



AGENDA REPORT

Economic Development

DATE:	December 6, 2022
TO:	Mayor Butt and Members of the City Council
FROM:	Shasa Curl, City Manager Winifred Day, Arts & Culture Manager
SUBJECT:	Meritage Home Corporation Developer Funds and Contract with Richard Salazar to Paint a Mural
FINANCIAL IMPACT:	The funding for this two-year contract will be included in the Arts & Culture One Percent Private Developer Fund Budget for Fiscal Year (FY) 2022-2023 and FY 2023-2024 in the total amount of \$451,000, using account strings: 13564165-400201-36001, 13564165-340445-36001.
PREVIOUS COUNCIL ACTION:	None
STATEMENT OF THE ISSUE:	City staff is seeking to accept and appropriate the Richmond Country Club Meritage Homes Private Developer Public Art funding and approve a two-year contract with Richard Salazar to work with the Parchester Village Neighborhood Council (PVNC) to paint a mural on 88 panels of the sound barrier wall on Giant Road with community partners.
RECOMMENDED ACTION:	ADOPT a resolution to ACCEPT and APPROPRIATE funds in the amount of \$451,000 from Meritage Housing Corporation into the Arts and Culture Division one percent Private Developer fund; and APPROVE a sole-source contract with Bay Area EV, LLC, in the amount of \$350,000, to paint a mural on the 88 sound barrier wall panels located on Giant Road, with a term beginning December 20, 2022, and ending December 31, 2024 – City Manager’s Office (Winifred Day 510-620-6512).

DISCUSSION:

Background:

It has been a vision of the Parchester Village Neighborhood Council (PVNC) to beautify the 88-panel sound barrier wall located on Giant Road with a mural since 2016. The PVNC selected artist Richard Salazar to work with the community to develop a design that represents the community. Over the last few years, PVNC has applied for and received small grants to paint sections of the sound barrier wall. Sources of grant funds have been the Love Your Block and the Arts and Culture Division Mini Grants. Fourteen of the 88 wall panel sections are complete.

When the Richmond Country Club Meritage Home Corporation and MLC Holding began planning the new housing project, they decided to allocate the one percent public art developer fee towards completing the mural on the sound barrier wall.

The PVNC has been successfully working with artist Richard Salazar since 2016 and has decided to continue working with him through Bay Area EV, LLC to complete the project. This is a collaborative effort between the Love Your Block program and the Arts and Culture Division. Both groups will work with Richard Salazar and the PVNC community effort on the art administration component of the project.

At the end of each fiscal year during the two-year contract term (FY 2022-2023, FY 2023-2024), Richard Salazar will provide a year-end report to the City of Richmond's City Manager's Office detailing how the funds were used.

DOCUMENTS ATTACHED:

- Attachment 1 – Contract with Bay EV, LLC.
- Attachment 2 – Sole Source Vendor Form
- Attachment 3 – Resolution for Meritage Funds