



**SACRAMENTO
HOUSING AND REDEVELOPMENT
AGENCY**



September 30, 1988

Redevelopment Agency of the
City of Sacramento
Sacramento, California 95814

Honorable Members in Session:

SUBJECT: Diogenes Youth Services Proposal to Display Artwork on
Central Library Project Construction Barricades

SUMMARY

The Diogenes Youth Services has approached the Sacramento Housing and Redevelopment Agency with a proposal to display artwork on the construction barriers surrounding the Central Library construction site. The project would be a fund raising activity for this non-profit organization.

BACKGROUND

The Diogenes Youth Services (Diogenes) is a non-profit, community based organization whose goals are to prevent the entry or re-entry of youth into the juvenile justice system and to improve the ability of youth at risk to become productive members of society. Toward these ends, Diogenes operates a 24-hour crisis counseling hotline, provides individual, group, family and teen-parent counseling, has an emergency shelter for runaways and abused youth, and offers employment and educational assistance to young criminal offenders on parole from the California Youth Authority. Diogenes services are provided in Sacramento, Yolo, Fresno and Kern Counties.

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Diogenes has approached Agency staff with a proposal to display artwork on the construction barriers surrounding the library construction site ("I" and "J" Streets from 8th to 9th) as a part of a fund-raising project for the organization. The barriers consist of approximately 530 linear feet of plywood fencing. Diogenes would request local businesses and corporations to sponsor the painting of individual four by eight foot panels by students and/or volunteer local artists. The panels would then be permanently attached to the barriers. The funds provided by donors in excess of materials costs would be considered donations to Diogenes.

Diogenes would organize a steering committee to select works of art from the junior high, senior high and artist entrants. The name of the sponsor of each panel would be provided in a predetermined place on each panel and of a predetermined size so that none of the panels could be likened to advertising.

Agency counsel have reviewed the Diogenes proposal and would require that Diogenes provide liability insurance in the amount of \$1,000,000, should the project be approved. The Agency would further reserve the right to reject any proposed art work, and would require that Diogenes maintain the panels' repair and appearance.

Staff supports the Diogenes proposal and believes the project would enliven the appearance of the construction site as well as provide a fund-raising vehicle for this worthy non-profit organization. The Sacramento City Library staff have no objections to the project, and would be asked to participate on the steering committee which selects the artwork. The Library Plaza Group supports the project, and only requests that Diogenes coordinate with the library project general contractor at the time Diogenes is ready to mount the artwork. The Sacramento Metropolitan Arts Commission staff have seen similar projects successfully undertaken in other cities. They have agreed to participate on the Agency's behalf in the selection of artwork for the project in order to provide assurance to the Agency that all artwork employed is presentable to the community.

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The Agency's only concern regarding the project is that other non-profits might take exception to our allowing Diogenes an exclusive right to use the entire block for their fund-raising venture. Nonetheless, we believe that Diogenes deserves consideration for this innovative idea. We also believe that opening the project up to multiple non-profit groups would greatly increase the project's administrative burden. We therefore recommend that Diogenes be allowed to use the entire site for the fund-raising activity.

Diogenes would begin seeking artwork sponsors immediately after the approval by the Agency. Diogenes representatives believe that they could have an adequate number of sponsors by early next spring, and would kick-off the project with a public reception in Plaza Park. A copy of the Diogenes proposal is attached as Exhibit "A."

FINANCIAL DATA

The proposed project would proceed with no cost to the Agency.

ENVIRONMENTAL IMPLICATIONS

The proposed activity is categorically exempt from CEQA review pursuant to Guidelines 15304(e).

POLICY IMPLICATIONS

Approval of the Diogenes proposal as recommended by staff is consistent with the Agency policy of assisting local non-profit community service organizations.

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VOTE AND RECOMMENDATION OF COMMISSION

At its regular meeting of October 17, 1988, the Sacramento Housing and Redevelopment Commission adopted a motion recommending approval of the attached resolution. The Sacramento Housing and Redevelopment Commission additionally requested that a portion of the artwork expressed on the barriers be devoted to historical themes, and that a member of the Commission be appointed to sit on the project steering committee. The votes were as follows:

- AYES: Amundson, Simon, Simpson, Strong, Wiggins, Wooley,
Yew, Moose
- NOES: None
- ABSENT: Pettit, Sheldon

RECOMMENDATION

Staff recommends approval of the attached resolution which authorizes the Executive Director to enter into an agreement with Diogenes Youth Services for the decoration of the barriers surrounding the Central Library Project.

Respectfully submitted,

William H. Edgar
WILLIAM H. EDGAR
Executive Director

WHE/WS:cmc

TRANSMITTAL TO COUNCIL:

Walter J. Slipe
WALTER J. SLIPE
City Manager

Contact Person: Thomas V. Lee, 440-1355

RA 82-089 45

RESOLUTION NO.

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO
ON DATE OF

AGREEMENT WITH DIOGENES YOUTH SERVICES
FOR DISPLAY OF ARTWORK AROUND
LIBRARY BLOCK

WHEREAS, the Diogenes Youth Services desires to display artwork on the construction barriers surrounding the Central Library site as a fund raising project; and

WHEREAS, the Agency is willing to allow Diogenes Youth Services to display art work on the construction barriers for this project provided that Agency is assured of control over Diogenes' use of the barriers and that Diogenes Youth Services supplies adequate liability insurance.

NOW, THEREFORE, BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO:

Section 1: The Executive Director is authorized to enter into an agreement with Diogenes Youth Services which would allow Diogenes Youth Services to use the construction barriers as a part of their fund raising efforts.

Section 2: Said agreement shall be in a form acceptable to Agency Counsel and shall require comprehensive general liability insurance and shall give Agency the right to review and approve or reject the artwork or sponsorship information to be displayed on said construction barriers.

CHAIR

ATTEST:

SECRETARY



August 30, 1988

Ronald W. Clement,
Executive Director

Wendy Saunders, Senior Planner
Sacramento Housing and Redevelopment Agency
630 I Street, C-21
Sacramento, CA 95814

BOARD OF DIRECTORS

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Dear Ms. Sanders:

The Board of Directors of Diogenes Youth Services would like to request your agency's approval for a fund-raising project centered around the downtown library construction site. The project, "Artscape '89" would bring beauty to the construction site, promote Sacramento arts and culture, promote the recognition of talented art students, and raise funds for Diogenes' services to the people of Sacramento.

HONORARY SPONSORS

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Diogenes Youth Services is a community-based non-profit agency which serves thousands of young people and families in Sacramento every year. We are striving to be a more involved part of our community, and to provide avenues for the community to be more aware of our services and needs.

A brief outline of the proposed project is enclosed. Artscape '89 promises to be a dynamic project with many benefits to many people in Sacramento.

We would be happy to meet with you or your staff to answer any questions or to detail the project more fully. We have commitments from a number of key volunteers who are waiting for the go ahead to get to work on the project.

Sincerely,

THOMAS A. BURNS,
Board President

SHEILA CANTRALL,
Special Events
Committee

Main Office
1722 J Street, Suite 11
Sacramento, CA 95814
916/443-6115

TAB/SC: jacw

Encl.

cc: Tom Lee, Asst. Director Community Development

P R O P O S A L

DIOGENES YOUTH SERVICES
SACRAMENTO LIBRARY/ART PROJECT
ARTSCAPE '89

Introduction

The main office branch of the Sacramento County Library is undergoing extensive remodel and expansion work which will significantly improve library services throughout the County. The construction is already in progress and is expected to take approximately two years to complete. While construction is underway, a wooden barrier will be maintained around the construction sight. This barrier provides a safe walkway for pedestrians and protects the adjacent streets from construction activities. Barriers are erected on I Street and J Street from 8th to 9th Streets and provide approximately 530 feet of plywood fencing panels with pedestrian walkways and limited lighting.

We are proposing a dynamic community-oriented project associated with the library construction which can serve to meet some important needs within our community -- a fundraising effort for Diogenes, a major beautification effort for the library construction site, and an opportunity for students and local artists to display their work. Local businesses and corporations will sponsor the art work by making a donation of funds to Diogenes for a designated area of space on the construction barrier. Students and artists will prepare their work on 4 foot by 8 foot panels which will be attached to the barrier for display.

The project will be organized by a steering committee made up of members of Diogenes Board of Directors and interested community members. We would also invite the participation of interested members of the Sacramento Housing and Redevelopment Agency and the County Library.

Objectives

1. To make the construction site more attractive while attracting public attention to the revitalization work in the downtown area.
2. To provide local established artists an opportunity to display their work in an open public setting.
3. To provide students a forum for display of their art work, enhancing recognition of their talents.
4. To provide visibility to businesses and corporations who contribute to the project through sponsorship.
5. To increase community awareness of the services of Diogenes Youth Services and to raise funds to support services.

Activities: Activities will be coordinated by a steering committee with actual tasks assigned to a variety of working committees composed of Diogenes' Board Members and volunteers.

1. Overall project plans will be fully developed by the steering committee. The committee structures will be identified and volunteers will be recruited.
2. Diogenes will secure required special event liability insurance.
3. Business and corporation sponsorship of art space will be solicited. Eight foot panels will be sponsored with a donation (probably somewhere between \$1,000 to \$1,500). A portion of the donation will be used to purchase the necessary art supplies for the student projects.
4. Art work for the project will be solicited from two sources-- local professional artists and students from the area's Junior High Schools and High Schools. The requirements for size of art and materials will be identified ahead of time. Entries will be selected based on a set of criteria to be determined and judged by a committee of knowledgeable volunteers Chaired by Michael Himovitz. An agreement will be signed between each artist and Diogenes specifying the terms and use of the art work.
5. Diogenes will be identified as the benefiting agency on at least two panels of the barrier.
6. The Library will be invited to participate in the hosting of a kick-off party in Plaza Park to celebrate the opening of the project. The public would be invited to attend.
7. A more formal reception will also be hosted (possibly at Michael Himovitz Gallery) to honor the artists and sponsors.
8. Art work may be rotated throughout the span of the project to ensure maximum participation and cleanliness of the barriers (as much as may be possible).
9. Media exposure will be invited through the dissemination of press releases and posters.
10. Photos will be taken of the art work for the possible development of a full color catalog to be sold to benefit Diogenes.
11. Other suggestions for activities will be solicited from Library staff, Housing and Redevelopment Agency staff, Sacramento City staff, and community members as planning for the project will continue for several months.

The idea for "Artscape '89" was generously provided to Diogenes Youth Services by Sterling Moore Advertising.