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GENERAL SERVICES DEPARTMENT

FACILITIES & PROPERTY MANAGEMENT

CITY OF SACRAMENTO
CALIFORNIA

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June 23, 2004

City Council
Sacramento, California

Honorable Members in Session:

**SUBJECT: ACCEPTING DONATIONS OF PUBLIC ART/ STATUE OF MAYOR JOE SERNA
Jr. AND ISABEL HERNANDEZ SERNA STATUE**

LOCATION AND COUNCIL DISTRICT:

Citywide. All Districts.

RECOMMENDATION:

This report is in regard to the City of Sacramento acceptance and/or preferred location of donated art for public places. Staff recommends that this be forwarded to the Sacramento Metropolitan Arts Commission (SMAC) and direct them to follow their policies and procedures.

**CONTACT PERSON: Bob Williamson, Supervising Architect, 808-8430
Michelle Walker, SMAC (808-3990)**

FOR COUNCIL MEETING OF: June 29, 2004

SUMMARY:

The City of Sacramento has an adopted policy for acceptance of Public Art. Staff recommends the City Council follow the adopted policy as described in Attachment A, or approve an exemption for this statue.

COMMITTEE/COMMISSION ACTION: None.

BACKGROUND INFORMATION:

In 1988, the City and County adopted a policy/procedure for evaluating and accepting artwork. This is managed by the Sacramento Metropolitan Arts Commission (SMAC). In addition to this policy/procedure, the Art in Public Places (APP) Program was established within SMAC to integrate artwork of the highest quality into capital improvement projects.

City Council

Accepting Donations of Public Art/ Statue of Mayor Serna and Isabel Hernandez Serna

June 29, 2004

About a year ago, volunteer efforts began to raise \$120,000 to commission a sculpture of former Mayor Joe Serna, Jr., and his wife Isabel Hernandez Serna, by local artist Jerald Silva, through the City of Sacramento's Gifts To Share program. Gifts To Share, Inc. has an account to receive donations for the sculpture. Gifts To Share, Inc. is a charitable, non-profit organization that supports the City of Sacramento's park, recreation, cultural and education programs and facilities, and those of its partners. The Gifts To Share Board of Directors approved an account to receive contributions for a sculpture of Joe and Isabel Serna. The location specified in the application to the Board was the Joe Serna Education Center, the administrative headquarters of the Sacramento Unified School District located at 5735 47th Avenue in Sacramento. To date, \$12,000 has been received by the non-profit organization and that amount has been paid to the artist. There may also be other private fundraising efforts outside of the Gifts To Share account. This information is attached as Attachment B.

The bronze sculpture is currently in the process of creation and is described as a realistic portrayal of Mayor Serna sitting on a bench with Isabel Hernandez-Serna standing behind him as they prepare for a picnic. The size and materials for this sculpture would work well in a natural setting like an open park or in front of an exterior wall facing the viewer (see photo - Attachment C).

Current civic recognitions of the Serna family include:

- California State University Sacramento – the Serna Plaza with a water feature and plaques adjacent to the University Union.
- California State University Sacramento – The Serna Center sponsoring “workshops, internships, and social and cultural programs with a focus on Latinos living in the Sacramento Metropolitan Area.”
- The Joe Serna, Jr. California Environmental Protection Agency – the two-story portal at the corner of 10th and J Streets.
- Sacramento City Unified School District Headquarters – known as The Serna Center.

Recent suggestions have been made to place the Serna sculpture at City Hall. Staff recommends that SMAC evaluate other sites including Cesar Chavez Plaza, California State University Sacramento (CSUS) campus, the State Environmental Protection Agency (EPA) building, the Sacramento City Unified School District headquarters, and other appropriate sites within the City of Sacramento.

The City Hall project includes funding for the APP. Council has approved an APP arts plan for artwork locations and allocations and has named the plaza area Sa'Cumne'e Plaza to show respect for the Native American community who lived on the site. Artists have been selected by a public panel for projects designated in the arts plan including: 1) an exterior project at the Sa'Cumn'e Plaza and the landscaped east and west areas surrounding the Historic City Hall; and 2) within the City Hall buildings. Recommendations from SMAC to the City Council of selected artists and proposals should occur shortly.

FINANCIAL CONSIDERATIONS:

As this report is for informational purposes only, there are no financial considerations.

ENVIRONMENTAL CONSIDERATIONS:

This report is not a project as defined by Section 15378 of the California Environmental Quality Act (CEQA) guidelines. The recommended action is informational and involves no physical construction or potential to cause a significant impact to the environment.

POLICY CONSIDERATIONS:

It is the policy of SMAC, or the City and County, that all artwork, gifts or loans to the City and County of Sacramento, be handled through its APP Committee for their recommendation to the Arts Commission regarding acceptance or rejection of the work. Additionally, any conditions or restrictions attached to the gift or loan of artwork must be presented to the APP Committee and the Arts Commission. This report is consistent with the Strategic Plan goals to enhance and preserve the neighborhood and expand the arts.

ESBD CONSIDERATIONS:

No goods or services are being procured with this informational report.

Respectfully submitted,



Gene Moore
Facility and Property Manager

RECOMMENDATION APPROVED:



ROBERT P. THOMAS
City Manager

Approved:



Thomas V. Lee
Deputy City Manager/Interim General
Services Director

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- 2) Attachment B, Gifts to Share Information, page 5-7
- 3) Attachment C, photo, page 8

ART WORK/GIFT/LOANS POLICY
FOR THE CITY AND COUNTY OF SACRAMENTO

I. OBJECTIVE

To establish a procedure for evaluation of proposed gifts or loans of art work to the Sacramento Metropolitan Arts Commission (SMAC), enabling the development of the City and County of Sacramento's permanent Art in Public Places collection.

II. POLICY STATEMENT

The City and County of Sacramento under the Art in Public Places Program integrate art work of the highest quality into capital improvement projects. It is the City and County's responsibility for maintaining the quality and diversity of the program.

III. POLICY

A. CRITERIA

1. The quality of the art work.
2. The relationship of the art work to the present collection.
3. The City and County's ability to handle, place, maintain, and conserve the art work.

B. PROCESS

1. Person or organization offering art work will submit the artist's resume and slides/or photograph of the art work to the Sacramento Metropolitan Arts Commission.
2. The Art in Public Places Committee (APPC) of SMAC will make a recommendation to the members of the Sacramento Metropolitan Arts Commission regarding acceptance or rejection of the work.
3. The City and County encourage clear and unrestricted gifts to the collection. Any condition(s) or restriction(s) attached to the gift/or loan of art work must be presented to the APP Committee and SMAC. No work of art will be accepted with an attribution of circumstances of exhibition guaranteed in perpetuity.
4. A legal document of transmittal, transferring title of the art work and defining the rights and responsibilities of all parties will accompany all gifts or loans of art work. Curatorial documentation of art work will include artist's name, descriptive record of the work, photograph and condition of the work.

APPROVED BY CITY AND COUNTY OF SACRAMENTO SEPTEMBER 1988.

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gifts to share, inc.

6/25/03:
LES * PR approved

APPLICATION FOR FISCAL SPONSORSHIP
BY GIFTS TO SHARE, INC.

Gifts to Share, Inc. is a 501(c)3 nonprofit organization supporting the City of Sacramento's park, recreation, cultural, educational and neighborhood improvement programs and facilities, and those of its partners. Gifts to Share, Inc. will financially manage or "sponsor" projects and programs on behalf of non-exempt organizations, community groups and individuals who need to raise funds to achieve their goals. The City of Sacramento's Neighborhoods, Planning and Development Services Department must be a primary partner in the project.

If you have a proposed project or program that fits the above criteria, please complete this application for sponsorship. If you need assistance or have any questions, please call Lori Harder, Executive Director, Gifts to Share, Inc., at 264-5172.

NOTE: Each question must be answered separately. Do not attach fact sheets or other documents in lieu of answering each question. Incomplete applications will be returned to the applicant.

Your Name Jay Schenker @ sbcglobal.net
Organization (if applicable) Sacramento City Unified School District
Address 2701 15th Ave
City/State/Zip Sacramento CA 95818
Telephone 916 7523609 FAX 916 739 8104

Briefly answer the following questions. Use additional sheets if necessary.

Please describe your proposed project, including:

1. Any background or history
2. Need for the project
3. Goals and objectives of the project
4. Projected time frame including projected start date, duration in months, and completion date
5. Who in the community will benefit from the project

(Additional questions on reverse)

Gifts to Share Application – Application for Fiscal Sponsorship

Jay Schenirer
2701 10th Ave.
Sacramento, CA 95818
752-3609
jayschenirer@sbcglobal.net

1. Background. This project entails raising sufficient funds to purchase and install a bronze sculpture of Joe and Isabel Hernandez Serna. The statue, 120 percent of life size, will be installed in front of the visitor's entrance at the Joe and Isabel Hernandez Serna Education and Services Center (Serna Center), the administration headquarters of the Sacramento City Unified School District. The Serna Center is also a joint use facility, housing the City's 4th R Administration and having its community room used by CBO's on a regular basis. Local artist Jerald Silva has been selected to create the sculpture.
 2. Project Need. Beyond its notable value as a piece of art, the project is intended as an on-going reminder of the role that the Serna's, through their roles as Mayor and Professor's at CSUS, played in the reformation of the SCUSD. Their belief in public education, it's critical value to the future of Sacramento, and the success of all students should never be forgotten. Joe Serna often said that you cannot have a great city without a great school district.
 3. Goals and Objectives. Raise approximately \$120,000 for the sculpture, and an interactive exhibit of the Serna's lives inside of the building.
 4. Time frame. Fundraising between June and September, project implementation and installation by the spring.
 5. Who will benefit. The more important question is who has benefited, the answer being the student of Sacramento. This will be a constant reminder that we can never go back to the way it was.
1. Who has committed to work on the project.
 - a. Jay Schenirer
 - b. Marilyn and Phil Isenberg
 - c. Maurice Read – Sacramento Building Trades
 - d. Linda Bloom – SMAC
 - e. Gina Montoya – former Chief of Staff to Joe Serna, Chief of Staff to Senator Ortiz
 - f. Senator Deborah Ortiz
 - g. Assembly member Darrell Steinberg
 2. Role and involvement of NSD – N/A
 3. Project budget -- \$120,000 to be raised through personal solicitations and mailings.

ATTACHMENT C

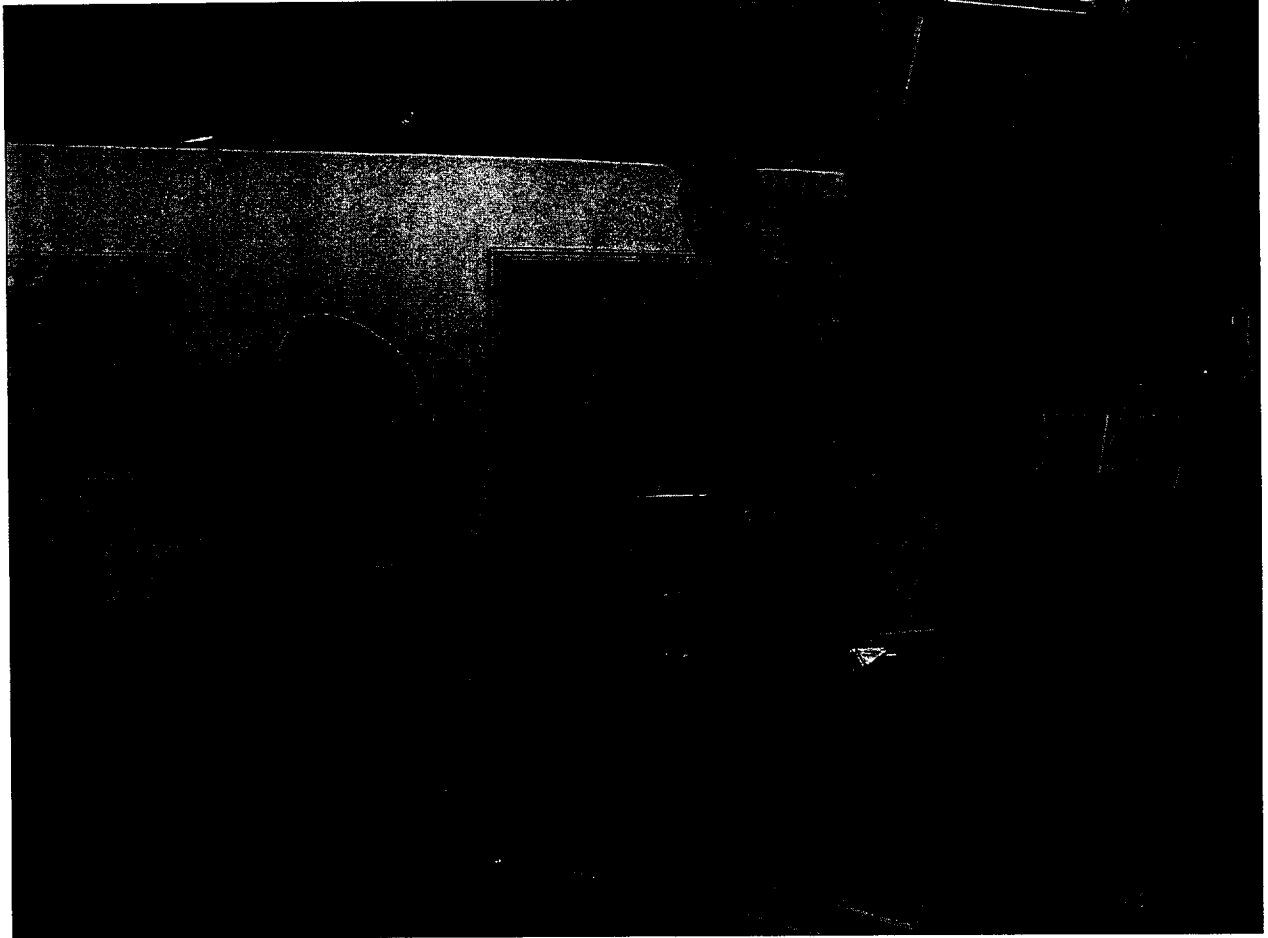


Photo of clay sculpture of Joe Serna, Jr.
and Isabel Hernandez-Serna

by
Jerald Silva

AS OF 5/24/04

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