

**CITY OF SEBASTOPOL
CITY COUNCIL
STAFF REPORT**

Meeting Date: March 15, 2016
To: Honorable Mayor and City Councilmembers
From: City Manager Larry McLaughlin
City Clerk Mary Gourley
Subject: Request from Carol Watanabe for Placement of Banners on Sebastopol Library for Children’s Projects
Recommendation : That the City Council Discuss and Provide Direction to Staff
Funding: Currently Budgeted: _____ Yes _____ No XX N/A
Net General Fund Cost:
Amount: \$

INTRODUCTION: This item is to request that the City Council Discuss and Provide direction to staff on a request from Carol Watanabe for Placement of Banners on the Sebastopol Library for Children’s Projects.

BACKGROUND:
The Sebastopol Library routinely places banners on the Library for such as events as Book Sales. The City of Sebastopol also places banners on the Library for promotion of programs such as: Sebastopol City Hall/Library Landscaping Project, Experience Sebastopol, etc.

DISCUSSION:
The City of Sebastopol was contacted by Ms. Watanabe, Sebastopol Library Curator for Art Shows at the Library, requesting approval to hang approximately ten (10) 3x5 foot exterior banners in an effort to encourage creativity in young artists.

Her proposal indicated that she would like to hang these exterior banners of their work (at her expense) on both the Bodega Ave facade and the entry side of the library. The applicant understands that the City does have needs for other banners to be hung on these walls as well, and has indicated that she is willing to work within an agreed upon time frame for removal and re-installation of banners which will ensure the City needs are met.

The City of Sebastopol Public Works Department has an application process for installation of banners on City street poles, but there is no installation permit application for banners on City owned buildings. The Public Works Department has indicated that it would take two people, two hours for initial installation, and then two people, one hour for subsequent changes of the banners.

If approved, the City Council could direct staff to install the banners with no fee as it currently does for banner installations at the Library.

RECOMMENDATION:

Staff recommends that the City Council Discuss and Provide direction to staff on a request from Carol Watanabe for Placement of Banners on the Sebastopol Library for Children's Projects.

Attachment:

Request from Ms. Watanabe

Information on the Program

Letter of Support from Matt Rose, Sebastopol Library Manager

Mary Gourley

From: Carole Watanabe <beart@sonic.net>
Sent: Wednesday, January 20, 2016 12:02 PM
To: Mary Gourley
Subject: hanging banners of children's art on 2 exterior walls of the library

Hello Mary et al,
I am one of the curators for art shows at the library.
I would like to help encourage creativity in our young artists.
My goal is to hang 10 3 foot by 5 foot exterior banners of their work (at my personal expense)
on both the Bodega Ave facade and the entry side of the library.
I understand you have needs for other banners to be hung on these walls as well, and am
willing to work within an agreed upon time frame which meets all of our needs.

Thanks for your advice on this project

Art Love,

Carole Watanabe



"Automne" Wine Label Winner



Children's Art Banner Project Proposal

Prepared by: Carole Watanabe and Amy White

March 3, 2016

"Every child is an artist. The problem is how to remain an artist once we grow up."

- Pablo Picasso

Children's Art Banner Project Proposal

Project Objective

The Sebastopol Public Library Arts Committee would like to encourage creativity through the visual arts with local children ages 5 through 18. We propose to show their art on the exterior walls of the library on 10 large weatherproof printed vinyl banners size 3'x5'.

Project Goals

The exhibit would highlight local young visual artists, bring attention to art in all West Sonoma County K-12 schools and aim to encourage and acknowledge as many young creators as possible.

Project Solution

We will let all of our local schools know about this new program called "The Let 'em Shine Project" and ask for the teachers involved in the arts to choose strong visual images created by children who need encouragement and validation for their creativity. The committee would select works from artists with diverse age, gender and school representation. The committee will select pieces that will work best on the size and scale of the banners.

A sub committee of the library arts group will choose from these images at least twice a year and be responsible for having the exterior banners created and displayed.

A dedicated website describing the work with a small article about each young artist would show pictures of the banners or interior art that each child has made. This website url would be printed small on the bottom of each of the banners.

Banners would be exhibited on the exterior of the Sebastopol Public Library hung from grommets in the banners with hooks or ropes connected to the building facade. The banners would be attached on all four corners so they do not flap in the wind.

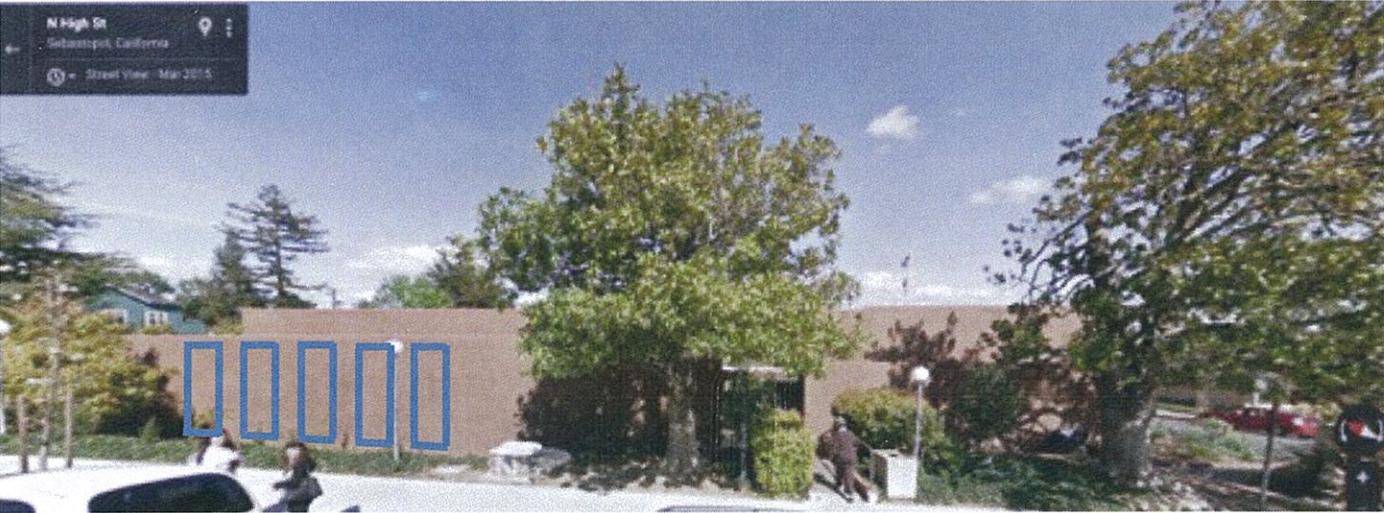
Project Timeline

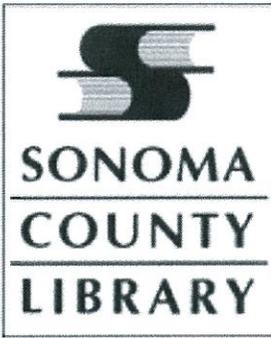
A reasonable timeline for hanging the first banners would be when the walls are available and ready for installation.

Project Implementation

- Subcommittee of Library Arts Committee would commit to the project, work with teachers to help select artwork
- Public works would install the banners
- Library Arts Committee would employ a non-paid internship high school student to assist with all of these efforts. This student would learn how to manifest creative ideas into a successful public art work.

Project Placement





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COMMISSION
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Reece Foxen
Linda Garcia
Paul Grill
Paul Heavenridge
Barbara Mackenzie
Randall Neff
Joanne Sanders
Hilary C. Smith

Sebastopol City Council:

The Sebastopol Regional Library supports using the exterior of library to display art as part of the Library Art Committee efforts to enhance the aesthetic of the library environs and share Sebastopol our community's creative spirit. The Library Art Committee project of displaying art on the exterior of the city building that houses the library fits the Sonoma County Library mission to bring information, ideas, and people together to build a stronger community. Further, the project will bring positive attention to the Our Front Yard Living History Garden project, and vice versa.

This project has my support and hope it has yours, too.

Thank you,

Mathew Rose
Branch Manager
Sebastopol Regional Library