: 8'x16' x 3

Weight:

Materials: ½ " primed marine plywood or mdf; 1" square metal tubing

Colors: to be determined by selected murals.

Installation Process: Per grant agreement COW to install hardware, and murals on top of hardware. Murals will be painted off-site.

Expected Life span: One year for murals, ten years + on installation hardware

Maintenance Plan: Artists are advised that they are responsible for covering graffiti, when PVA is notified by COW Parks

Skylight Mosaics Specifics:

Dimensions: Approximately 5' x 7'

Weight: 3.5 lbs per sq. ft.

Materials: Colored glass adhered to tempered glass mounted into a powder coated steel frame.

Colors: to be determined by the approved image.

Installation Process:

Fabrication of the mosaics will be a community effort taking place at the Muzzio Arts center.

The existing lattice frame will be taken down and modified to accommodate the mosaic sand reinstalled.

Installation will be done by Community Arts & Empowerment and Rinaldi Tile and Marble.

Expected Life Span:

Tile mosaics from the Greeks and Romans that are over 2000 years old are still being unearthed. We are using materials of a much high quality than the Romans did. This work will last as long as the Community Center itself.

Maintenance Plan:

Tile mosaics need to be properly sealed. The initial sealing will be completed by Community Arts and Empowerment.

Any defects in installation will be covered by Community Arts & Empowerment for a specified period of time under their insurance policy.

The art work becomes the property of the City once the installation is complete.

Infrequent washing for visibility of the mural may be desired, but is not necessary, and will be the responsibility of the City.

Property Owners Approval:

This is a City project as City representatives co-wrote the grant proposal to the California Arts Council.

Attachments:

1. Call for Artists
2. Finalists for Moveable Murals
3. PDF of Skylight Mosaics Vote poster
4. Data from Skylight Mosaics vote



Watsonville  
CALIFORNIA



COMMUNITY ARTS &  
EMPOWERMENT  
Un Watsonville Brillante



[pvarts.org](http://pvarts.org)

Executive Director: Linda Martin

Exhibit Coordinator: Hedwig M. Heerschop

## CALL FOR ENTRY

### Movable Murals & Skylight Mosaic

"The Heart of the Pajaro Valley"

#### Ramsay Park Family Center Public Art Project

In partnership with Pajaro Valley Arts, Community Arts & Empowerment, and  
The City of Watsonville

**Deadline January 30, 2020**

PVA and Community Arts & Empowerment (CA&E) co-wrote and received a grant from the California Arts Council to make these projects possible.

The City of Watsonville is preparing upgrades on the Ramsay Park Family Center which offers an opportunity to showcase local art. This call is for two projects at Ramsay Park: Movable Murals and a Skylight Mosaic. The theme for both projects is "The Heart of the Pajaro Valley".

### Movable Murals

*Movable Murals* is a joint project of PVA and the City of Watsonville which provides outdoor, semi-permanent hanging space for muralists and artists utilizing digital media and/or painting to create temporary installations. This project is similar to the murals installed at 250 Main Street.

Selected artists/community groups will be provided 4' x 8' sheets of primed panels upon which the painting, wheat pasting, or digital media will be applied. Completion of artwork will take place at artists' studios, Muzzio Mosaic Art Center, or location of artists' choice, **and will not be created on-site.**



Completed panels will then be installed by the City of Watsonville. Your mural/artwork will be viewed in this location for approximately 6-12 months, at which time different artists/community groups will be offered the opportunity to create upon the same surface. Artists will be paid a \$250 per panel (4' x 8') stipend within two weeks of successful installation, to offset costs of paint/printing. In this call for artists and community members, we are looking for work that:

- Shows a high degree of artistry
- Involves the community in the creation of the artwork
- Reflects the theme of "The Heart of the Pajaro Valley" and/or reflects a sense of the activities, nature, and/or landscape of Ramsay Park

### **Sites and Sizes**

There are 3 installation sites on the Ramsay Family Center wall facing Main Street. Each of the three murals will be 8' tall by 16' long (four panels each) for a total stipend of \$1000 per mural. You may apply for one or more sites.

### **DELIVERY/INSTALLATION INFORMATION**

Artists will be supplied with the panels upon which the artwork will be applied. If you are unable to transport the 4' x 8' panels, please indicate so on your entry form so we can assist you with transportation. If you would like to use the Muzzio Mosaic Art Center to complete your work, please let us know on your entry form.

- Digital images and paint: Artists supply their own materials for application and/or painting the murals. Paints used must be lightfast high-quality, water-based acrylics. A clear top-coat will help preserve the imagery. Digitally printed images must be able to withstand weather conditions and be reasonably lightfast for 12
- Graffiti: If any of the murals are damaged by graffiti, the City will notify PVA. PVA will contact the artist for repair. The artist will have 48 hours to remove or cover the graffiti. If the graffiti cannot be removed or covered to an extent acceptable to the City, the City reserves the right to remove the mural

Completed artwork becomes the property of Pajaro Valley Arts, however, copyright remains with the artists. Panels are intended for re-use/multiple applications. Or, artists may choose to "purchase" their mural back by supplying new primed panels similar to what was originally supplied by PVA.

PVA and the City reserve the right to photograph any submitted work for publicity, promotional and archive purposes. Copyright remains with the artist.

- February: Review Process
- March-May: work completed and delivered to the City for installation.
- Exhibit Dates: June 1, 2020 – Approximately May 31, 2021



### **ADDITIONAL INFORMATION about Moveable Murals**

*Questions?* Write to [hedwig@pvarts.org](mailto:hedwig@pvarts.org)

Visit [pvarts.org](http://pvarts.org) to learn more about PVA, to see the 2018-2019 Moveable Mural Panels, and join as a member.

## **Skylight Mosaic**

Artists are invited to submit images that will be translated into a glass on glass mosaic for the forward facing space above the front door of the Ramsay Park Community Center.

Artists submitting artwork for "Moveable Murals" may also have their work considered for the Skylight Mosaics.

Artists are also welcome to submit work specifically for the Skylight Mosaics and not for the Moveable Murals.

The fabrication of the mosaics will take place at the Muzzio Mosaic Arts Center. The winning artist is welcome to assist in the fabrication of the mosaic though that is not necessary, and neither choice will effect the selection of the image chosen.

Selected artist will need to sign a waiver understanding and agreeing that the translation of their image into mosaics will not result in an exact duplication of the original image. All rights of the original submitted image will remain with the artist. Rights to duplication and reproduction of the mosaic image will become the rights of the City of Watsonville.

Artists are welcome to submit existing images. The final mosaic will need to conform to the space as shown below. Approximately 6' x 5'. The images selected do not need to conform to the space. Cropping of the images to conform to the space will be done prior to selection

and artists will be consulted. Should the artist decide they do not like the cropped image they may remove it from the pool of potential images.

Two to three finalist images will be presented to the public for input during the month of February. Artists will be notified in March. The selected image will be presented to the City for approval. Fabrication will take place in April and May, 2020.

A \$600 stipend will be paid to the selected artist, upon final approval of the image by the City.

Installation by June 1st.

**ADDITIONAL INFORMATION about Skylight Mosaic**

*Questions?* Write to [watsonvillebrillante@gmail.com](mailto:watsonvillebrillante@gmail.com)

Visit <https://communityartsempowerment.org/> to learn more about Mosaic in Watsonville.



**ENTRY PROCEDURE**

Entries must be received by January 30, 2020.

**Via email:** Please email to [hedwig@pvarts.org](mailto:hedwig@pvarts.org)

**Or, Hand deliver to PVA, 37 Sudden Street, Watsonville CA, 95076**

Submit the completed entry form with your choice of location(s) indicated. A maximum of 4 conceptual drawings/images in jpeg form no larger than 300 dpi each with the longest side 7 inches. Your last name and title of the piece must be included in the file name. If you need assistance digitizing your drawings, please contact [hedwig@pvarts.org](mailto:hedwig@pvarts.org)

The month of February, 2020 the entries will be reviewed and selected. Final entries must be approved by the City. Artists/community groups notified by the end of February.



**ENTRY FORM**  
**The Heart of the Pajaro**  
**Public Art Projects**  
**Moveable Murals & Skylight Mosaic**  
**1301 Main Street, Watsonville**

**Deadline January 30, 2020**

Movable Mural Exhibit Dates: June 1, 2020 – Approximately May 31, 2021  
Permanent Skylight Mosaic Installation May 31, 2020

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

May we use email as primary form of communication? (Circle one) Yes / No

**Website:** \_\_\_\_\_

**For Moveable Murals Only:**

1. Please describe Community Groups and/or community involvement you envision:

\_\_\_\_\_

2. Do you need assistance moving panels? (Circle one) Yes / No

3. Will you use Muzzio Mosaic Art Center to complete your piece? (Circle one) Yes/No

**Location #1 Four 4' x 8' Panels = 16' x 8' horizontal**

Title of Piece: \_\_\_\_\_

Medium: \_\_\_\_\_

**Location #2 Four 4' x 8' Panels = 16' x 8' horizontal**

Title of Piece: \_\_\_\_\_

Medium: \_\_\_\_\_

**Location #3 Rectangle Four 4' x 8' Panels = 16' x 8' horizontal**

Title of Piece: \_\_\_\_\_

Medium: \_\_\_\_\_

**Location #4 Skylight Mosaic**

Title of Piece: \_\_\_\_\_

Entry #

Would you like to participate in the fabrication of the piece? (Circle one) Yes/No

**Make a copy for your files and deliver the signed original to: PVA, 37 SUDDEN STREET - WATSONVILLE, CA 95076 or to Hedwig@pvarts**





# Public Art in Ramsay Park



The City of Watsonville in partnership with Pajaro Valley Arts and Community Arts & Empowerment is bringing new public art to Ramsay Park. Vote here for the image your prefer.

La ciudad de Watsonville en sociedad con Pajaro Valley Arts y Community Arts & Empowerment está trayendo nuevo arte público a Ramsay Park. Vota aquí por la imagen que prefieras.

<https://www.surveymonkey.com/r/2KW676N>

For more information contact us at  
[watsonvillebrillante@gmail.com](mailto:watsonvillebrillante@gmail.com)





## Moveable Murals



Cesar Chavez Middle School



Dylan Kelly



Watsonville High School



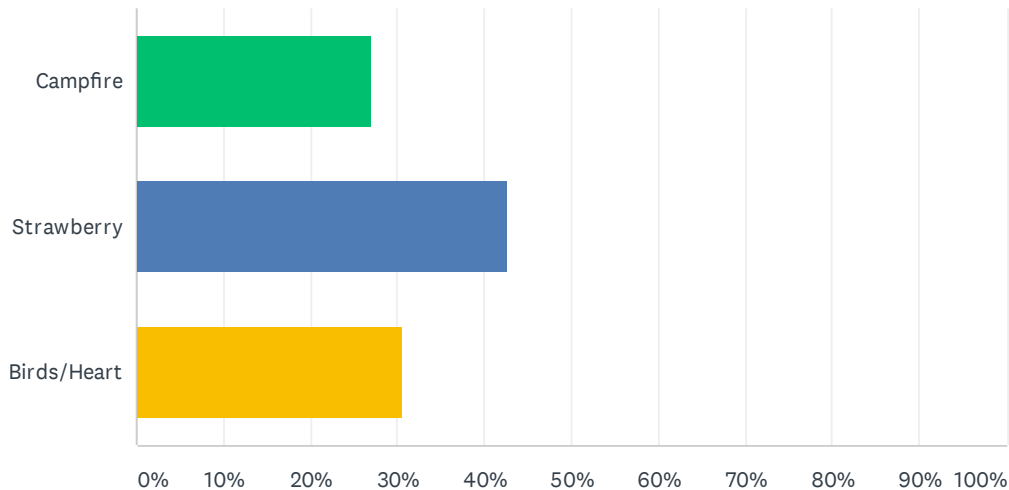
Cesar Chavez Middle School – Watsonville High School



Watsonville High School

Q1 The City of Watsonville in partnership with Pajaro Valley Arts and Community Arts & Empowerment is bringing new public art to Ramsay Park. Vote here for the image your prefer. La ciudad de Watsonville en sociedad con Pajaro Valley Arts y Community Arts & Empowerment está trayendo nuevo arte público a Ramsay Park. Vota aquí por la imagen que prefieras. For more information contact [watsonvillebrillante@gmail.com](mailto:watsonvillebrillante@gmail.com)

Answered: 312 Skipped: 0



ANSWER CHOICES	RESPONSES	
Campfire	26.92%	84
Strawberry	42.63%	133
Birds/Heart	30.45%	95
TOTAL		312



**City of Watsonville  
Parks and Community Services Department**

**M E M O R A N D U M**



**DATE:** February 27, 2020

**TO:** Parks and Recreation Commission

**FROM:** Adriana Flores, Sr. Administrative Analyst

**SUBJECT:** Approve the Second and Third Images of the *Watsonville Brillante* Art Project on City Property

**AGENDA ITEM:** March 2, 2020

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**RECOMMENDATION:**

Staff recommends that the Parks and Recreation Commission approve the two (2) images with the highest number of community votes from artist Juan Fuentes for the *Watsonville Brillante* Project for the large vertical sections at the Rodriguez Street Parking Garage.

**DISCUSSION:**

Background

In the spring of 2018, the City received a proposal from Kathleen Crocetti, a local artist, for a project titled *Watsonville Brillante*. In 2017, Ms. Crocetti designed and installed the sidewalk mosaic medallions on Main Street, titled "Celebrating the Diversity of Labor." The stated mission of *Watsonville Brillante* is to "Build community through creative place making" by transforming the Rodriguez Street Parking Garage into "a landmark artwork, while empowering and employing the youth of Watsonville."

On September 14, 2018, Kathleen Crocetti provided a presentation to the Council outlining her initial proposal for this project. Since then, staff have met with Ms. Crocetti to discuss project details, including resources needed to execute the project, costs to the City and project maintenance.

On February 12, 2019, the City Council approved Ms. Crocetti's project *Watsonville Brillante* Resolution No. 18-19 (CM).

On August 5, 2019, the Parks and Recreation Commission approved the first image "Strawberry Picker".

The next two images will be selected from community voting that started December 15, 2019 and is still ongoing. The final tally will be presented at the Parks and Recreation Commission

meeting with the results of the top two images with the most votes for Commission approval. Voting results as of February 20, 2020 are included in Attachment A.

### The Project

The goal of *Watsonville Brillante* is “to transform our community through creative place making, while empowering and employing the youth of Watsonville.”

The concept of this project is that over a period of five years, the Rodriguez Street Parking Garage in downtown Watsonville would be covered with mosaics creating a monumental artwork with the theme of “Vibrancy, Diversity and Connectedness in Watsonville.” Per Ms. Crocetti’s proposal, the project’s outcomes include the transformation of “one of our downtown civic buildings into a landmark artwork. This work will be completed in a free, open art space for teens and community members to come make art and to transform our community and ourselves together.”

This art space will be free to attend and focus on generating creativity and investing in underserved youth. Open after school and on the weekends, this space will be used to create the tile mosaics that would be adhered to the garage upon completion. This space would create a safe after school opportunity where young people could develop artistic skills and experience, while participating in enriching and pro-social activities. Youth will also gain tile trade and administration skills that could translate into employment and could earn high school credits that could be used towards graduation.

### Project Process

Implementation of this project includes the following process:

- Solicit Designs for Images – As noted above, community outreach will be conducted to solicit designs for potential images to be turned into mosaic tile art.
- Approve Design Images – As images are received and vetted through community processes, final images will be subject to Parks and Recreation Commission approval.
- Approve Installation – Artist and installer will obtain required building permits and comply with City’s contractor requirements for construction on public property.
- Construct Tile Images – Tile will be arranged over approved images to create mosaic-tiled art by community members at the free art center. Adhesive will be applied to tiles to maintain their placement.
- Adhesion of Tiles to Parking Garage – Tiles will be adhered, grouted and sealed over the exterior of the Parking Garage. Rinaldi Tile, a tile and marble installation contractor that has operated out of the Pajaro Valley since 1973, will perform this work at no charge.

### Proposed Design

The Artist has submitted an Application (Attachment A) for Public Art Review along with the images and voting for the two (2) next sections of the *Watsonville Brillante* Project for two of the four large vertical sections at the Rodriguez Street Parking Garage (south facing side of the garage). The Artist has conducted a public input process for the proposed design as outlined in the application.

**FINANCIAL IMPACT**

Core expenses for this project include materials, labor and installation. All of these expenses are funded through sponsorships and grants obtained by the artist. The City will contribute in-kind donations of a lease agreement for use of Muzzio Park Community Center, Access to limited portion of the garage with adequate signage and blockades from public access and water and electricity in the garage during installation. In addition, the City will prepare the exterior walls of the garage for installation of the mosaics. The City will also waive the Building Permit and Planning fees for the installation of the project in the amount of \$10,500.

**ATTACHMENTS:**

Attachment A: Application for Public Art Review-Watsonville Brillante



# CITY OF WATSONVILLE PUBLIC ART PROGRAM APPLICATION FOR PUBLIC ART REVIEW



Date: 2/19/20 Project Location: Civic Parking Garage

Applicant Name: <u>Community Arts &amp; Empowerment</u>	Applicant is the (check one): <input type="checkbox"/> Property Owner <input checked="" type="checkbox"/> Artist <input checked="" type="checkbox"/> Business Owner <input type="checkbox"/> Other: _____
Property Owner Name (if other than applicant): <u>City of Watsonville</u>	Business Name (if applicable): 

**APPLICANT'S SIGNATURE:** By signing below I certify that the information provided in this application is true and correct; and I have read and understand the Application Submittal Requirements; I accept and will abide by the qualifications, terms and conditions set forth in this application, the City of Watsonville's Public Art Policies, and by the Parks and Recreation Commission; and to the best of my knowledge, there are no current code enforcement issues on this property.

Name: Kathleen Crocetti  
 Address: 240 maple Ave Watsonville  
 Signature: Kathleen Crocetti

Tax ID#: 83-4528109  
 Phone #: 831-498-6048  
 Date: 2/19/20

**NOTE:** If artwork/project to be installed on private property and applicant is other than property owner, then the owner(s) must sign below. Attach additional sheets if necessary.

**PROPERTY OWNER (S)' SIGNATURES** (attach additional sheets if necessary): By signing below I/We certify that the information provided with this application is true and correct and I/We are the owner(s) of the property located at the above mentioned project address and to the best of my/our knowledge, there are no current code enforcement issues on this property; I/We have read and understand the Application Submittal Requirements; I/We authorize the applicant listed above to apply for Commission approval and complete the work that is approved and will accept and abide by the conditions set forth in this application, the City of Watsonville's Public Art Policies, and by the Parks and Recreation Commission; and I/We hereby consent to the performance of the work at the project address listed above.

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Signature: \_\_\_\_\_

Tax ID#: \_\_\_\_\_  
 Phone #: \_\_\_\_\_  
 Date: \_\_\_\_\_

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Signature: \_\_\_\_\_

Tax ID#: \_\_\_\_\_  
 Phone #: \_\_\_\_\_  
 Date: \_\_\_\_\_

**SUBMIT** your completed application and required materials to the Parks and Community Services Department at the address below (emails and faxes will not be accepted). Materials submitted with the application will not be returned. Artwork will be viewed by the public and must be appropriate in nature. You will be notified of the date and time the Commission will meet to review your submittal. Your attendance at the meeting is not required but is highly recommended. If you need help with the application or have questions, contact Adriana Flores at (831) 768-3240.

Parks and Community Services Department  
 231 Union Street, Watsonville, CA 95076 (831) 768-3240

Application for Public Art Review  
Watsonville Brillante  
Project Narrative:

Over a period of 5 years the downtown parking structure will be covered with 12,500 square feet of mosaics. The project is expected to take 5 years to complete, installation will take place in ten phases every 6 months.

The underlying structure of the garage dictates 2 distinct area types to cover. Large vertical sections ranging from 30'x 70' (3 sections) to 60' x 70' (one section facing Rodriguez) and 185 smaller horizontal sections ranging from 3.5' x 4', and 3.5 x 8' to 3.5 x 10.

Vertical Sections:

The four vertical sections will be black and white images by Juan Fuentes. Juan Fuentes was raised in Watsonville, he graduated from Watsonville high school in 1969. He is a renowned Chicano artist whose work "takes the shape of the community it revolves around and it continues to evolve and showcase the lives, needs, and politics of the people it represents." \*

We will be using existing images from Juan's collection of images for three of the panels. The 4th panel will be a commission specifically for this project.

The Strawberry Picker image (phase 1) was approved in August is near completion and will be installed in March and April of 2020.

The Arts Commission is being asked to approve two images for the next 2 vertical phases. The second round of community voting began December on 15th. As of February 15th over 1500 votes have been collected. Please see attachment #1 for voting sheet, attachment #2 for Survey Monkey data, Attachment # 3 for combined physical and online data as of 2/19/2020 data. A new summary of data will be presented at the commission meeting.

Horizontal Sections:

The horizontal sections will represent the cultural heritages of different family groups. Each section will be placed next to another section that shares some cultural aspect so that the patterns flow and to show the connections between people.

Community artists are being invited to submit images for the horizontal sections. A "Call for Artists" has been published. The due date for images has been extended from September 26th, 2019 to June 8th 2020. Please see attachment #2 & 3 for the Call in English and Spanish

Dimensions:

Overall: 12,500 square feet of mosaics

Phase 1: 1,200 square feet of mosaics to be installed in March & April of 2020

Phase 2: 1,200 square feet of mosaics to be fabricated in March- August of 2020,  
installed in September & October of 2020

Weight: 3.5 lbs per sq. ft.

#### Materials:

The mosaics are being created with commercial grade tiles from [Fireclay](#). Fireclay tiles are installed on the exterior of buildings all over the United States, and are especially popular in the Bay Area as they are locally made in Aromas.

(<https://s3.amazonaws.com/fct-craft/resources/FireclayTile-Tile-SpecSheet.pdf?mtime=20190712104811>)

The mosaics will be installed by [Rinaldi Tile and Marble](#). Rinaldi is one of the largest union tile companies serving the Bay Area. Rinaldi specializes in commercial tile and stone installations for large Bay Area projects and is locally based in Pajaro.

The community made mosaics will be installed by union tile installers, including Watsonville residents, with a minimum of 5 year experience. The mosaics will be installed with Laticrete 253 Gold thinset ([Technical Data Sheet \(TDS\)](#) and Safety Data ([SDS](#)) over a liquid applied Laticrete HydroBan Waterproofing membrane ([TDS](#)) and ([SDS](#)), grouted with Laticrete Permacolor grout ([product data](#) and [SDS](#)) and sealed with Stonetech sealer ([TDS](#) and [SDS](#)). This installation complies with all CA building codes for exterior adhered veneer, TCNA (The Tile Council of North America) standards for exterior walls (TCNA W202E-2018), and qualifies for a 10-year manufacturer's system warranty ([DS23010](#)).

There are mosaic tile installations in existence that thousands of years old. The mosaics of Gaudi and Huundertwasser were completed in the very early 1900's. We are using modern materials that are of a much high standard. We do not live in a freeze and thaw climate that is potentially dangerous to tile installation, even so, we will be using the highest grade materials to allow for contraction issues.

The only anticipated maintenance would be cleaning. Watsonville is an agricultural town and therefore somewhat dusty. Over time the colors will be muted by dust. Choosing when and how often to clean them will be an aesthetic choice.

Colors: Black and White with limited accents in green, brown and red.

#### Installation Process:

Fabrication of the mosaics will be a community effort taking place at the Muzzio Arts center. Installation will be done by Rinaldi Tile and Marble. Rinaldi Tile and Marble are a licensed tile installation Company in business since 1974. The installation of Phase 1 will take 2 weeks and will be in March and April of 2020. Phase 2 will be installed in September and October of 2020.

#### Expected Life Span:

Tile mosaics from the Greeks and Romans that are over 2000 years old are still being unearthed. We are using materials of a much high quality than the Romans did. This work will last as long as the parking structure itself.

#### Maintenance Plan:

Tile mosaics need to be properly sealed. The initial sealing will be completed by Rinaldi Tile and Marble at the expense of Community Arts and Empowerment.

Any defects in installation will be covered by Rinaldi Tile and Marble for a specified period of time under their insurance policy.



The art work becomes the property of the City once the installation is complete. Infrequent washing for visibility of the mural may be desired, but is not necessary, and will be the responsibility of the City. (This is less maintenance that the building currently requires)

Property Owners Approval:

This project was approved on 2/12/2019 by unanimous vote of the City Council  
RESOLUTION NO. 18-19 (CM)

\* Museum Catalog, "Family, Homeland, Revolution: Stories of the Chicano Movement",  
The Mexican Museum, San Francisco, CA April 6- November 4, 2018  
<https://www.mexicanmuseum.org/chicano-movement>

Attachments:

1. Voting Sheet
2. Survey Monkey Data
3. Combined physical and online data
2. Call for Artists English
3. Call for Artists Spanish
4. Proposed Phase 2 image in location



Please mark 1, 2, & 3  
under your three  
preferred images.

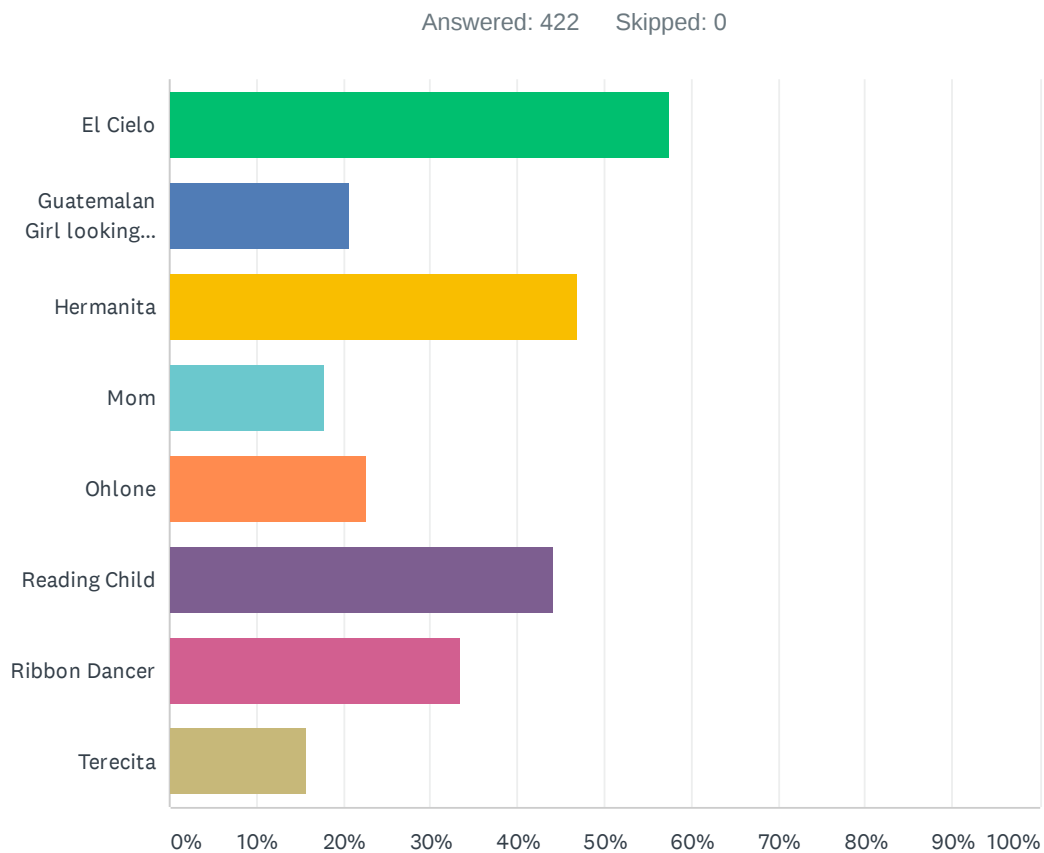
Por favor marque 1, 2 y 3  
debajo de tus tres  
imágenes preferidas.

Images by Juan Fuentes.  
Juan currently lives in San  
Francisco. He is one of 11  
children, raised by farm  
workers here in  
Watsonville. His early  
poster art is now part of  
the historical Chicano  
Poster Movement.



Imágenes por Juan Fuentes.  
Juan actualmente vive en  
San Francisco. Es uno de 11  
hijos criados por  
campesinos aquí en  
Watsonville. Sus primeros  
carteles de arte ahora son  
parte del histórico  
Movimiento de Carteles  
Chicanos.

Q1 We will be enlarging and creating mosaics for the large 5 story panels by renowned artist Juan Fuentes, who currently lives in San Francisco, but grew up in Watsonville and attended to Watsonville High School. The Strawberry Picker Image that was chosen this past summer is almost complete and will be installed this spring. It is time to choose the next image! For this second survey we kept the 4 most popular images from the last vote and added 4 new ones. Please help us choose which three of the following eight images we should use:





## Round 2: Juan Fuentes Artwork Vote

ANSWER CHOICES	RESPONSES	
El Cielo	57.58%	243
Guatemalan Girl looking left	20.62%	87
Hermanita	46.92%	198
Mom	17.77%	75
Ohlone	22.51%	95
Reading Child	44.08%	186
Ribbon Dancer	33.41%	141
Terecita	15.64%	66
Total Respondents: 422		



On line 75  
Physical 102  
Total : 177



On line 186  
Physical 109  
Total : 295



On line 243  
Physical 168  
Total : 411



On line 141  
Physical 149  
Total : 290

Please mark 1,2, & 3  
under your three  
preferred images.

Por favor marque 1,2 y 3  
debajo de tus tres  
imágenes preferidas.

Images by Juan Fuentes.  
Juan currently lives in San  
Francisco. He is one of 11  
children, raised by farm  
workers here in  
Watsonville. His early  
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hijos criados por  
campesinos aquí en  
Watsonville. Sus primeros  
carteles de arte ahora son  
parte del histórico  
Movimiento de Carteles  
Chicanos.

**Vote Tally 2/20/20**  
**total votes: 1983**



On line 66  
Physical 56  
Total : 122



On line 198  
Physical 141  
Total : 339



On line 95  
Physical 119  
Total : 214



On line 87  
Physical 48  
Total : 135



# **COMMUNITY ARTS & EMPOWERMENT**

Un Watsonville Brillante

240 Maple Ave. • WATSONVILLE CA 95076 • Teléfono: 831-724-5981

[communityartsempowerment.org](http://communityartsempowerment.org)

Directora Artística: Kathleen Crocetti

## **CONVOCATORIA PARA OBRA un Watsonville Brillante**

Celebración del Patrimonio Cultural de los Residentes de Watsonville

### **Garaje de Estacionamiento del Civic, Watsonville**

Presentado por Community Arts & Empowerment  
y la Ciudad de Watsonville

- **Fecha límite 8 de junio, 2020**

*un Watsonville Brillante* es un proyecto conjunto de CA&E y la Ciudad de Watsonville. Durante un periodo de cinco años cubriremos el Garaje de Estacionamiento del Civic con mosaicos.

Por favor visite nuestro sitio Web para ver los dibujos conceptuales: <https://communityartsempowerment.org/>

En 2017, cuando Kathleen Crocetti comenzó a trabajar en "Celebrando la diversidad del trabajo", esta fue una idea abierta. La ciudad quería algún tipo de arte público en las aceras y Kathleen quería involucrar a la comunidad. Los dieciséis medallones de mosaicos instalados en el centro de Watsonville son el resultado de más de trescientas horas de participación de la comunidad que comenzaron con reuniones públicas abiertas y que reunieron a la comunidad para conocer mas sobre ellos y entre ellos mismos.

La diversidad de orígenes e historias de migración similares de los miembros participantes de la comunidad llevan al concepto de representar las diferentes olas de inmigración a Watsonville y al trabajo hecho por los nuevos inmigrantes en su llegada.

No todas las culturas diversas que han emigrado a Watsonville están representadas en los dieciséis medallones. Por ejemplo, los italianos representan una ola de inmigración europea que incluye a las comunidades vasca, inglesa,



alemana, griega, escocesa, sueca y suiza. La tercera ola de mexicanos, la cual comenzó en 1942, no se ha detenido y ahora incluye a personas de todas las regiones de América Central y del Sur. No se representa a ninguna comunidad inmigrante después de 1942, y ha habido muchas. Por lo tanto, "Celebrando la diversidad del trabajo" es un proyecto incompleto.

La estructura del estacionamiento ofrece la oportunidad de completar y ampliar el concepto de celebrar nuestra diversidad y experiencias comunes en Watsonville.

Una de nuestras experiencias más compartidas es la de ser personas multiétnicas. A menos que usted sea de una primera o segunda generación estadounidense, muy pocos de nosotros podemos decir que somos el 100% de una etnia u otra, y la mayoría de nosotros sentimos un profundo sentimiento de orgullo en todos los aspectos de nuestros ancestros.

La idea es representar patrones multiétnicos de unidades familiares particulares en las 185 porciones horizontales del garaje y colocar la representación de cada familia junto a la representación de otra familia de tal manera que sus patrimonios comunes se superpongan con un patrón visual compartido. Combinados, representarán a nuestra comunidad en su totalidad.

Abierto a residentes de Watsonville y comunidades dentro de 10 millas de Watsonville (Freedom, Corralitos, Pájaro, Royal Oaks & Aromas) están invitados a enviar hasta 10 dibujos. Cada dibujo debe representar claramente una cultura particular. Los dibujos seleccionados se convertirán en parte de un "banco" de dibujos que se combinarán con otros dibujos para crear el diseño general final.

Los artistas recibirán un estipendio de \$ 100 por el primer sorteo aceptado en el banco y \$ 50 por cada sorteo posterior aceptado.

En esta convocatoria para artistas buscamos obras que:

- Representan claramente una cultura en particular
- Cuando se aumente a 3' no contiene ningún detalle mas pequeño que 2"
- Es grafico por naturaleza (líneas gruesas, áreas de color brillante y plano, sin sombra)
- Trabajo artístico original, puede utilizar imágenes como banderas como referencia, sin embargo no se aceptan imágenes de clip art u otras imágenes tomadas directamente de internet
- Pueden entrarse diseños múltiples de ancestros, sin embargo, solo uno será elegido

A continuación esta la lista de opciones de ancestros como referencia. Por favor tomen la libertad de ilustrar una alternativa si no se encuentra en la lista de ancestros listados aquí.

Mexicano:	América Central & Sur:	Europeo:	Asia:	Nativo Americano:
Baja California	Argentina	Austria	China	Ohlone
Chihuahua	Bolivia	Bélgica	Japón	Costanoa

Sinaloa	Brasil	Bulgaria	Filipinas	
Coahuila	Chile	Croacia	Corea	Islas Pacifico:
Tamaulipas	Colombia	Dinamarca:	India	Australia
Aguascalientes	Ecuador	Finlandia	Oriente Medio	Nueva Zelandia
Guanajuato	Paraguay	Francia	Irán	Tonga
Zacatecas	Perú	Alemania	Iraq	
México	Uruguay	Hungría	Pakistán	Otros:
Morelos	Venezuela	Irlanda	Arabia Saudita	Islas Caribeñas
Colima	Belice	Italia	Taiwán	Afro Americano
Jalisco	Costa Rica	Lituania	Turquía	África
Michoacán	El Salvador	Países Bajos	Vietnam	Canadá
Puebla	Guatemala	Polonia		
Veracruz	Honduras	Portugal		
Yucatán	Nicaragua	Rumania		
Chiapas	Panamá	Rusia		
Oaxaca		España		
Indígena		Vasco		
		Suecia		
		Reino Unido		

## PROCEDIMIENTO PARA LA OBRA

**NO ENVIAR los originales. Se aceptan solamente jpgs o scans de alta calidad:**

**Por Correo electrónico:** por favor enviar a [watsonvillebrillante@gmail.com](mailto:watsonvillebrillante@gmail.com)

Envíe el formulario de inscripción completado con su elección de ancestros. Un máximo de 10 dibujos / imágenes en formato jpeg no más de 300 ppp cada uno con el lado más largo de 7 pulgadas. Su apellido y ancestros de la pieza debe incluirse en el nombre del archivo. Si necesita asistencia para digitalizar sus dibujos, por favor comuníquese con Kahtleen a [crocetti@rocketmail.com](mailto:crocetti@rocketmail.com) a no más tardar el 1 de junio.

Las entradas deben ser recibidas a no mas tardar el 8 de junio, 2020

Durante la semana del 8 de junio las entradas serán repasadas, las imágenes seleccionadas deben ser aprobadas por la Comisión de Artes de la ciudad, y varios grupos comunitarios, tales como JACL si se representa la cultura japonesa. Los artistas serán notificados de su inclusión en el banco de imágenes a finales de junio y los cheques serán enviados la primera semana de julio.

Los trabajos de arte seleccionados se convierten en propiedad de Community Arts & Empowerment para ser utilizados en el diseño de un Watsonville Brillante cuantas veces sea necesario para el diseño final del proyecto del garaje, nos reservamos el derecho de

modificar los diseños (color, tamaño, cortes, etc.) sin embargo, los derechos de autor permanecen con los artistas.

CA&E y la Ciudad se reservan los derechos de fotografiar cualquier trabajo entregado para fines de publicidad, promoción y archivo. Los derechos de autor permanecen con el/la artista.

*¿Preguntas?* Escribanle a Kathleen al correo [crocetti@rocketmail.com](mailto:crocetti@rocketmail.com)

Visiten <https://communityartsempowerment.org/> para conocer mas sobre CA&E, y para ver proyectos anteriores.



**COMMUNITY ARTS & EMPOWERMENT**

Un Watsonville Brillante

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Directora Artística: Kathleen Crocetti

**FORMULARIO DE OBRA**  
**un Watsonville Brillante**



# Celebración del Patrimonio Cultural de los Residentes de Watsonville

## **Garaje de Estacionamiento del Civic, Watsonville**

Presentado por Community Arts & Empowerment y la Ciudad de Watsonville

- **Fecha limite 8 de junio, 2020**

Nombre:

Dirección:

Numero de teléfono:

Grado de los artistas si los artistas son estudiantes: \_\_\_\_\_

Correo electrónico:

¿Podemos utilizar su correo electrónico como la forma primaria de comunicación?

(Circule uno) Si / No Sitio Web:

Todos los artistas deben firmar la exención a continuación, y los artistas menores de 18 años deben tener firmada la exención por los padres a continuación:

Por la presente certifico que las imágenes enviadas fueron creadas en su totalidad por el artista mencionado anteriormente y son las ilustraciones originales del artista. Estoy de acuerdo en que Community Arts & Empowerment puede modificarlo y utilizarlo para el mosaico del garaje de estacionamiento del Civic. Entiendo que el producto final de arte se convierte en propiedad de la Ciudad de Watsonville y puede reproducirse con ligeras modificaciones.

Firma del artista:

---

Estoy de acuerdo con la exención de los artistas anteriores para mi artista estudiante. La única información que se dará a conocer es el nombre y el grado del estudiante.

Firma del Padre / Tutor:

---

**Por favor describa el ancestro cultural representado.**

Imagen #1

Título de la pieza:

Descripción:

Imagen #2

Título de la pieza:

Descripción:

Imagen #3

Titulo de la pieza:

Descripción:

Imagen #4

Titulo de la pieza:

Descripción:

Imagen #5

Titulo de la pieza:

Descripción:

Imagen #6

Titulo de la pieza:

Descripción:

Imagen #7

Titulo de la pieza:

Descripción:

**Haga una copia para sus archivos y envíe por correo o entregue en persona el original firmado a:**

**CA&E , 240 Maple Ave. - WATSONVILLE, CA 95076**

**Los cheques no serán enviados si no tenemos un contrato firmado en el archivo**



# **COMMUNITY ARTS & EMPOWERMENT**

Un Watsonville Brillante

240 Maple Ave. • WATSONVILLE CA 95076 • Phone: 831-724-5981

[communityartsempowerment.org](http://communityartsempowerment.org)

Artistic Director: Kathleen Crocetti

## **CALL FOR ENTRY**

### **un Watsonville Brillante**

Celebrating the Cultural Heritage of Watsonville's Residents

## **Civic Parking Garage, Watsonville**

Presented by Community Arts & Empowerment  
and the City of Watsonville

- **Deadline June 8, 2020**

*un Watsonville Brillante* is a joint project of CA&E and the City of Watsonville. Over a period of five years we will cover the Civic Parking Garage with mosaics.

Please see our web site for conceptual drawings: <https://communityartsempowerment.org/>

In 2017 when Kathleen Crocetti began work on "Celebrating the Diversity of Labor" it was an open ended idea. The City wanted some kind of public art in the sidewalks and Kathleen wanted community engagement. The sixteen mosaic medallions installed in downtown Watsonville are the result of over a three hundred hours of community engagement which began with open public meetings bringing the community together to learn about and from each other.

The diversity of backgrounds and similar immigrant stories of the participating community members lead to the concept of representing the different waves of immigration to Watsonville and the work that the newly arriving immigrants did when they arrived.

Not all of the diverse cultures that have immigrated to Watsonville are represented in the sixteen medallions. For instance, the Italians represent a European wave of immigration that included Basque, English, German, Greek, Scott, Swede and Swiss communities. The third wave of Mexicans which began in 1942, has not stopped



and now includes people from all regions of Central and South America. No immigrant community past 1942 is represented, and there have been many. For this reason “Celebrating the Diversity of Labor” is an incomplete project.

The parking structure offers an opportunity to complete and broaden the concept of celebrating our diversity and common experiences in Watsonville.

One of our most commonly shared experiences is that of being multi-ethnic people. Unless you are a first generation or second American very few of us can claim to be 100% of one ethnicity or another, and most of us feel a deep sense of pride in all aspects of our heritage.

The idea is to represent multi-ethnic patterns of particular family units on the 185 horizontal portions of the garage and place each family’s representation next to another family’s representation in such a way that their common heritages overlap with a shared visual pattern. Combined, they will represent our community as a whole.

Open to residents of Watsonville and communities within 10miles of Watsonville (Freedom, Corralitos, Pajaro, Royal Oaks & Aromas) are invited to submit up to 10 drawings. Each drawing should clearly represent a particular culture. Selected drawings will become part of a "bank" of drawings which will be combined with other drawings to create the final overall design.

Artists will be paid a \$100 stipend for the first drawing accepted into the bank and \$50 per accepted subsequent drawing.

In this call for artists we are looking for work that:

- clearly represent a particular culture
- when enlarged to 3' does not have any detail smaller than 2"
- is graphic in nature (bold lines, bright flat areas of color, no shading)
- original artwork only, you may use images such as flags for reference, however no clip art or other images taken directly from the internet
- multiple designs from one heritage may be submitted, however only one will be chosen

Below are a list of heritage options for reference. Please feel free to illustrate an alternate if you do not see your heritage listed here.

Mexican:	Central & South American:	European:	Asian:	Native American:
Baja California	Argentina	Austria	China	Ohlone
Chihuahua	Bolivia	Belgium	Japan	Costanoan
Sinaloa	Brazil	Bulgaria	Philippines	
Coahuila	Chile	Croatia	Korea	Pacific Islands:

Tamaulipas	Columbia	Denmark:	India	Australia
Aguascalientes	Ecuador	Finland	Middle East	New Zealand
Guanajuato	Paraguay	France	Iran	Tonga
Zacatecas	Peru	Germany	Iraq	
Mexico	Uruguay	Hungary	Pakistan	Other:
Morelos	Venezuela	Ireland	Saudi Arabia	Caribbean Islands
Colima	Belize	Italy	Taiwan	African American
Jalisco	Costa Rica	Lithuania	Turkey	Africa
Michoacan	El Salvador	Netherlands	Vietnam	Canada
Puebla	Guatemala	Poland		
Veracruz	Honduras	Portugal		
Yucatan	Nicaragua	Romania		
Chiapas	Panama	Russia		
Oaxaca		Spain		
Indigenous		Basque		
		Sweden		
		United Kingdom		

## ENTRY PROCEDURE

**Do NOT send originals. High quality jpgs or scans only:**

**Via email:** Please email to [watsonvillebrillante@gmail.com](mailto:watsonvillebrillante@gmail.com)

Submit the completed entry form with your choice of heritages. A maximum of 10 drawings/images in jpeg form no larger than 300 dpi each with the longest side 7 inches. Your last name and heritage of the piece must be included in the file name. If you need assistance digitizing your drawings, please contact Kahtleen at [crocetti@rocketmail.com](mailto:crocetti@rocketmail.com) no later than June 1st.

Entries must be received by June 8, 2020

The week of September 26, 2019 the entries will be reviewed, selected images will need to be approved by the City Arts Commission and various community groups such as the JACL if representing Japanese culture. Artists will be notified of inclusion to the bank of images by late June and checks will be sent the first week of July.

Selected artwork becomes the property of Community Arts & Empowerment to use in the design for un Watsonville Brillante as many times as necessary for the final design of the garage project, we reserve the right to modify the designs (color, size, cropping etc.) however, copyright remains with the artists.

CA&E and the City reserve the right to photograph any submitted work for publicity, promotional and archive purposes. Copyright remains with the artist.

*Questions?* Write to Kathleen at [crocetti@rocketmail.com](mailto:crocetti@rocketmail.com)

Visit <https://communityartsempowerment.org/> to learn more about CA&E, and to see past projects.





# **COMMUNITY ARTS & EMPOWERMENT**

Un Watsonville Brillante

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[communityartsempowerment.org](http://communityartsempowerment.org)

Artistic Director: Kathleen Crocetti

## **ENTRY FORM**

### **un Watsonville Brillante**

Celebrating the Cultural Heritage of Watsonville's Residents

### **Civic Parking Garage, Watsonville**

Presented by Community Arts & Empowerment and the City of Watsonville

- **Deadline June 8, 2020**

Name:

Address:

Phone Number:

Grade of Artists if artists is a student: \_\_\_\_\_

Email:

May we use email as primary form of communication? (Circle one) Yes / No Website:

All artists must sign the waiver below, and Artists under the age of 18 must have the below parent waiver signed:

I hereby certify that images submitted we created entirely by the artist named above and is the artist's original artwork. I agree that it may be modified and used by Community Arts & Empowerment for the civic parking garage mosaic. I understand that the final art product becomes the property of the City of Watsonville and may be reproduced with slight modifications.

Artist Signature:

---

I agree to the above artists' waiver for my student artist. The only information that will be released is the student's name and grade.

Parent/ Guardian Signature:

---

**Please describe cultural hertiage represented.**

Image #1

Title of Piece:

Description:

Image #2

Title of Piece:

Description:

Image #3

Title of Piece:

Description:

Image #4

Title of Piece:

Description:

Image #5

Title of Piece:

Description:

Image #6

Title of Piece:

Description:

Image #7

Title of Piece:

Description:

**Make a copy for your files and mail or hand deliver the signed original to:  
CA&E , 240 Maple Ave. - WATSONVILLE, CA 95076  
checks will not be mailed without a signed contract on file**



**City of Watsonville  
Parks and Recreation Commission**

**2019 Work Plan  
ADOPTED 8/5/19**

<b>Project</b>	<b>City Council Strategic Plan Priority Supported</b>	<b>Staff Resources Required</b>	<b>Desired Outcome (Commissioner Responsible)</b>	<b>Status (as of 2/27/20)</b>
1. Develop a Public Art Program and Policy	Infrastructure & Environment, Community Engagement & Well-Being	PCS Director (Moderate) Senior Administrative Analyst (Significant)	Support the planning and development of a Public Art Program and Policy. Provide recommendations on program and policy drafts (Commissioners DeWorken, Carrasco)	Solicited feedback from Commissioners regarding Phase 1. Phase 2 to be developed in late 2020. Staff will schedule a meeting to discuss.
2. Develop a City-wide Integrated Pest Management Policy	Infrastructure & Environment, Community Engagement & Well-Being	PCS Director (Moderate) PCS Assistant Director (Significant)	Support the planning and development of an Integrated Pest Management Policy. Provide recommendations on policy drafts (Commissioner Sanchez)	Project launched in October 2019. AD Heistein to reach out to Commissioner Sanchez.
3. PCS Strategic Plan Implementation	Fiscal Health, Infrastructure & Environment, Economic Environment, Community Engagement & Well-Being, Public Safety	Whole PCS Team (Significant)	Support the implementation of PCS Strategic Plan and development of annual Department Work Plan (Commissioners Flores, DeWorken, Hiyashibara)	Director Calubaquib to schedule meeting.
4. PRC Social Committee	Community Engagement & Well-Being	PCS Director (Minimal)	(Commissioners Sencion)	Commissioner Sencion to schedule and announce opportunities once per quarter.
5. Events Sub-Committee	Economic Environment, Community Engagement & Well-Being		Liaison(s) meet with Special Events Supervisor to discuss ideas for new events and feedback on existing events (Commissioners Hurtado, Sencion, DeWorken)	Sub-committee has met twice to discuss ideas.
6. Outreach Sub-Committee	Community Engagement & Well-Being	PCS Director (Minimal), Administrative Assistant (Minimal)	Conduct outreach activities to improve awareness of PCS programs and activities (Commissioners Carrasco)	Commissioner Carrasco and Director Calubaquib met on 10/30/19 to discuss ideas.
<b>Staff Resources Required: 0-50 hours = Minimal 51-100 hours = Moderate 100+ hours = Significant</b>				