

TOWN OF WINDSOR AGENDA REPORT

Joint Windsor Town Council, Windsor Redevelopment Successor Agency and Windsor Water District Meeting Date: January 15, 2025

To: Mayor and Town Council
From: Nelle Herman, Recreation Division Manager
Subject: Outreach Through Art Storm Drain Painting Project

Recommendation to Council:

Approve the Outreach Through Art Storm Drain Painting Project.

Strategic Plan Element:

The recommended action supports the goal of Livability. Goal Statement: Preserve community character by maximizing the use of existing amenities and creating future opportunities that enhance quality of life for all.

Background:

The Public Art Advisory Commission (Commission) established a utility box painting program called Discovering Windsor Through Art, which was approved by the Town Council on August 5, 2020.

The Commission developed program criteria and guidelines to guide artists through the annual program and launched the first round of utility box paintings in 2021. From 2021 through 2023, nineteen utility boxes have been painted, and in 2024, an additional six boxes entered into the approval process through CalTrans with the expectation of being painted in early 2025. The original program was intended to be temporary with a five-to-seven-year lifespan per mural.

Discussion:

Since 2021, staff has been monitoring the condition of the painted boxes. The murals have held up well in the elements and have received very little impact due to vandalism and graffiti. To extend the program, the Commission recommends preserving the existing artwork rather than starting over at the beginning and painting over the first boxes. Additionally, the Commission recommends launching a new program to implement in the absence of the Utility Box program.

Staff prepared a new storm drain painting project for 2025. Recreation staff along with staff from the Public Works Department have identified \$5,000 in funding for this project with a goal of educating the public through art. The Outreach Through Art Storm Drain Painting Project (Project) will focus on the theme: "Keep trash, pollutants, and debris out of the storm drain to keep our creeks clean and ensure the health of plants, wildlife, fish, and birds." The Project concept, artist handbook and application were presented to the Commission at their regular meeting on October 23, 2024. At that meeting, the Commission formally recommended the Project be implemented by the Town Council in 2025. If approved by Council, staff will finalize the project deadlines and release the handbook and application to the public.

The Project handbook and application (Attachment 1) are based on the utility box painting program and will follow the same procedures. The Commission will serve as judges and provide recommendations

to the Town Council for final approval.

Applications will be made available to the public for a specified period, after which staff will compile and organize the art submissions for the Commission's review.

Each commissioner will evaluate the art applications and rank the artists before the Commission meeting. The Commission will then judge the entries based on criteria similar to the utility box program. During the designated meeting, the rankings will be tallied and discussed using a matrix format to facilitate the final recommendation. Once the designs are selected, the Commission will determine specific locations for each piece of artwork. These selections will then be forwarded on to Town Council for approval.

Town staff have selected seven locations to receive art in the first round of this Project. At each location the artist selected will have three storm drains to paint to convey the theme. Below is a list of the seven tentative locations:

- Cali Calmecac School
- Town Green
- Windsor High School
- Hiram Lewis Park
- Keiser Park
- SMART
- Windsor Middle School

Should Town Council approve the Project, Town staff will do a call for artist submissions following the tentative timeline below:

Application Release Date: January 21, 2025

Application Period Close: February 21, 2025

Commissioner Artist Selection Recommendation: March 26, 2025

Town Council Artist Selection Approval: April 16, 2025

Artist Pre-Painting Workshop: June 2, 2025

Storm Drain Painting: June 2025

There will be an emphasis on local artists and art teams however it would be open countywide. Design criteria would outline the parameters the art needed to meet to be selected. This will include:

- No brands or logos
- No profanity or inappropriate imagery
- Reflects annual theme

Within the handbook, artists will be provided a list of approved materials, including a graffiti resistant topcoat which will help the Town maintain the art.

Each artist selected for a project location will be required to enter into an artist agreement with the Town. The Commission recommendation includes a stipend of \$200 per storm drain be paid to each artist. With each location consisting of three storm drains, an artist will be paid a total of \$600 for each location (maximum of \$4,200 in artist stipends). If all storm drains are painted, this would leave \$800 for the Town to purchase any supplies needed for properly priming and sealing the areas being painted.

Fiscal Impact:

Funding for the artist stipend and supplies have been included in the FY2023-2025 Adopted Budget in the water reclamation operating fund.

Environmental Review:

The recommended action is not subject to review under the California Environmental Quality Act (CEQA).

Attachment(s):

1. Outreach Through Art Storm Drain Painting Handbook and Application
13.2 PowerPoint (Distributed 2025-01-13)

Prepared by:

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Reviewed by:

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Parks & Recreation Director

Recommended by:

Jon Davis
Town Manager