

Agenda Memorandum

To: Honorable Mayor and City Council Members
Prepared By: Teresa Correa, Development Services Director
From: Bryan Cobb, City Manager
Date: August 21, 2023
Subject: **Resolution No. 4359-23**, Watercolor Map Design

Procedure: Consent Agenda

Introduction: This is a request for City Council to approve the fabrication of a watercolor map design as recommended by the Public Arts Board (PAB) and to approve a budget amendment.

Discussion: On January 11, 2023, Staff presented to the Public Arts Board an idea that initiated from a conversation between Yvonne Mouser, GIS Coordinator and Ms. Caryn Dahm, a local watercolorist, who is also a member of the Public Arts Board. During the PAB discussion of the watercolor map, Ms. Dahm provided background on the idea showing some illustrative examples of the proposed map in other Cities. Since there were only three (3) members present that day, and Ms. Dahm could not vote for her own proposal, the PAB would not have quorum, and the recommendation was to bring the idea to the following PAB meeting.

On February 15, 2023, the PAB again discussed the watercolor map design. Ms. Caryn Dahm was not present. The PAB members voted to recommend the project to the City Council asking Staff to clarify with Ms. Dahm that the City would own the final design. On April 12, 2023, the PAB again discussed the project with Ms. Dahm clarifying that the City would own the final design.

The watercolor map will display the map of the City and important landmarks, for a maximum of 25 small location illustrations to be determined by Staff, City Council and the Public Art Board members. The original 16" by 20" watercolor map will be displayed in City Hall and a digital copy will be displayed on the City's website. The City may in the future also approve postcards or merchandise displaying the design, or copies of the map displayed in City Parks. The proposed cost for the watercolor map is \$4,800.00. Examples of illustrative watercolor maps are provided in Attachment 1. Ms. Dahm's proposal is provided in Attachment 2.

If approved by City Council, Staff will negotiate an agreement with Ms. Dahm for the production of the watercolor map. The agreement will require the artist to grant the City the right to utilize and dispose of the selected artwork. The artist will receive a payment of \$4,800.00 for the production of the watercolor map, with a proposed 50% deposit with the signature of the agreement. The aforementioned cost includes supplies, digitization, three (3) rounds of edits and the addition of typography. The original watercolor art map will be delivered unframed and in an acetate sleeve with acid-free backer board.

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Budget Impact: The watercolor map design cost is \$4,800.00 and will come out of the Public Art account. A budget amendment is included in Exhibit 1 of Resolution No. 4359-23 to transfer \$4,800 from Public Art Fund Balance account to the Public Art Fund Professional Services account.

Strategic Impact: Foster and maintain a strong sense of community identity and of place as part of the Community Character strategic goal.

Recommendation: It is recommended that City Council adopt Resolution No. 4359-23.

Attachment(s):

1. Examples of illustrative watercolor maps
2. Caryn Dahm's proposal