SANTA CRUZ COUNTY
BOARD OF SUPERVISORS INDEX SHEET

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Item: 65. AS THE BOARD OF DIRECTORS OF THE SANTA CRUZ COUNTY REDEVELOPMENT AGENCY, APPROVED Agency funds totaling $17,400 for the public art for the Floral Park Renovation Project and approved related actions, as recommended by the Redevelopment Agency Administrator

County of Santa Cruz

REDEVELOPMENT AGENCY

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BETSEY LYNBERG, AGENCY ADMINISTRATOR

APPROVED AND FILED
BOARD OF SUPERVISORS
DATE: June 23 2009
COUNTY OF SANTA CRUZ
SUSAN A. MAURIELLO
EX-OFFICIO CLERK OF THE BOARD
BY Sharon Mitchell DEPUTY

June 11, 2009

Agenda: June 23,2009

Board of Directors
County of Santa Cruz Redevelopment Agency
701 Ocean Street
Santa Cruz, CA 95060

APPROVAL OF FINANCING OF THE PUBLIC ART FOR FLORAL PARK

Dear Members of the Board:

In a separate item on today's agenda, the Parks, Open Space and Cultural Services Department Director is recommending approval of the selection of a public artist for the Floral Park Renovation Project, as well as approval of a contract for the creation of artwork. In order for the funds necessary for this contract to be available a parallel action is required from you, as the Board of Directors for the Redevelopment Agency.

The Redevelopment Agency is funding the design and construction of this park renovation, located on the east side of 38th Avenue between East Cliff Drive and Portola Avenue in Pleasure Point. The existing park does not have any public art. The public art proposed for the renovated park has been selected consistent with the public art program established by your Board, as described in the letter from the Parks Director. The work of a local artist has been selected consisting of three inter-related elements, all forged and fabricated from powder-coated steel including the primary element of five artistic floral park benches by artist Rigel Hunter. Redevelopment funds are available for this artist contract.

The Agency's cost for the public artist contract, including contingencies and associated costs, is $17,400. Funds for this project are appropriated within the current budget. Redevelopment Agency staff has determined that the project is of benefit to the Project Area, that no other reasonable means of financing the improvements are available to the community, that the project will assist in the elimination of blight, and that the project is consistent with the Redevelopment Agency's Five Year Implementation Plan.

It is therefore RECOMMENDED that your Board, as the Board of Directors for the Redevelopment Agency, take the following actions, contingent upon your approval of the artwork proposal and artist contract:

1. Make findings that the improvements associated with the Floral Park Renovation Project are a benefit to the Project Area, that no other reasonable means of financing the improvements are available to the community, that the project will assist in the elimination of blight, and that the project is consistent with the Redevelopment Agency's Five Year Implementation plan; and

2. Approve Agency funds totaling $17,400 for the cost of the public art contract, contingencies, and associated costs for the Floral Park Renovation Project.

Very truly yours,

Betsey Lynberg
Redevelopment Agency Administrator
BL:mka

RECOMMENDED:

Susan A. Mauriello
Redevelopment Agency Executive Director

cc: RDA
Parks Department: Joe Schultz, Kathy DeWild, Cristina James
Auditor Controller: Morgan Koch