

Written materials relating to an item on this agenda that are distributed to the legislative bodies within 72 hours before the item is to be considered at its regularly scheduled meeting will be made available for public inspection at the City Clerk's Office, 300 West Third Street 4th Floor during customary business hours. Agenda reports are also on the City of Oxnard web site at www.oxnard.org.



AGENDA
OXNARD CITY COUNCIL
COMMUNITY SERVICES COMMITTEE
Council Chambers, 305 West Third Street
September 24, 2019
Regular Meeting - 6:00 to 7:15 PM

A. ROLL CALL, POSTING OF AGENDA, FLAG SALUTE

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

At this time, the legislative body will consider public comments for a maximum of fifteen minutes. A person may address the legislative body only on matters not appearing on the agenda and within the subject matter jurisdiction of the legislative body. Speaker cards will not be accepted after the beginning of the general public comment period. Based on the number of speaker cards submitted, the presiding officer may impose time limits per speaker. Typically, speakers are limited to two minutes, but shorter time may be established as deemed necessary. A person not able to address the legislative body at this time because the fifteen minutes expires may do so just prior to adjournment of the meeting. The legislative body cannot enter into a detailed discussion or take action on any items presented during public comments at this time. Such items may only be referred to the City Manager for administrative action or scheduled on a subsequent agenda for discussion.

C. CONSENT AGENDA

1. City Clerk Department

SUBJECT: Approval of Minutes.

RECOMMENDATION: That the Community Services Committee approve the minutes of the September 10, 2019 regular meeting as presented.

Contact: Michelle Ascencion, (805) 385-7805

D. REPORTS

1. Cultural & Community Services Department

SUBJECT: Update on the Downtown Mural Project (10/10/5)

RECOMMENDATION: That the Community Services Committee receive an update on the Downtown Mural Project.

Contact: Terrel Harrison, (805) 385-7994

E. ITEMS FOR FUTURE AGENDAS

F. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you require special assistance to participate in a meeting, please contact the City Clerk's Office at 385-7803. Notice at least 72 hours prior to the meeting will enable the City to reasonably arrange for your accessibility to the meeting.

Agenda Item time estimates: (Staff Presentation / Committee Discussion / Public Comment)

MINUTES
OXNARD CITY COUNCIL
COMMUNITY SERVICES COMMITTEE
Regular Meeting
September 10, 2019

A. ROLL CALL, POSTING OF AGENDA, FLAG SALUTE

At 6:01 p.m., Chair Ramirez called to order the regular meeting of the Oxnard City Council Community Services Committee in the City Hall Council Chambers at 305 W. Third Street, Oxnard, California. The City Clerk called the roll and announced the posting of the agenda. Members Gabriela Basua, Oscar Madrigal, and Chair Carmen Ramirez were present.

Staff members present were Ashley Golden, Assistant City Manager; Jason Zaragoza, Deputy City Attorney; Terrel Harrison, Cultural and Community Services Director; Sofia Kimsey, Library Manager; and Michelle Ascencion, City Clerk.

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA (None received.)

C. CONSENT AGENDA

City Clerk Department

1. SUBJECT: Approval of Minutes.

RECOMMENDATION: That the Community Services Committee approve the minutes of the July 23, 2019 regular meeting as presented.

It was moved by Member Madrigal, seconded by Member Basua, to approve the minutes as presented. VOTE: Basua, Madrigal, and Ramirez voted in favor; the motion carried 3-0.

D. REPORTS

Cultural and Community Services Department

1. SUBJECT: Agreement No. 8503-18-LI with Baker & Taylor, LLC for Purchasing, Cataloging, and Processing of Library Materials.

RECOMMENDATION: That the Community Services Committee recommend that the City Council authorize the Mayor to execute Agreement No. 8503-18-LI for the total amount of \$570,000 with Baker & Taylor, LLC for three years for the purposes of purchasing library materials, cataloging, and processing.

The Cultural and Community Services Director introduced the Library Manager, who gave a report. Discussion ensued among the Committee and staff.

It was moved by Member Basua, seconded by Member Madrigal, to approve the recommended action as presented. VOTE: Basua, Madrigal, and Ramirez voted in favor; the motion carried 3-0.

E. ITEMS FOR FUTURE AGENDAS

Chair Ramirez requested an update on the status of Colonia Library funding, and the possibility of using volunteers for pulling weeds in the city parks.

F. ADJOURNMENT

There being no further business on the agenda, and without objection, Chair Ramirez adjourned the meeting at 6:22 p.m.

MICHELLE ASCENCION, CMC
City Clerk

CARMEN RAMIREZ
Chair



**COMMUNITY SERVICES COMMITTEE
AGENDA REPORT
REPORTS
AGENDA ITEM NO. D.1.**

DATE: September 24, 2019

TO: Community Services Committee

FROM: Terrel Harrison, Cultural & Community Services Director, (805) 385-7994,
terrel.harrison@oxnard.org

SUBJECT: Update on the Downtown Mural Project (10/10/5)

RECOMMENDATION

That the Community Services Committee receive an update on the Downtown Mural Project.

BACKGROUND

On February 15, 2019 the City of Oxnard released a Request for Qualifications (RFQ) for two muralists to complete a project on City Hall. The murals were to depict Oxnard's rich and culturally diverse history, while being noticeable at a distance and understandable at a glance, thereby able to be enjoyed by motorists and pedestrians alike.

The murals are part of the Art in Public Places and Downtown Revitalization efforts and will provide both residents and visitors alike a new and modern component to Oxnard's City Hall and downtown area. A budget of \$20,000 per mural was given and artists began submitting their resumes and qualifications to carry out such a project. The consultants on this project received 46 proposals; of the 46 proposals 37 were disqualified for not following the direction of the RFQ, the remaining 9 were presented as recommendations to staff to carry forward in the review and selection process.

The Recommendations were presented to the Cultural Arts Commission on July 3, 2019 where the Commission selected 3 artists to prepare renderings of their proposed vision. These renderings were presented to a Selection Panel consisting of 2 Cultural Arts Commissioners, 1 member of the Downtown Revitalization Team, and 1 staff with an Art Degree who conducts art education for the Recreation Division. The Selection Panel meeting occurred on August 29, 2019 where the panel received the artists presentations and discussed which two artists would best meet the objective and move forward.

The results of the Selection Panel were presented to the Cultural Arts Commission on September 4, 2019. The Panel suggested to proceed with Celeste Byers an Artist from San Diego, CA and Mauricio Ramirez an artist from Oxnard who now lives in Berwin, IL. The Cultural Arts Commission received a report on the findings and after discussion voted to approve the recommended artists to complete the project.

The Downtown Mural Project will be moving forward with estimated completion by December.

STRATEGIC PRIORITIES

This agenda item supports the Quality of Life strategy. The purpose of the Quality of Life strategy is to build relationships and create opportunities within the community for safe and vibrant neighborhoods, which will showcase the promising future of Oxnard. This item supports the following goals and objectives:

Goal 3. Strengthen neighborhood development, and connect City, community and culture.

Objective 3a. Create a renewed focus on establishing a positive outlook and orientation of our City, neighborhoods and overall community.

and

This agenda item supports the Economic Development strategy. The purpose of the Economic Development strategy is to develop and enhance Oxnard's business climate, promote the City's fiscal health, and support economic growth in a manner consistent with the City's unique character. This item supports the following goals and objectives:

Goal 5. Revitalize Oxnard's downtown and pursue economic development opportunities.

Objective 5a. Develop a vision and plan (with timelines) for downtown revitalization to create a vibrant center for our community, emphasizing cultural arts, diversity and historic assets.

FINANCIAL IMPACT

Total estimated cost of these murals is \$40,000. There is \$90,000 available from Downtown Arts Hub Mural Project No. 18IN10 to fund the cost of the murals.

Prepared by: Julie Estrada, Recreation Coordinator

ATTACHMENTS

1. Downtown Mural Project CSC Update



OXNARD DOWNTOWN MURAL PROJECT

MURALIST PRESENTATIONS TO THE SELECTION PANEL



City Council- Community Services Committee
By: Julie Estrada, Recreation Coordinator
September 24, 2019



DOWNTOWN MURAL PROJECT

Part of the Downtown Revitalization & Downtown Arts Hub projects

- Funding was approved and allocated to the Downtown Arts Hub Mural Project No. 18IN20
- Staff began work on this project in October 2018

DOWNTOWN MURAL PROJECT

LOCATIONS



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DOWNTOWN MURAL PROJECT

COMPLETED SO FAR

- RFQ issued (02/15/2019)
- 46 Proposals received / 37 of which were disqualified
- Received 4 Primary Recommendations & 5 Secondary Recommendations
- Selection of top 3 Artists (07/03/19)
- Rendering Presentations to the Selection Panel (08/29/19)
 - Selection Panel included:
 - Cultural Arts Commissioner (2)
 - Cultural & Community Services Department Staff Member (1)
 - Employee with background in Art
 - Downtown Revitalization Representative (1)
 - Representative from LeBasse Projects to advise
- Report to the Commission & vote on selected artists (9/4/19)

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MURAL RENDERINGS

Celeste Byers, Chosen Muralist #1- West Wing



CONCEPT 1 - *Migrant Story*



CONCEPT 2 - *Sukinani'oy / To Bring Back to Life*

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MURAL RENDERINGS

Mauricio Ramirez, Chosen Muralist #2- East Wing



Mauricio Ramirez
2019
"Growth & Development"

Candidate A



Mauricio Ramirez
2019
"Growth & Development"

Candidate B

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DOWNTOWN MURAL PROJECT

NEXT STEPS

- Revisions to Renderings
- Execute Artist Contracts
- Installations & Community Engagements



QUESTIONS?