

STAFF REPORT

Date: February 12, 2025

To: Mayor and City Council

Through: Jackie Bryant, City Manager

Subject: Staff Report (For Possible Action): Approval of artist Mauricio Ramirez for the Public Safety Center Exterior Mural Project in an amount not to exceed \$50,000. (Public Art Fund) [Ward 1]

From: Megan Berner, Arts and Culture Manager

Department: City Manager's Office – Arts and Culture

Summary:

On November 18, 2024 the Reno Arts and Culture Commission (RACC) approved the recommendation from the Public Art Committee to commission artist Mauricio Ramirez for the Public Safety Center Exterior Mural Project. Mauricio Ramirez was selected from three finalists for the commission based on his initial proposal and response to community input and stakeholder engagement.

Consent Review	Yes	No
1. Is this item an annual or standard item that comes before Council for regular approval?		x
2. Is this item an agreement required based on an item previously approved by Council?		x
3. Is this item included in the current budget approved and adopted by Council?	x	
Other Considerations		
What percent of the total City budget does this item represent?	<1%	

Alignment with Strategic Plan:

Arts, Parks, and Historical Resources

Previous Council Action:

There is no recent Council action relevant to this item.

Background:

Per Reno Municipal Code Chapter 22, 2% of total eligible project costs for the Public Safety Center (PSC) capital improvement project was set aside for artwork. As required by code, 15% of the 2% funds was allocated for administrative purposes and 10% was allocated to maintenance. The rest of the funds were designated for five different art opportunities at the Public Safety Center.

In May 2024, a call for artists was opened for the PSC Exterior Mural Project opportunity and closed on May 31, 2024. A total of 95 artists applied to the call for artists. 84 of those applicants met the requirements for eligibility. At their meeting on August 5, 2024, the Public Art Committee (PAC) reviewed 84 eligible applications and recommended 3 finalists to move forward with creation of an initial proposal for the artwork. The PAC's recommendation was approved by the RACC at their meeting on August 19, 2024.

In July 2024, a survey went out to the community to gather initial input on what residents and stakeholders would like to see in artwork for the selected location. The community gave feedback on connections to the neighborhood where the new PSC is located, what is unique about the area, and what themes and characteristics they would like to see in the artwork. This information was passed on to the 3 finalist artists to incorporate into their proposal.

On October 14, 2024, the finalist artists presented their proposals to the PAC and the public during a hybrid meeting. After the presentations, the artists' proposals were shared online and with stakeholders to get feedback. The PAC and RACC met on November 18, 2024 to discuss the finalist proposals and select an artist for the PSC Exterior Mural Project. After discussion, they unanimously voted to recommend artist Mauricio Ramirez, in line with stakeholder input received.

The attached proposal is an initial design idea that will be refined through community and stakeholder engagement.

Discussion:

The Public Safety Center Exterior Mural Project call for artists followed the public art process approved and adopted by Council in 2009. The PAC and RACC, along with stakeholders, took the selection process seriously, selecting an artist with experience to successfully execute this project and respond to site-specificity and the community input received.

Financial Implications:

\$50,000 is allocated to this project in the Public Art Fund as part of Reno Municipal Code (RMC) Title 22 - 2% for Public Art.

Legal Implications:

Legal review completed for compliance with City procedures and Nevada law.

Recommendation:

Staff recommends Council approve artist Mauricio Ramirez for the Public Safety Center Exterior Mural Project and authorize the Mayor to sign the agreement.

Proposed Motion:

I move to approve artist Mauricio Ramirez for the Public Safety Center Exterior Mural Project.

Attachments:

PSC Exterior Mural Public Art Project Proposal - Ramirez

PSC Exterior Mural Public Art Project Call for Artists

PSC Exterior Mural Public Art Project Agreement