




Office of the City Manager

CONSENT CALENDAR

July 25, 2006

To: Honorable Mayor and
Members of the City Council

From:  Phil Kamlarz, City Manager

Submitted by: Thomas Myers, Acting Manager of Economic Development

Subject: Contract: Artwork for Maudelle Shirek Mural

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a professional service artist contract and any amendments with Mildred Howard & Daniel Galvez to create a mural of the life of Maudelle Shirek in Old City Hall in an amount not to exceed \$38,000 for the period of August 1, 2006 through June 30, 2007.

FISCAL IMPACTS OF RECOMMENDATION

This project is funded through the Public Art Program as part of the 1999 Percent for Art Resolution (Resolution 60,048-N.S.), Public Art Fund budget code 657-9701-465-3038.

CURRENT SITUATION AND ITS EFFECTS

A public art selection panel met on June 1, 2006. After interviewing the three finalists and their models for the project, they voted to award the mural contract to Mildred Howard and Daniel Galvez. This selection was approved by the Public Art Committee of the Civic Arts Commission on June 19, 2006, and by the Civic Arts Commission on June 28, 2006.

BACKGROUND

A call for artists was sent out to over 900 artists on the civic arts data list. Announcements were placed in professional art newspapers and journals and hard copies were distributed to the libraries and Berkeley senior centers. A selection panel representing artists, representatives of the neighborhood, the City of Berkeley Civic Arts Commission, a city of Berkeley architect, and consultants was assembled to evaluate the submitted proposals. In two separately posted meetings, the selection panel narrowed the applicants down to three finalists. The selection panel interviewed the three finalists and the models were openly discussed. A unanimous decision of the selection panel chose Ms. Howard and Mr. Galvez's for this project.

RATIONALE FOR RECOMMENDATION

Ms. Howard and Mr. Galvez's proposal was selected from the 17 proposals submitted for the project. The selection panel selected Ms. Howard and Mr. Galvez's proposal based on the project's creativity and innovation, their ability to work within the project parameters, the

aesthetic quality of the proposal and the previous experience of the artists. The Civic Arts Commission reviewed and approved the selection panel's recommendation at their June meeting.

ALTERNATIVE ACTIONS CONSIDERED

None.

CONTACT PERSON

Mary Ann Merker, Civic Arts Coordinator, Office of Economic Development 981-7533

Attachments:

1: Resolution

Exhibit A: Scope of Services

Exhibit B: Payment Schedule

RESOLUTION NO. ##,###-N.S.

AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT AND ANY AMENDMENTS WITH MILDRED HOWARD AND DANIEL GALVEZ TO COMMISSION ARTWORK FOR THE MAUELLE SHIREK MURAL IN AN AMOUNT NOT TO EXCEED \$38,000 FOR THE PERIOD OF AUGUST 1, 2006 THROUGH JUNE 30, 2007.

WHEREAS, the 1985 Visual Art Ordinance established the process for the selection of Public Art, and

WHEREAS, the Civic Arts Commission and staff conducted an open call for artists to artists in the nine Bay Area counties for the mural - Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma; and

WHEREAS, Mildred Howard and Daniel Galvez were selected as the winners of the artist competition for the mural by a public art selection panel, and approved by the Public Art Committee and the Civic Arts Commission.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to execute a contract and any amendments with Mildred Howard and Daniel Galvez to create a mural of the life of Maudelle Shirek on the interior wall at the head of the upper landing of the main stairway to the City Council Chambers in Old City Hall at 2134 Martin Luther King, Jr. Way in an amount not to exceed \$38,000 for the period of August 1, 2006 through June 30, 2007 for services as outlined in Exhibit A and B, attached hereto and made a part hereof. A record signature copy of said contract and any amendments are to be on file in the Office of the City Clerk.

SCOPE OF SERVICES

1. MURAL

Artists Mildred Howard and Daniel Galvez will create a 6 x 12' mural of the life of Maudelle Shirek, one of Berkeley's eminent proponents. This mural will depict aspects of her life and work toward civil rights and social responsibility from her childhood in Jefferson, Arkansas to her coming to Oakland and Berkeley in the 1940's, through her years of direct involvement and community action projects. The artwork will reflect her public life and contributions to Berkeley and to the history of civil rights in this country.

2. STRUCTURE & DESIGN

Three wooden panels will act as substrate for the stretched canvas mural, which will then be mounted onto the wall and bordered with an oak frame. The mural's design will be developed through archival and current photo documentation, interviews, and collected material of this period. The images will include individuals who have been important in her life, and references to the Free Speech Movement and Black Panther Party among others.

Starting with a design which incorporates architectural highlights of Old City Hall, the mural will reference and articulate her accomplishments through historical and contemporary images, memorabilia and other objects representing the many aspects of her life. This array of images will be digitally manipulated and formatted on a computer and then printed onto canvas. The artists will then paint in oils on this initial composition, combining their styles to create a unique collaborative work.

3. LOCATION

The location for the mural in tribute to Maudelle Shirek will be the interior wall at the head of the upper landing of the main stairway to the City Council Chambers in Old City Hall at 2134 Martin Luther King, Jr. Way. The mural will be installed to the right of the existing fire alarm and the door to the Council Chambers. The location of the mural will be high enough for the placement of display tables against the wall and beneath the mural. The construction of the mural will be such that removal and reinstallation would be easy if required. Full drawings of the construction of the panels and installation procedures will be submitted. The removal of the existing television and painting of the wall will be the responsibility of the City of Berkeley.

EXHIBIT B

PAYMENT SCHEDULE

Total amount of contract not to exceed \$38,000

Invoices:

Invoices must provide sufficient information for approving payment and audit. Invoices must be accompanied by receipt for services in order for payment to be processed. Invoices shall reference contract number and project title and shall be mailed to the Project Manager.

1st Payment August 2006	\$7,600 (20%)	Upon signing of contract
2nd Payment September 2006	\$11,400 (30%)	Upon delivery of design & construction document
3rd Payment December 2006	\$11,400 (10%)	Upon completion of mural
4th Payment January 2007	\$3,800 (10%)	Upon completion of installation, delivery of all elements specified in this Agreement
5th & Final Payment January 2007	\$3,800 (10%)	Upon final acceptance of project by City

TOTAL CONTRACT AMOUNT \$38,000

Itemized Budget

Materials List

Photos, film, paper	\$ 300
Digital output drafts	300
Oil colors	500
Thinner/mediums	100
Final Varnish	125
Brushes, rags	200
Total:	\$1,525

Project Budget

Panels/substrate fabrication	\$1,000
Oak trim finish	500
Finished drawings	500
Canvas digital output	1,200
Artwork installation	1,000
Insurance	450
Contingency	3,500
Artists fees	28,325
Total:	\$36,475

TOTAL BUDGET **\$38,000**