



Santa Clara Valley Water District

File No.: 21-0697

Agenda Date: 6/22/2021

Item No.: *2.8.

BOARD AGENDA MEMORANDUM

SUBJECT:

Consider Santa Clara Valley Water District Youth Commission's Recommendation for Blossom Hill Annex Pilot Mural Design Criteria from Commission's May 19, 2021 Meeting. (PREVIOUSLY LISTED AS ITEM 4.4)

RECOMMENDATION:

Approve the recommendation of the Santa Clara Valley Water District Youth Commission regarding the Pilot Mural Design Criteria.

SUMMARY:

The Santa Clara Valley Water District Youth Commission met on May 19, 2021, and took two actions detailed below. The Youth Commission requests that the Board consider and take action on its second action, pertaining to pilot mural design criteria:

Action #1:

The Youth Commission by roll call and unanimous vote approved the Youth Commission's recommendation to change the Adopt-A-Bench Working Group's name to Public Art Working Group.

Staff Analysis #1:

No staff analysis needed. This action is for Board information only.

Action #2:

The Youth Commission by roll call and unanimous vote approved the recommended pilot mural design criteria listed below, and approved presenting these criteria to the Board for its consideration. The proposed criteria would require that artwork:

1. Include Valley Water's logo;
2. Have an expected life and relevancy of 15-25 years; and
3. Include style, theme and imagery that are in accordance with Board Governance Policy E-1, are related to Valley Water's mission, and include an interactive element.

Staff Analysis #2:

Staff concurs with the Youth Commission's recommended design criteria and requests that the Board

approve them. The pilot mural design criteria are required elements that artist Paul J. Gonzalez will include in the mural artwork design. The Youth Commission's public art working group developed the criteria based on consultation with program staff, muralist Paul J. Gonzalez, the External Affairs Division, and Valley Water's Chiefs.

Background: On April 27, 2021, the Board approved the Youth Commission's recommendation to pilot a mural artwork project at the Blossom Hill Annex. The Youth Commission will work with a local artist to beautify the building with mural artwork that will convey Valley Water's mission.

FINANCIAL IMPACT:

A budget of \$25,000 has been allocated for this project (Project #60171002 - Education and Volunteer Program), and staff approximates it will take 600 hours to complete.

CEQA:

The recommended action does not constitute a project under CEQA because it does not have a potential for resulting in direct or reasonably foreseeable indirect physical change in the environment

ATTACHMENTS:

None.

UNCLASSIFIED MANAGER:

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