



County of Santa Cruz Board of Supervisors

Agenda Item Submittal

From: Parks, Open Spaces, and Cultural Services

Subject: Floral Park Public Art Project

Meeting Date: January 28, 2025

Formal Title: Consider selection of Justin Francavilla as the public artist for the Floral Park Public Art Project, adopt resolution accepting unanticipated revenue in the amount of \$9,000, and take related actions

Recommended Actions

1. Approve the transfer of budget appropriations in the amount of \$9,000 within the Parks Capital Project Fund budget;
2. Adopt a resolution accepting unanticipated revenue in the amount of \$9,000 from Parks Capital Projects Fund for the Floral Park Public Art Project;
3. Approve the selection of Justin Francavilla as the public artist for the Floral Park Public Art Project;
4. Approve an agreement with Justin Francavilla for a total amount not to exceed \$8,250;
5. 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 Floral Park Public Art Project and the approval of an agreement with Justin Francavilla for a total not to exceed \$8,250 to design, fabricate, and install public artwork at Floral 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 and a "Call to Artists" was issued inviting artists to submit proposals. The County Arts Commission formed an Art Selection Panel (Panel), which met in October 2024 to review 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 November 2024 meeting. Justin Francavilla was chosen to move forward in the selection process. At the December 9, 2024 meeting of the County Arts Commission, the Panel's recommendation was reviewed and approved unanimously. The Commission recommends the Board approve Mr. Francavilla's proposal and agreement with the County for a public artwork at Floral County Park.

The artist's proposal, "Life of the Tide Pool Party", will feature tide-pool dwelling creatures on two bronze sculptures consisting of a bronze-relief plaque and a cast bronze sculpture. Infused with whimsy, the design will include elements such as sea stars embracing each other alongside some underappreciated sea neighbors like nudibranchs, snails, and barnacles -- all of which can be found just one block away in the world-renowned Pleasure Point tide pools. The plaque will offer park visitors the

opportunity to make a rubbing of the artwork with a crayon and paper and taking their own copy of the art home. This interactive printmaking experience is a fun activity for adults and children alike.

Both bronze elements will be mounted on boulders selected for their height to accommodate easy viewing and accessibility to all members of the community. Each sea creature will be accurately but playfully depicted and accompanied by its name in both English and Spanish, fostering a deeper understanding of our marine ecosystem. The boulders will be placed in the newly landscaped section next to the tide-pooled themed playground set slightly in the ground to appear as if they have always belonged in that spot. 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 \$9,000 are to be accepted and appropriated in the Art in Public Places fund (GL 134909-86110/R13033). This amount will cover the cost of the artist contract, which is \$8,250, and an additional \$750 set aside for relevant items related to the project.

The AUD74 will facilitate the transfer of budget appropriations within the Parks Capital Project Fund budget (GL 191152), 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.