



County of Santa Cruz Board of Supervisors

Agenda Item Submittal

From: Parks, Open Spaces, and Cultural Services

Subject: Hidden Beach Restroom Public Art Project

Meeting Date: March 25, 2025

Formal Title: Approve the selection of Shaun Logan DBA Slogan Designs as the public artist for the Hidden Beach Public Art Project, and take related actions

Recommended Actions

1. Approve the transfer of budget appropriations in the amount of \$11,800 within the Parks Dedication Fund budget;
2. Adopt resolution accepting and appropriating unanticipated revenue in the amount of \$11,800 from Parks Dedication Fund for the Hidden Beach Restroom Public Art Project;
3. Approve agreement with Shaun Logan DBA Slogan Designs in the amount of \$10,500 for Hidden Beach Restroom Public Art Project; and
4. Authorize the Director of Parks, Open Space and Cultural Services to sign the agreement: and take necessary actions related to the agreement on behalf of the County

Executive Summary

The Department of Parks, Open Space and Cultural Services is requesting approval to accept funds for the Hidden Beach Public Art Project and the approval of an agreement with Shaun Logan DBA Slogan Designs for a total not to exceed \$10,500 to design, fabricate, and install public artwork at Hidden Beach County Park (Project).

Discussion

Consistent with the Santa Cruz County Public Art and Design Guidelines, funds were designated to include public artwork for the Project. A “Call to Artists” was issued, inviting artists to submit proposals. The County Arts Commission formed an Art Selection Panel (Panel), which met in December 2024 to review the proposals and select finalists. The finalists prepared detailed information about their proposals, including drawings and/or maquettes, which they presented to the Panel at a January 10 meeting. Shaun Logan was chosen to move forward in the selection process.

The artist’s proposal includes two components. The first is a mural on each of the four sides of the new restroom facility featuring imagery that represents what a park visitor might see as they make their way down the path to the beach: Monterey Bay, the seawall, flowers, a breaking wave, foliage and a songbird. The second component is four 24”x24” metal signs with a simple image and text (bilingual Spanish/English) to direct park visitors to the beach and beach goers to the restroom facility.

At the January 27 meeting of the County Arts Commission, the Panel’s recommendation was reviewed and approved unanimously by the commissioners. The Commission recommends that the Board approve Mr. Logan’s proposal and agreement with the County for public artwork at Hidden Beach County Park.

The Project will cultivate the arts and strengthen the culture of the County through public art, in accordance with Objective 3.2, Arts, of the Parks Strategic Plan.

Financial Impact

Funds in the amount of \$11,800 are to be accepted and appropriated in the Art in Public Places fund (GL 134909-86110/R13035). This amount will cover the cost of the artist contract, which is \$10,500, and an additional \$1,300 set aside for relevant items related to the project.

The AUD74 will facilitate the transfer of budget appropriations within the Park Dedication Fund budget (GL 194969), necessary to move the funds to the Art in Public Places Fund.

Strategic Initiatives

Equity Framework - Community Voices & Partnership
Operational Plan - Dynamic Economy

Submitted By:

Jeff Gaffney, Director of Parks, Open Space and Cultural Services

Recommended By:

Carlos J. Palacios, County Administrative Officer

Artificial Intelligence Acknowledgment:

Artificial Intelligence (AI) did not significantly contribute to the development of this agenda item.