



Economic Development Committee Agenda

April 19, 2016 at 10:30 AM

Live Oak City Hall
9955 Live Oak Blvd.
Live Oak, CA 95953

Type of Meeting: Regular

Attendees: Diane Hodges, Mayor
Jason Banks, Council Member
Jim Goodwin, City Manager
Hope Ithurnburn, Executive Assistant to City Manager

----- Agenda Topics -----

1. ROLL CALL
2. ACTION/DISCUSSION
 - a. Live Oak Mural Project
 - b. The Depot – Next Steps
3. PROGRAM UPDATES
4. ADJOURNMENT



Date: April 14, 2016

To: Economic Development Committee Members (Council Members Banks and Hodges)

From: Jim Goodwin, City Manager

COMMITTEE AGENDA STAFF REPORT

Subject: City of Live Oak Public Mural Project

Recommendation: Review program outline and recommend full Live Oak City Council approval of the program

Fiscal Impacts: Maximum General Fund Impact of \$60,000 over 3 years

BACKGROUND

The Economic Development Committee and Mural Project Subcommittee have met on previous occasions in order to formulate guidelines for a Live Oak Mural Project. The purpose of the program is twofold, including (1) beautify the City of Live Oak with high quality public art, and (2) encourage SR-99 travelers to leave the highway and explore the community, hopefully encouraging both retail sales and additional new investment as more people become educated about the Live Oak community.

Preliminary program guidelines were discussed at the last Mural Subcommittee meeting. Based on that discussion, the following program guidelines are before the Economic Development Committee for recommendation to the full Live Oak City Council.

Program Guidelines:

1. Live Oak will contract with Yuba Sutter Arts Council (Arts Council) for implementation of a high quality public mural project;
2. Arts Council will seek to leverage any City investment with grant funding to implement the program;
3. Live Oak will commit an amount not to exceed the lesser of \$20,000 per year for three years or the cash match required for grants to implement the program.
4. Depending on the actual cost of mural(s), 2-3 murals will be completed per year.
5. Murals are expected to be approximately 1200 sq. ft., at an estimated minimum cost of \$5 per sq. ft.
6. In coordination with Live Oak Economic Development Committee, Arts Council will be responsible for selection of sites, contracting with property owners and contracting with artist(s).

7. Arts Council will follow guidelines established by the City of Live Oak, including:
 - a. Following the theme of a celebration of Live Oak's heritage, with all murals throughout life of program featuring prominently the presence of oak trees, reestablishing in art the historic riparian oak forest.
 - b. Consulting with Economic Development Committee on site priorities for murals.
 - c. Maintaining the quality of art anticipated in the project.
 - d. Ensuring property-owner participation in the final selection of art for a specific property.
 - e. Inclusion of public process in the review of artist submissions for murals.
8. Arts Council will collaborate with the Economic Development Committee on marketing the mural project in the region.
9. Arts Council will be responsible for maintaining murals within the parameters of available funding.
10. City of Live Oak is to be indemnified and held harmless regarding the public art on private property.

The Yuba Sutter Arts Council has already applied for a Local Impact Grant to support this proposed program. If awarded, the grant requires a \$12,000 local match. The following paragraph is drawn from the proposal summary from this application:

With support from the California Arts Council, matched by The City of Live Oak, Yuba Sutter Arts (YSA) will commission up to five exterior wall murals in underserved Live Oak. YSA will use the commissioning and implementation process to engage residents and encourage participation, particularly among the young. Our murals and the artistic process will express the rich history of the City, together with its rural backdrop and its diverse, deep and abiding cultural heritage. We will call our project Murals of Live Oak.

RECOMMENDATION

Staff encourages the Economic Development Committee recommend to the full City Council implementation of the Live Oak Mural Project based on the above criteria. With your positive recommendation, staff will prepare a Professional Services Agreement with the Yuba Sutter Arts Council that incorporates the program guidelines and then bring the matter before the City Council for approval at a future meeting.

Respectfully Submitted,

Jim Goodwin
City Manager