



Commission for Arts and Culture

CITY OF SAN DIEGO | COMMISSION FOR ARTS AND CULTURE
AGENDA

Hyperlink to view meeting is forthcoming and will be available [here](#)

Friday, April 23, 2021

8:30 a.m. – 10:30 a.m.

8:30 a.m.	I.	Call to Order & Statement of Purpose+Vision	Janet Poutré, Chair
8:32 a.m.	II.	Non-agenda Public Comment	Janet Poutré, Chair
8:42 a.m.	III.	Chair's Reports	Janet Poutré, Chair
		A. ACTION – March 26, 2021 Commission Meeting Minutes	
		B. ACTION – Fiscal Year 2022 Arts and Culture Programmatic Budget Distribution	
		C. Other Reports	
9:00 a.m.	IV.	Presentations:	
		A. Poetry Out Loud Winner Kate Linggi	
		B. Jean Issacs, Former Artistic Director, San Diego Dance Theater	
		C. Reopening Update: D. Candis Paule, Member, Statewide Task Force for Reopening in the Arts Safely	
9:40 a.m.	V.	Committee Reports	Ann Bossler, Committee Chair
		A. Policy & Funding Committee	
		1. Diversity, Equity, Inclusion (DEI) Update	
		2. ACTION – Fiscal Year 2022 Organizational Support Program/Creative Communities San Diego Request for Proposal Ranks	
		B. Public Art Committee – ACTION – Intersection Mural Proposal from Downtown San Diego Partnership: <i>We Are Cortez</i> by Phoebe Cornog and Roxy Prima	Ben Meza, Committee Chair

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VISION: Expanding our world by celebrating creativity in San Diego

PURPOSE: The City of San Diego Commission for Arts and Culture serves in an advisory capacity to the Mayor and City Council on promoting, encouraging and increasing support for the region's artistic and cultural assets, integrating arts and culture into community life and showcasing San Diego as an international tourist destination.

Meeting will be live and recorded. PUBLIC COMMENT: Any member of the public may address the Commission on any subject in its area of responsibility on any matter not presently pending or previously discussed at the Commission. Pursuant to the provisions California Executive Order 29-20, Commission meetings will be held via teleconference until further notice. In lieu of in-person attendance, members of the public may submit their comments via a public comment [webform](#), or they may join the meeting as a "webinar attendee" at the link provided in the [Commission or Committee meeting website](#). For members of the public wishing to address the Commission under Public Comment via the [webform](#) prior to the meeting, instructions for word limitations and deadlines will be noted on the [webform](#). Pursuant to open meeting laws, no discussion or action, other than a referral, shall be taken by the Committee on any issue brought forth under non-agenda public comment. As required by the Americans with Disabilities Act (ADA), requests for agenda information to be made available in alternative formats, and any requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for alternatives to observing meetings and offering public comment as noted above, may be made by contacting the City Clerk at (619) 533-4000 or <mailto:cityclerk@sandiego.gov>. The City is committed to resolving accessibility requests swiftly in order to maximize accessibility.

		C. Advocacy & Outreach Committee	Tyler Hewes, Committee Chair
		D. Commissioner Engagement Ad Hoc Committee	Udoka Nwanna, Ad Hoc Committee Chair
10:05 a.m.	VI.	Director's Reports	Jonathon Glus, Executive Director
10:10 a.m.	VII.	New Business for Future Agendas	Janet Poutré, Chair
10:20 a.m.	VIII.	Commissioner Speed-Round – What arts, culture and creative experiences have you had this month (who, what, when, where)? Adjourn	Janet Poutré, Chair
10:30 a.m.	IX.	Adjourn	Janet Poutré, Chair



Commission for Arts and Culture

City of San Diego Commission for Arts and Culture | Microsoft Teams Online Meeting

MINUTES

Friday, March 26, 2021

Hyperlink to view full meeting available [here](#)

closed caption (cc) available at bottom right of screen

Commissioners Present

Janet Poutré, Chair
Vernon Franck, Vice Chair
Ann Bossler
Rebecca Smith
Tyler Hewes
Tracy Dezenzo
Keith Opstad
Dajahn Blevins
Michael Brown

Commissioners Absent

Udoka Nwanna
Doreen Schonbrun
Gina M. Jackson
Ben Meza
Jason Whooper

Staff Present

Jonathon Glus
Christine E. Jones
Charles Miller
Bell Reza
Karla Centeno
Lara Bullock

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- I. **Call to Order & Statement of Purpose Vision** | [View Here](#) –Chair Janet Poutré called the City of San Diego Commission for Arts and Culture online meeting to order at 8:34a.m. Chair Poutré introduced herself, took roll call to confirm Commissioner attendance and read the Commission’s statement of purpose and vision. Chair Poutré called on Project Manager Bell Reza to review the guidelines for the meeting.
- II. **ACTION** – Suspend the Rule Whereby the Commission’s Executive Committee Sets the Commission Meeting Agenda for February 2021 | [View Here](#)
Commissioner Ann Bossler made a motion to approve, Commissioner Rebecca Smith seconded the motion. The vote was unanimous; the motion passed.
- III. **Non-agenda Public Comment** | [View Here](#)
- IV. **Chair’s Reports** | [View Here](#)
- A. **ACTION** – February 26, 2021 Commission Meeting Minutes | [View Here](#)
Commissioner Rebecca Smith made a motion to approve, Commissioner Michael Brown seconded the motion. The vote was unanimous; the motion passed.

- V. **Presentations** | [View Here](#)
- A. Ron Salisbury, San Diego Poet Laureate
 - B. Arts, Culture, and Creativity Month
- VI. **Committee Reports** | [View Here](#)
- A. **Policy and Funding Committee** | [View Here](#)
Chair Ann Bossler
 - B. **Public Art Committee** | [View Here](#)
Senior Public Art Manager Charles Miller
 - C. **Advocacy and Outreach Committee** | [View Here](#)
Committee Chair Tyler Hewes
 - D. **Commissioner Engagement Ad Hoc Committee**
Committee Chair Udoka Nwanna was not present
- VII. **Director's Report** | [View Here](#)
Executive Director Jonathon Glus
- VIII. **Adjourn** – Commissioner Janet Poutré adjourned the meeting at 10:05 a.m.



Commission for Arts and Culture

COMMITTEE REPORT

DATE ISSUED: April 20 2021

ATTENTION: Commission for Arts and Culture

SUBJECT: Fiscal Year 2022 Organizational Support Program and Creative Communities San Diego
Request for Proposal Ranks

REFERENCES: 1. List of FY22 Organizational Support Program Applicants and Ranks
2. List of FY22 Creative Communities San Diego Applicants and Ranks
3. Appeal Letter – San Diego African American Museum of Fine Art
4. [City of San Diego Council Policy 100-03, Transient Occupancy Tax](#)

STAFF CONTACT: Karla Centeno, Arts and Culture Project Manager

POLICY AND FUNDING COMMITTEE RECOMMENDATION

Recommend to the City of San Diego Mayor and City Council the request for proposal ranks for fiscal year 2022, as follows:

1. Recommend proposal ranks for Organizational Support Program, as submitted by Commission for Arts and Culture Advisory Panels.
2. Apply the City of San Diego's process for reviewing appeals to the fiscal year 2022 Creative Communities San Diego appeal from the San Diego African American Museum of Fine Art (appellant) and recommend if 1) the appeal is warranted; and 2) if the rank should be changed.
3. Recommend proposal ranks for Creative Communities San Diego funding categories, as submitted by Commission for Arts and Culture Advisory Panels.

BACKGROUND

The City of San Diego (City) issued the Request for Qualifications (RFQ) for fiscal Year 2022 Organizational Support Program (OSP) and Creative Communities San Diego (CCSD) funding categories on October 12, 2020. One hundred eighty-seven (187) nonprofit organizations submitted an application in response to the RFQ. Of those applicants, one hundred eighty-seven (187) were deemed financially qualified to hold a contract with the City and invited to submit a proposal in response to the Request for Proposal (RFP). Qualified applicants under contract with the City for fiscal year 2021 OSP and CCSD funding were able to elect between submitting a proposal and requesting that the City exercise the Option to Renew their agreement. The value to an existing OSP or CCSD contract holder in submitting a proposal is that the organization can update or refine organizational details such as program details and compete for a higher score than achieved in the past. In total, seventy-nine (79) eligible proposals were submitted in response to the RFP and ninety-eight (98) applicants requested and were granted the Option to Renew. Organizations who were granted the Option to Renew retain their ratified rank from the previous year. In January 2021, the Commission for Arts and Culture (Commission) appointed Commission Advisory Panels (Panels) to participate in the review of proposals received by the City for the fiscal year 2022 OSP and CCSD funding categories. Over a two-week period, panels convened in eight separate public meetings. Each panel evaluated a specific group of proposals using standard criteria and scoring. The panels also included a process allowing applicants to address the panel at two prescribed intervals—prior to and following the panel discussion of each applicant's proposal. After evaluation of all proposals and scoring, each panel voted to recommend ranks for their specific group of proposals. The lists included with this report show all qualified applicants, including the recommended ranks provided by the fiscal year 2022 panels and ranks retained by applicants who were granted the Option to Renew.

As stated in the Fiscal Year 2022 OSP Funding Guidelines and Fiscal Year 2022 CCSD Funding Guidelines, any organization that received a rank of 2+ or below, will not be recommended for funding. Per the guidelines: "Any applicant not recommended to receive a contract award may submit a written appeal to staff no later than 5:00 p.m. on the tenth calendar day following notification from staff to the applicant that no award is being recommended. Staff will review the appeal and present it to the Commission for review and recommendation to the City. The City will make the final ruling." The San Diego African American Museum of Fine Art was awarded a final rank of 2+ by the panel and has submitted an appeal. The San Diego African American Museum of Fine Art's appeal letter is attached to this report.

On April 9, 2021, the Policy and Funding Committee discussed the OSP and CCSD ranks and the appeal. After the discussion, the committee voted 5-0-0 to recommend to the Commission the request for proposal ranks for fiscal year 2022 for OSP and CCSD, as submitted by the Commission Advisory Panels and did not recommend any changes to The San Diego African American Museum of Fine Art's rank.

NEXT STEPS

The Commission will receive and vote to recommend the proposal ranks to the Mayor and City Council. Commission staff will use recommended ranks as one factor in the calculation of each applicant's contract award amount. Using the standard award algorithm as stated in the Fiscal Year 2022 OSP Funding Guidelines and Fiscal Year 2022 CCSD Funding Guidelines, any organization who received a rank of 2+ or below, will not be recommended for funding. Tentative award amounts will be publicized as they are available, and final award amounts will be announced by June 30, 2021, all contingent on available funds in the adopted Fiscal Year 2022 City budget.

Fiscal Year 2022 Organizational Support Program Ranks

Art of Elan	4
Art Produce	4-
Artreach	4-
Bach Collegium San Diego	4-
Backyard Renaissance	3+
Balboa Art Conservation Center	4
Balboa Park Cultural Partnership	4
Balboa Park Online Collaborative Inc.	3+
Black Mountain Dance Foundation	3
Blindspot Collective	4-
CAMARADA	3+
Center for World Music	4
Choral Consortium of San Diego	3
City Ballet, Inc	3+
Classics for Kids, Inc	4-
CoTA (Collaborations: Teachers and Artists)	3+
Culture Shock Dance Troupe, Inc.	3+
Cygnnet Theatre Company	3+
DanzArts	4
David's Harp Foundation	4
Diversionsary Theater Productions Inc.	4-
Fern Street Community Arts, Inc.	4-
Finest City Performing Arts, Inc.	4
Flying Leatherneck Historical Foundation	3+
Friends of Balboa Park	4-
Gaslamp Quarter Historical Foundation	4-
Guitars in the Classroom	4
Hausmann Quartet Foundation	4
Japan Society of San Diego and Tijuana	3+
Japanese Friendship Garden Society of San Diego	4-
La Jolla Historical Society	3+
La Jolla Music Society	4
La Jolla Symphony and Chorus Association	3+
Lambda Archives of San Diego	4
Lao Community Cultural Center of San Diego	4
Library Association of La Jolla	4-
Little Fish Comic Book Studio	4-
Mainly Mozart, Inc.	4-
Malashock Dance & Company	3+
Maritime Museum Association of San Diego	3+
MCRD Museum Foundation	3
Media Arts Center San Diego	4-
Mexicayotl Indio Cultural Center	4
Mid-City Community Music	4-
Mingei International Inc.	4-
Mojalet Dance Collective	4-
MOXIE Theatre, Inc	4

Museum of Contemporary Art San Diego	4-
Museum of Photographic Arts	4
New Americans Museum	4-
NTC Foundation	4-
Old Globe Theatre	4-
Onstage Playhouse	3
Opera NEO	4-
Outside the Lens	4
Pacific Arts Movement	4
Persian Cultural Center	4-
Playwrights Project	4
Poway Center for the Performing Arts Foundation	4-
Prophet World Beat Productions	4-
Putnam Foundation dba Timken Museum of Art	4-
Quilt San Diego	4-
Resounding Joy Inc	3-
Reuben H. Fleet Science Center	4
SACRA/PROFANA	3+
San Diego Air & Space Museum	3+
San Diego Archaeological Center	3+
San Diego Art Institute	4-
San Diego Automotive Museum	4-
San Diego Ballet	4-
San Diego Center for Jewish Culture	3+
San Diego Chapter of Sweet Adelines Intl	3+
San Diego Children's Choir	4
San Diego Chinese Historical Society and Museum	3+
San Diego Civic Youth Ballet	4-
San Diego Comic Convention	4-
San Diego Dance Theater	4
San Diego Guild of Puppetry, Inc.	4-
San Diego Historical Society	4
San Diego Junior Theatre	4
San Diego Master Chorale	4-
San Diego Model Railroad Museum, Inc.	3+
San Diego Museum Council, Inc.	4-
San Diego Museum of Art	4
San Diego Museum of Man	4
San Diego Musical Theatre	4-
San Diego Opera Association	4
San Diego Pro Arte Voices	3+
San Diego Repertory Theatre	4-
San Diego Society of Natural History, DBA San Diego Natural History Museum	4
San Diego Symphony Orchestra Association	4-
San Diego Watercolor Society	3+
San Diego Women's Chorus	4-
San Diego Writers, Ink	3+
San Diego Young Artists Music Academy	3+

San Diego Youth Symphony and Conservatory	4
Save Our Heritage Organisation	3+
Scripps Ranch Theatre	3
SD Cultural Arts Alliance	3+
So Say We All	4-
Space 4 Art, Inc.	4-
Spreckels Organ Society	4-
The Aja Project	4
The Italian Cultural Center of San Diego	4-
The New Children's Museum	4-
The PGK Project, Inc.	3+
Theater and Arts Foundation of San Diego, DBA as La Jolla Playhouse	4
transcenDANCE Youth Arts Project	4-
Trinity One Theatre Troupe, Inc	3+
Unscripted Learning	4-
Vanguard Culture	4
Villa Musica	4
Voices of Our City Choir	4-
Westwind Brass	3
Wheelchair Dancers Organization	4-
Women's History Reclamation Project	3+
Write Out Loud	4-
Young Audiences of San Diego	4-
Youth Philharmonic Orchestra	4-

Fiscal Year 2022 Creative Communities San Diego Ranks

A Reason To Survive	4-
Access Inc.	3+
Adams Avenue Business Association	3+
AmateurPianists	3
American Water Works Association, Water For People Committee, San Diego Sub-Committee, Jazz On Tap Event	3
Armed Services YMCA - San Diego Branch	4-
Asian Story Theater	4
Bayside Community Center	3
Biocom Institute	3+
Bodhi Tree Concerts	3
Boys & Girls Clubs of San Dieguito	3
California Lawyers for the Arts	4-
Casa Familiar	4-
Contact Arts DBA San Diego Fringe Festival	3+
Hillcrest Business Improvement Association	3+
Indian Fine Arts Academy of San Diego	4
Italian American Art and Culture Association of San Diego	3+
Jacobs & Cushman San Diego Food Bank	3
Jacobs Center for Neighborhood Innovation	3+
Karama	4
Karen Organization of San Diego	4-
Kyoto Symposium Organization	3
La Maestra Family Clinic, Inc.	4-
Linda Vista Multi-Cultural Fair, Inc.	3
Little Saigon San Diego	4-
Mandate Project Impact, Inc.	3
Mariachi Scholarship Foundation	3+
Medium Photography Inc	4
Mira Mesa Town Council	3+
Musicians For Education, Inc.	4
Ocean Beach Merchants Association, Inc.	3+

Old Town Chamber of Commerce	4-
Open Heart Leaders	3+
Pacific Beach Business Improvement Association	3
PASACAT, Inc.	4
Paving Great Futures	3+
Point Loma Summer Concerts	3+
Rancho de los Penasquitos Town Council	4-
RISE Urban Leadership Institute of San Diego	4-
Rolando Community Council, Inc.	3+
San Diego African American Museum of Fine Art	2+
San Diego Architectural Foundation	3+
San Diego Audubon Society	3+
San Diego Earth Day	4
San Diego Film Foundation	4-
San Diego LGBT Pride	4-
San Diego Performing Arts League	4
San Diego Shakespeare Society	4-
San Diego Sports Association (changed from San Diego Hall of Champions)	3+
San Diego State University Research Foundation for KPBS	4-
Sherman Heights Community Center	4-
South Bay Community Services	4-
Spirit of the Fourth, Inc.	3+
The Bon Temps Social Club of San Diego	3+
The Cooper Family Foundation	3+
Torrey Pines Kiwanis Foundation	3+
VAPA Foundation	3+
Via International	4-

To: City of San Diego

From: Gaidi Finnie, Executive Director, SDAAMFA

Subject: San Diego African American Museum of Fine Art Appeal of the 2+ score received on our proposed project and as such were not recommended for funding.

The following information provides additional clarification with specific reference to issues raised during the selection committee deliberations.

Proposed Project-The “Say *their Names*” project involves the installation of a temporary outdoor memorial honoring those individuals who have died due to the actions taken by systemic racism and racial injustice. The exhibit will be free to the public and will have on-going programming that will encourage dialogue around tolerance and understanding. In addition to individuals who have fallen victim nationally we will include individuals from San Diego who have advanced the fight for Civil Rights for all.

We plan to install the exhibit in the New Children’s Museum Park within the M.L. King Promenade. This location is an opportunity to incorporate diversity programming with the New Children’s Museum (those discussions are underway). We are currently processing the Right of Entry Permit with the City of San Diego for the site. This process includes providing all the necessary insurance coverage which we will do. The entire exhibit will incorporate San Diego County’s COVID-19 requirements for outdoor venues.

Community Engagement-The memorial exhibit originated as grassroots effort, conceived in Portland, Oregon following the nationwide demonstrations surrounding the killing of George Floyd May 2020. Thus far the exhibit has been installed in over 25 cities nationwide including Boston, Salt Lake City, Seattle, Washington, West Hollywood, California, Santa Barbara, California, Huston, Texas and Ashely, Oregon to name a few. This will be the first Installation of the Memorial in San Diego and Orange County. The proposed downtown location (M. L. King Promenade), the distinctive exhibit and the associated programming is an opportunity to attract visitors from all over southern California. It is also an opportunity to reacquaint local residents with the various art and cultural offerings located in and around downtown San Diego. It should be noted that the San Diego Contemporary Museum of Art, the SDSU Downtown Gallery and Bread & Salt have agreed to assist with the marketing of this exhibit at their various locations as well as associated programming. We are very excited about our youth docents (12-18 years) who will be trained to guide those visiting the exhibit, explain the individuals featured and the circumstances surrounding their death.

Production Capacity- As the the volunteer Executive Director, I am responsible for the implementation of the annual goals and plans as well as the financial management of the organization and I have over 20 years’ experience in the operations of cultural arts organizations.

SDAAMFA is a museum without walls therefore, we currently have none of the overhead that comes with a physical location. The Executive Director and the Board of Directors are all volunteers. Our expenses are limited to the cost associated with the 2-3 arts activities we undertake annually. We have been very successful in collaborating with several of the arts organizations throughout San Diego which has made the implementation of certain large exhibits possible due to their ability to contribute of staff time. For example, we have collaborated with SDMA, The SAN Diego History Center, The Mingei, The SD Contemporary Museum, SDSU Downtown gallery,

Project Budget and Spending: SDAAMFA has received funding from the San Diego County Board of Supervisors, US Bank, SDG & E and some individual donors. The expenditures include:

- Production of the art elements will include the construction of 50 obelisks and the 200 photos of the individuals being remembered. (\$25,000)
- Security, the exhibit will have to be secured dusk to dawn for 3 weeks (\$8,500.00).
- Docent training (\$2,500)
- Opening Ceremony (\$1,000)
- Audio/Visual Equipment Rental (\$ 800)



Commission for Arts and Culture

COMMITTEE REPORT

DATE ISSUED: April 22, 2021

ATTENTION: Commission for Arts and Culture

SUBJECT: Intersection Mural Proposal from Downtown San Diego Partnership: *We Are Cortez* by Phoebe Cornog and Roxy Prima

REFERENCES: 1) Mural Application from Downtown San Diego Partnership
2) [San Diego Municipal Code Section 26.0722 – Control of Artworks](#)
3) [Administrative Regulation 95.00 – Management of the Civic Art Collection](#)
4) [Commission for Arts and Culture Department Instruction 1.00 – Collection Management Policy for the Civic Art Collection](#)

STAFF CONTACT: Charles G. Miller, Senior Public Art Manager

PUBLIC ART COMMITTEE RECOMMENDATION:

Recommend that the Executive Director of the Commission for Arts and Culture approve the intersection mural titled *We Are Cortez* consisting of a mural by artists Phoebe Cornog and Roxy Prima for temporary exhibition within the traffic intersection of Third Avenue and Cedar Street in Cortez Hill, Downtown, for up to a five-year period.

SUMMARY:

Commission staff has received a mural application for an intersection mural from the Downtown San Diego Partnership (Applicant). The Applicant is proposing an intersection mural by San Diego-based artists Phoebe Cornog and Roxy Prima. The mural is proposed for installation within the intersection of Third Avenue and Cedar Street in Cortez Hill, Downtown and would be 32' x 32' square. Commission staff evaluated the application utilizing criteria contained in the *City of San Diego Commission for Arts and Culture Department Instruction – Collection Management Policy for the Civic Art Collection*. The results of the Commission staff's analysis include:

RE: ARTWORK CRITERIA

Public Safety: If the mural is painted and installed properly within the proposed location of the traffic intersection (i.e. City approved methods and materials safe for the public) it is unlikely to pose hazards or threats to public safety or public health and/or are unlikely to pose a potential liability for the City in any other way.

Cost: The Applicant would be solely responsible for funding the intersection mural. This includes, but is not limited to, insurance, permitting, site preparation, transportation, installation, maintenance, repair, restoration, conservation, deinstallation, removal, site restoration and clean-up.

Availability of Resources: City staff is available to provide administrative services to the Applicant to process the application and execute a temporary artwork maintenance and removal agreement.

Relevance: The mural would provide an aesthetic and cultural experience for residents and visitors to Cortez Hill and activate and enhance the area surrounding the intersection of Third Avenue and Cedar Street. Due to the placement of the mural at a busy intersection that is active with vehicles and pedestrians, the mural will serve to balance urbanization and development with humanizing elements. The mural may stimulate discussion and the exchange of ideas about art and the neighborhood due to the highly visible location.

Excellence: The proposed mural exemplifies an acceptable level of artistic merit and quality of workmanship.

Significance: Not applicable.

Condition: Not applicable.

Maintenance: The Applicant will be responsible for maintenance, conservation, restoration, and repair of the mural for the duration of the exhibit period.

Security: Not applicable.

Relationship to Site: The mural is to be sited on the pavement within the intersection of Third Avenue and Cedar Street. The mural would serve to activate this busy intersection.

Legal and Ethical Considerations: If the mural is authorized, it will be formalized in a temporary artwork maintenance and removal agreement between the Applicant and the City. The artists have provided a royalty-free license to reproduce images of the artwork for non-commercial purposes and waiver of rights conferred under the Visual Artists Rights Act and California Art Preservation Act.

Timing: If the mural is authorized, the Applicant will be responsible for proposing a date for mural installation and commencing work in compliance with the agreement between the Applicant and the City.

Selection Process for the Artist: The artists were chosen for the project by the Applicant. The artists are being compensated by the Applicant for their participation in the project.

Community Feedback: The Applicant collected a letter of support for the project from the Cortez Hill Active Residents Group (CHARG). A mural was a recommendation from a 2019 pedestrian study conducted by CHARG.

Restrictions: Not applicable.

Commemorative Significance: Not applicable.

Fair Exchange: Not applicable.

Fair Purchase Price: Not applicable.

RE: SITE SELECTION CRITERIA

Ownership: The proposed site of the mural is in the City's public right-of-way. The Applicant provided signed consent forms from all adjacent property owners.

Public Safety: If the mural is painted and installed properly within the proposed location of the traffic intersection (i.e. City approved methods and materials safe for the public) it is unlikely to pose hazards or threats to public safety or public health and/or are unlikely to pose a potential liability for the City in any other way. The Applicant would be required to submit plans to the City's Development Services Department for review and approval and obtain all permits to close the intersection and install and maintain the private encroachment in the public-right-of-way.

Security: Not applicable.

Maintenance: Traffic intersections are managed by the Street Division of the City's Transportation and Storm Water Department. However, the Street Division only maintains standard public right-of-way elements.

Accessibility: Not Applicable.

Context: The mural is to be sited on the intersection of Third Avenue and Cedar Street. The mural will serve to further activate this busy intersection and the surrounding neighborhood.

Support of City Departments: Commission staff consulted with relevant City departments to confirm eligibility for the proposed site and will route the mural proposal with the analysis and recommendation from the Commission to relevant City departments for any additional feedback and recommendations about the proposal.

Community Support: The Applicant collected a letter of support for the project from the Cortez Hill Active Residents Group (CHARG). A mural was a recommendation from a 2019 pedestrian study conducted by CHARG.

Adherence to Relevant Plans: The City adheres to existing community plans and land use plans, such as the City's General Plan.

On April 2, 2021, the Public Art Committee evaluated the application utilizing the artwork and site selection criteria contained in the *City of San Diego Commission for Arts and Culture Department Instruction - Collection Management Policy for the Civic Art Collection* and voted (7-0-0) to recommend to the City of San Diego Commission for Arts and Culture (Commission) that the Executive Director of the Commission approve the intersection mural titled *We Are Cortez* consisting of a mural by artists Phoebe Cornog and Roxy Prima for temporary exhibition within the traffic intersection of Third Avenue and Cedar Street in Cortez Hill, Downtown, for up to a five-year period.

The Executive Director of the Commission will consider the recommendation from Commission staff, other relevant City staff, the Public Art Committee, the Commission, and any other pertinent stakeholders before making the final decision on whether to authorize the proposed mural.

FISCAL CONSIDERATIONS:

Should this mural be authorized for temporary installation, the Applicant will be responsible for all costs.

APPLICANT

MURAL APPLICATION

ORGANIZATION CONTACT INFORMATION

Name : Downtown San Diego Partnership			
Address :	STREET	UNIT	
	CITY	STATE	ZIP
Website : www.downtownsandiego.org			

PRIMARY CONTACT

Name :	Sean Warner	TITLE	Dir. of Community Enhance
Contact Info :	PHONE	EMAIL	

SECONDARY CONTACT

Name :	Alonso Vivas	TITLE	Executive Director
Contact Info :	PHONE	EMAIL	

ARTIST

Name : Roxy Prima and Phoebe Cornog			
Contact Info :	PHONE	EMAIL	
Address :	STREET	UNIT	
	CITY	STATE	ZIP
Website :			

PROPERTY OWNER

Name : City of San Diego			
Contact Info :	PHONE	EMAIL	
Address :	STREET	UNIT	
	CITY San Diego	STATE CA	ZIP 92101

PROPERTY OWNER (if applicable)

Name :			
Contact Info :	PHONE	EMAIL	
Address :	STREET	UNIT	
	CITY	STATE	ZIP

APPLICANT

MURAL APPLICATION

PROPERTY OWNER (if applicable)

Name :			
Contact Info :	PHONE	EMAIL	
Address :	STREET	UNIT	
	CITY	STATE	ZIP

PROPERTY OWNER (if applicable)

Name :			
Contact Info :	PHONE	EMAIL	
Address :	STREET	UNIT	
	CITY	STATE	ZIP

OTHER PARTNERS / COLLABORATORS

Name :			
Contact Info :	PHONE	EMAIL	
Address :	STREET	UNIT	
	CITY	STATE	ZIP
Title :			
Relationship to proposed project :			

OTHER PARTNERS / COLLABORATORS (if applicable)

Name : Ann Murphy			
Contact Info :	PHONE	EMAIL	
Address :	STREET	UNIT	
	CITY	STATE	ZIP
Title : President, Cortez Hill Active Residents Group (CHARG)			
Relationship to proposed project : Partner			

MURAL DETAILS

MURAL APPLICATION

MURAL LOCATION

Location : Third Ave. and Cedar St. Intersection			
Proposed Mural Address :		STREET	350 Cedar St.
CROSS STREET		Third Ave.	CITY San Diego
STATE	CA	ZIP	92101
Council District : Three			
Community Planning Area : Downtown			
Neighborhood : Cortez			
Zoning : N/A			

BUDGET

Funding for Project :	SOURCE	DSDP Foundation	AMOUNT	\$ 11,000
	SOURCE	DSDP Clean & Safe	AMOUNT	\$ 2,000
	SOURCE		AMOUNT	\$
	SOURCE		AMOUNT	\$
Total Budget : \$ TBD				
Breakdown of Cost :	MATERIAL COST	\$ TBD	EQUIPMENT COST	\$ TBD
	OTHER COST	\$ 11,000	Specify:	Design/Permitting/Admin

MURAL PROPOSAL

Mural Title : We Are Cortez	
Mural Description :	This design is inspired by the movement of the streets of Cortez. The lines and dots are symbols used in maps and illustrate travel and paths crossing, which is what cars and people will be doing where the art will be installed. This abstract design has a feeling of sophistication which is also representative of the neighborhood. The colors are purple, which is inspired by the Jacaranda trees that line the street and the Cortez Hill signs, gold which is inspired by some of the flowers in the neighborhood as well as the sun, and white to contrast the street.

MURAL DETAILS

MURAL APPLICATION

MURAL PROPOSAL (continued)

Mural Dimensions : 32 ft. by 32 ft.

Medium : Traffic paint applied with stencils

Summary of Project :

The project builds on the efforts of the Downtown San Diego Partnership and the Cortez Hill Active Residents Group (CHARG) to enhance primary vehicular and pedestrian corridors in the neighborhood. Cedar Street is a gateway into Downtown for vehicles exiting Interstate 5 and also serves as a key pedestrian corridor connecting upper Cortez to lower Cortez and Little Italy. Recent improvement to this corridor include new corner planters and neighborhood pole banners.

Project goals / visions :

The project was envisioned by the residents of Cortez as a means to engender neighborhood pride and connection. The project will continue the current efforts to improve the pedestrian experience of residents and visitors.

Audience : The primary audience for the mural is residents of Cortez and the larger Downtown community.

Discuss the project outreach efforts and anyone else involved in the project :

The project was envisioned by CHARG in partnership with the Downtown San Diego Partnership. Over the past year the Downtown San Diego Partnership has conducted outreach to the community to gather input on the mural locations and design. This included presentations at CHARG community meetings and at the Downtown San Diego Partnership Clean & Safe Board of Directors meeting.

CORTEZ HILL
CROSSWALK MURAL FINAL DESIGN SPECS





COLORS



PANTONE 7661 C

#907598

R: 144 G: 117 B: 152

C: 48% M: 57% Y: 22%
K: 1%

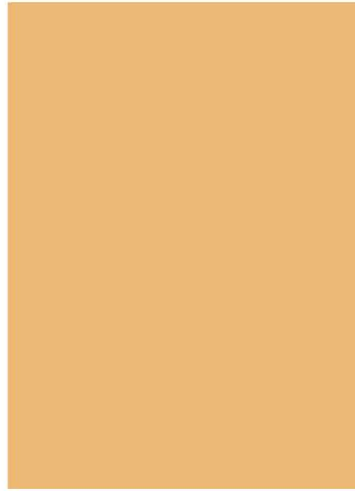


PANTONE 7680 C

#512B76

R: 81 G: 43 B: 118

C: 84% M: 100% Y: 20%
K: 7%

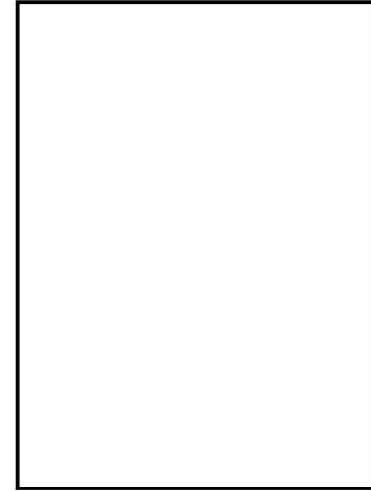


PANTONE 2008 C

#EBB873

R: 235 G: 184 B: 115

C: 7% M: 129% Y: 62%
K: 0%



WHITE

Traffic Paint: Street bond 150. High performance premium coating of acrylic polymer.

FINAL ARTWORK - 32ft x 32ft



