



A G E N D A
CITY OF SEASIDE
ART AND HISTORY
COMMISSION

REGULAR MEETING
HYBRID (VIRTUAL & IN-PERSON)
440 HARCOURT AVENUE (CHAMBER)
Tuesday, November 8, 2022
5:45 PM

NOTICE: *The City of Seaside utilizes Zoom tele-conferencing technology pursuant to California Government Code Section 54953(e)(1)(A) and (C). The City Council resolution authorizing virtual participation in public meetings given the rise in COVID-19 cases and the ongoing pandemic, Seaside City Council and its Boards, Commissions and Committees public meetings are being conducted in a hybrid format providing both in person and virtual (electronic) participation in order to promote social distancing and protect the health and safety of attendees.*

VIRTUAL PUBLIC PARTICIPATION INSTRUCTIONS

1. To view this meeting: Please click on the following link to the City of Seaside's Recreation YouTube Channel: https://www.youtube.com/channel/UC8Y_aD_dLjYsqZYtSwnaKNg
2. To participate in this meeting: Using the Zoom application on your smart phone, laptop, tablet or desktop and click on this link: <https://ci-seaside-ca-us.zoom.us/j/89130259341?pwd=bTVMSGM1MWQ1aU9MRytIc3E5eDBFdz09>
WEBINAR ID: 891 3025 9341
3. To participate by phone: Please call (669) 900-9128
Enter the webinar ID 891 3025 9341 and passcode 006766 when prompted. There is no participate code – press the pound sign # after the recording prompts you.
4. To make public comment, the following options are available:

Before the Meeting via Email: Written comments can be emailed to CityClerk@ci.seaside.ca.us Include the following subject line: "Public Comment Item # ____" (insert the agenda item number relevant to your comment). Written comments must be received at least two (2) hours prior to the meeting time on the day of the meeting.

During the Meeting via Oral Comments: When the Chair calls for public comment, attendees can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press *9.

IN PERSON PARTICIPATION INSTRUCTIONS

Members of the public participating in person and wishing to address the Commission may approach the podium when the Chair calls for public comment.

1. CALL TO ORDER

2. ROLL CALL – ESTABLISHMENT OF QUORUM

3. REVIEW OF AGENDA

If there are any items that arose after the 72-hour posting deadline, this is the point in the meeting where a vote may be taken to add the item to the agenda. (A 2/3-majority vote is required).

4. PUBLIC COMMENT FOR COMMISSIONS

Members of the public wishing to address the Commission on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three (3) minutes. Comments on specific agenda items are heard under that item. For the public record, please state your name.

5. APPROVAL OF MINUTES

A. October 11th, 2022

6. BUSINESS ITEMS

A. Select and Approve Finalist of Fire Station Mural RFP Applicants

7. COMMISSIONER REPORTS

8. STAFF COMMUNICATION

9. ADJOURNMENT

Next Regularly Scheduled Meeting:
December 13, 2022
5:45 PM

The City of Seaside is committed to providing accessible facilities and accommodating people with disabilities in all of its services programs and activities. If special considerations are needed by any person to fully participate in this meeting, contact the City Clerk at 899-6707 no fewer than two business days prior to the meeting to allow reasonable arrangements. Agendas are posted at:
<http://www.ci.seaside.ca.us/129/City-Council-Committee-Agendas>

Agenda-related writings or documents provided during public meetings are available for public inspection during the meeting or from the office of the City Clerk. This agenda is posted in compliance with California Governor Newsom's Executive Orders N-29-20 and N-33-20.



MINUTES

**CITY OF SEASIDE
ART & HISTORY COMMISSION**

**REGULAR MEETING
SEASIDE CITY HALL
440 HARCOURT AVE
OCTOBER 11TH, 2022**

1. CALL TO ORDER: 5:46PM

2. ROLL CALL – ESTABLISHMENT OF QUORUM:

- Emerson Brown	Chair	X
- Francoise Avery	Vice-Chair	X
- Janie Silveria	Commissioner	X
- Yollette Merritt	Commissioner	Leave of Absence
- Madison Parker	Commissioner	X

3. REVIEW OF AGENDA

4. PUBLIC COMMENT FOR COMMISSIONS

4. APPROVAL OF MINUTES: August 9th, 2022

- Correct the spelling of Jane Oruuct's name
- Motion: Parker, 2nd: Silveria, Passes Unanimously

6. BUSINESS ITEMS:

A- Discuss Mural Projects collaboration with NIC

- Commissioners asked for clarification, about the tree placement with the mural project
- Commissioner Miller from NIC was present to talk about the collaboration between NIC and SAHC

i. Murals:

1. Allocated \$35k for murals in the city
2. Gave up to \$25k to the fire dept for their mural
3. Would like the SAHC to recommend a location for a mural with the remaining \$10k

ii. Bridge:

1. City council have hired structural engineer firms to make sure the bridge is structurally sound
- iii. Monetary:
 1. Would like to determine future projects to work with SAHC in the future.
 2. Commissioner Silveria shared a summary on the request for a dedicated building for the archives.
 3. Commissioner Miller explained the process of requesting funds for projects from NIC

B- Review of 2022/23 Work Plan and Budget

- Commissioner Brown discussed his ideas for alteration of the upcoming work plan
- Commissioner Parker asked about the items that no longer are assigned to a commissioner.
 - i. These items have been accomplished partially, and will be tabled for the remainder of the year.
- Discussed the issue of digitization for the older tapes that were taken in the 80s.
- Discussed the CA Revealed papers
- Tabling: Poetry, CSUMB

7. REPORTS FROM COMMISSIONERS:

A. Commissioner Silveria: Discussed the Weston Collection

B. Commissioner Avery: Gave information on the upcoming Artist Tour at Oldemeyer

8. REPORTS FROM STAFF:

- **Fire Mural RFP is coming to a close on the 31st**
- **Staff would like a member of the commission at the meeting discussing the application**
- **Staff discussed the location of the event for Black History**
 - i. **If the event is moved, there would need to be a separate reception for the art portion of the show**
- **Oaxaca By the Sea was well attended**
- **Art and Healing exhibit is up at Avery**
- **Fall Art registration is live**
- **Three artists will be exhibiting at Oldemeyer Center over the weekend for the Artist Tour**

9. ADJOURNMENT: 6:58pm

RESPECTFULLY SUBMITTED,

Sarah Lauren Tier, SAHC Clerk

Emerson Brown, SAHC Chair

Next Regularly Scheduled Meeting
November 8th, 2022
Time: 5:45 p.m.

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SYLAS JUMPER

FIRE DEPARTMENT MURAL PROPOSED BUDGET

EXPENSE AMOUNT NOTES

High Quality Exterior Paint \$1750.00
Spray Paint \$1,400.00 Montana Colors
Clear Coat \$1750.00 Modern Masters
Work Supplies & Materials \$1,000
Gas Milage \$200
Lead Artist Fees \$14,175
Assistant Artist Fees \$1,800

TOTAL EXPENSES \$22,075

FIRE STATION MURAL PROPOSAL

Sylas Jumper
831.801.8762
sylasjumper@yahoo.com

PROPOSED CONCEPT DRAFT/NARRATIVE

This rough draft for the proposed mural design is centered around the rich, cultural history of the City of Seaside, Fort Ord, and the City of Seaside Fire Service. In doing some initial research and outreach, I visited the Seaside Fire Department and spoke to Capt. Black and other firefighters on shift. They shared some oral histories about Robert's Oak and spoke of preferring the mural's firefighting elements to focus on the design of their department's patch and emblem. They also favored representation of historic elements of Fort Ord. Related to these request, I've included the Oak, an infantry soldier, and a WWII era battleship with the central element of the mural focused on the Department emblem. I also connected with Lousie J. Miranda Ramirez, Tribal Chairwoman, of the Ohlone/Coastanoan-Esselen Nation. Louise spoke about the importance of the original dwellings and sea-baring boats of the indigenous peoples. The concept draft also includes native flowers and a view of the coastline at sunset.

Colors used would include realistic representations of the mural's elements and earthtones. The background would consist of warm colors for the sunset and cool colors for the seascape. Stylistically, the mural would be realistic with a hint of an illustrative style.

Ideally, I'd like to further connect with the Seaside Fire Department and the larger Seaside Community and am open to presenting an engagement activity to gather some additional feedback and elements. As part of my proposal, I'd also like to invite the Department, Louise, and some other community stakeholders to help paint a portion.

ARTIST BIO

Drawing for as long as he can remember, Sylas Jumper has always been, for the most part, a self-taught artist. His sketching here and there eventually evolved into other visual art mediums, including automotive paint, public art murals, and his work as a professional tattoo artist. Sylas's current style and works are influenced by the diverse California Central Coast communities of his youth and the era of the skate and surf culture that he grew up in. His work has been featured in Tattoo Magazine and in solo art exhibitions as part of First Friday Santa Cruz. In 2019, he designed and curated the San Benito County Arts Council's First Responder Art Show which received a California Legislature Assembly Certificate for its support of mental health and peer support for first responders. Most recently, Sylas has partnered with the San Benito County Arts Council as a resident Teaching Artist co-leading a Skateboard Design Workshop and weekly Arts Lab as part of their Dreams Project, engaging incarcerated and at-risk youth through the arts.

Sylas is a veteran of the United States Marine Corps and is firefighter for the Department of Defense. He is currently is a Captain at the Presidio of Monterey Fire Department in Seaside, CA where he's served for near 16 years.

PRELIMINARY CONCEPT DRAWING



WORK SAMPLES



San Andreas High School Collaborative School Mural, Hollister, CA. 2022; 12'x8', mural paint on stucco

WORK SAMPLES CONT.



Art in the Park, Mural Paint Out, Hollister, CA. 2018; 4'x8', spray paint on wood panel



San Juan Bautista School Collaborative Mural, San Juan Bautista CA. 2020; 28'x10', mural paint on stucco; co-painted with Heidi Jumper

WORK SAMPLES CONT.



Untitled Surfboard, Automotive paint and acrylic on fiberglass

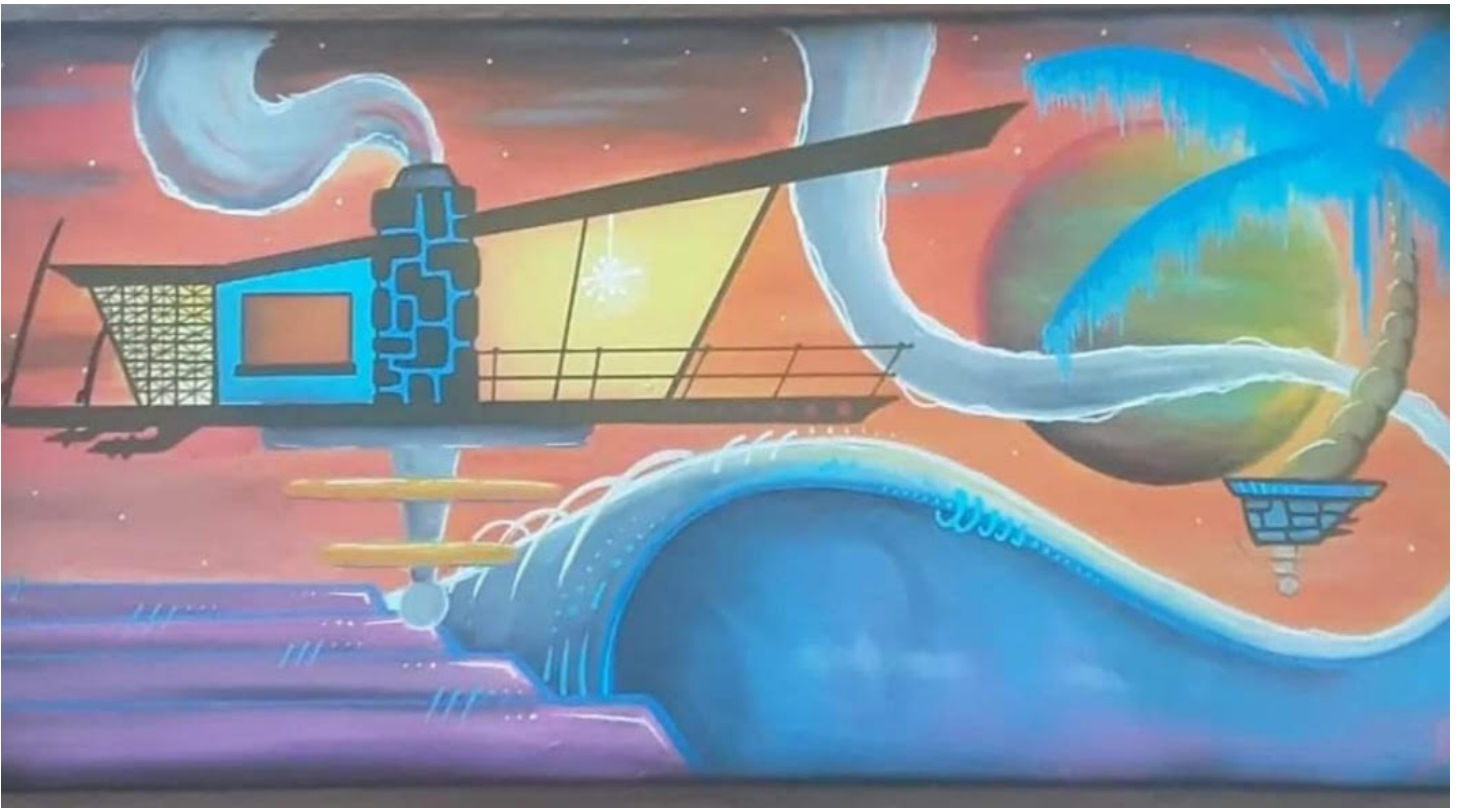


Presidio of Monterey Fire Department Mural, Seaside, CA. 2010
15'x10', spray paint on an interior wall

WORK SAMPLES CONT.



Untitled Surfboard, Automotive paint and acrylic on fiberglass



Untitled, Acrylic on canvas

Seaside Fire Station Mural Proposal



La Neta Murals

Sea Sevilla

Avelino Sanher

Arsenio Baca

Gerardo Zambrano

Natalia Corazza



Objective

Our objective is to create a mural that represents the culture and history of Seaside and its connection to local environment including Fort Ord National Park and Ventana Wilderness, and to the local ties to Veteran experiences and demographic diversity. We will proudly represent the Fire Department depicted as courageous and generous heroes that provide a multitude of services to our community.

Skills & expertise

La Neta, Sand City, CA

45' x 25'

Spray paint on corrugated metal

2021 We Create Festival





We have experience working with large scale walls, cities, and other government agencies. Packet Page 16



Mi Lindo Jalisco, Papa Chanos, ,Monterey, CA
20' x 50', Acrylic paint on dry wall, 2021



Concept and Design



We are a team of five artists that have the advantage of combining our separate styles and backgrounds as artists into a singular elaborate and unique style. We have rendering techniques that come from experience in fine art academic and gallery settings as well as street art urban stylistic approaches.



Large portraits of women firefighters rendered realistically providing detail to sweat, humidity, ash build-up, reflection of fire in their eyes, and concentrated expression. Background resembles mountains and trees in the Ventana Wilderness and the smoky colored skies. Photographs that include local firehouse history and community float through the flames. We invite the firefighters to collaborate with us to create our own reference photos that will include them into the mural.



Photos and trees continue towards kneeling firefighters, a fire rescue of a victim, the Seaside fire symbol, and a modern fire truck enveloped by smoke in front of a waving American flag. Logos and flags can be altered or changed to more accurately represent the vision of the project. We will capture our own reference photo of a Seaside fire truck.



Military jets, older and newer models, soar through the sky in honor of our local veterans and military history as a statue-like figure salutes in the direction of Ford Ord. The blue skies will hover over Fort Ord bush and sand covered hills.

Budget

Materials/Wall Prep

(Spray paint, acrylic, primers, sealants, brushes, palettes, tarps): \$1200

Labor and artist fees: \$20,000

Design: \$1000

We have general liability insurance but we left room in the budget in case there are specifications that require additional needs.

Total: \$22,200

Thank You!

We appreciate the opportunity and consideration for the chance to work with our community's fire department and to use our artistic abilities to honor the hard work and service that they continue to provide to Seaside and the greater Monterey Peninsula, etc.



Contact info:

lanetamurals@gmail.com

@la.neta.murals

Lanetamurals.com

Sea: (707) 407-8955

Kee Hyon Higgins - Examples of work

From: Lisa Haas <paintqueen@gmail.com>
To: <khiggins@ci.seaside.ca.us>
Date: 10/29/2022 3:06 PM
Subject: Examples of work

We are attaching examples of our work in a couple of emails because we had trouble with the size constraint of your email system. You may also visit our websites

Thanks, Lisa Haas and Maryia Crabbe

Lisa Haas Design and Paint

Web. www.lisahaasdesign.com

Phone [831-595-2819](tel:831-595-2819)

Email paintqueen@gmail.com

Maryia Crabbe-Hyrharenka

Web. www.maryiacrabbeart.com

Phone [408-718-6551](tel:408-718-6551)

email artmawa@gmail.com







Kee Hyon Higgins - Seaside Fire Station Mural

From: Lisa Haas <paintqueen@gmail.com>
To: <khiggins@ci.seaside.ca.us>
Date: 10/29/2022 12:21 PM
Subject: Seaside Fire Station Mural

Our concept for your mural is to artistically incorporate some current and historic scenes of the Seaside fire dept and area.

We had a bit of trouble finding many history references but we are happy to add to or change our design with references you might have to provide.

We intend to paint this with a certain amount of realism and depth while creating a nice balance of color.

We are local skilled artists and paint in many styles daily.

Budget

We will provide all paints, tools, and materials for the project.

We will use Exterior high quality paint to prevent fading and long term durability.

Proposed cost is \$18,000.00



We are attaching examples of our work in a couple of emails because we had trouble with the size constraint of your email system. You may also visit our websites

Thanks, Lisa Haas and Maryia Crabbe

Lisa Haas Design and Paint

Web. www.lisahaasdesign.com

Phone [831-595-2819](tel:831-595-2819)

Email paintqueen@gmail.com

Maryia Crabbe-Hyrharenka

Web. www.maryiacrabbeart.com

Phone [408-718-6551](tel:408-718-6551)

email artmawa@gmail.com





SEASIDE CALIFORNIA



Seaside Fire Station Mural Proposal – Jess Soriano Studio



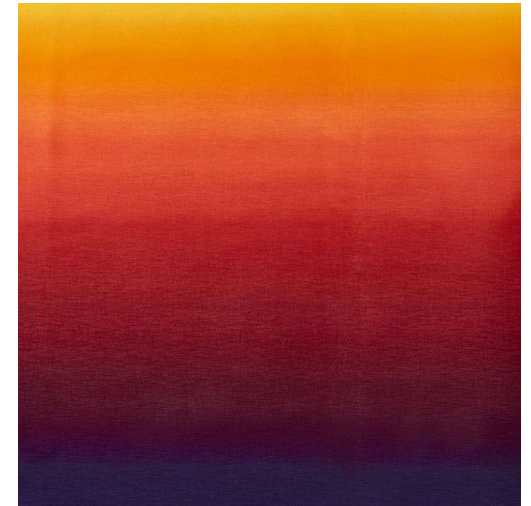
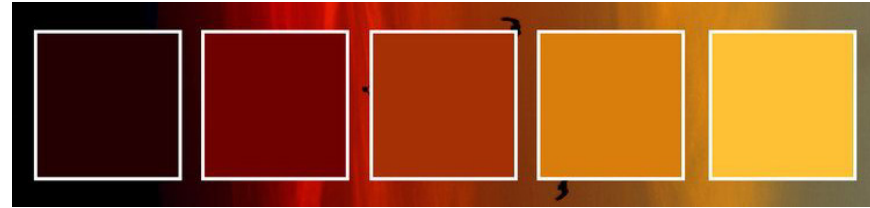
Artist Intent: Seaside has one of the richest histories I've ever had the pleasure of getting to know over the last half decade. Since moving to Seaside, I've met some incredible people, both as front line responders and as local bakery owners. The diversity is unlike any place I've ever lived in, and I appreciate so many walks of life living together in harmony. My intention for this mural is to capture how the fire department connects us all as the protector of the Seaside community. From combating wildfires to saving families from burning buildings, the fire station is a place people look to for safety.

As for the history of Seaside, I want to showcase how during World War II, while men were away at war, women had to step up and protect the community from destruction. In this design, I have a group of women alongside a firetruck that was used back in the day, and they're putting out a car fire.

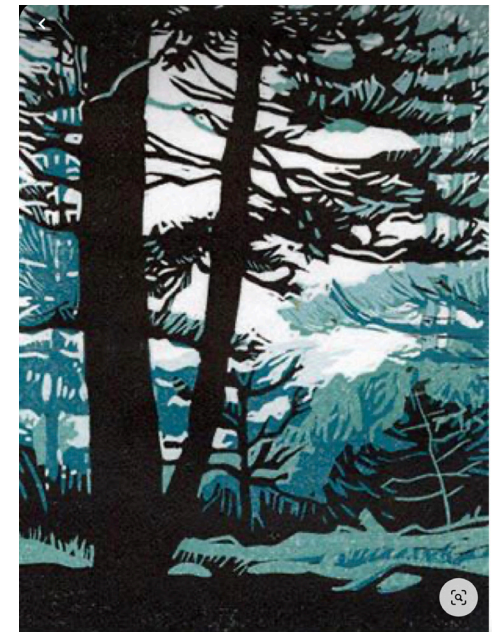
After visiting the fire station to talk about the wall, I met Paul and he told me about a beautiful moment at the California Central Coast Veterans Cemetery where two firetrucks held up the American flag, signalling the honor and respect for those who came before us. In the mural, a family walks towards the cemetery hand in hand, teaching the future generation the history of our heroes.

This style for this mural will be similar to my linocut printmaking style, with bold lines and soft washes of color. On the next page, there is a color palette as well as a mood board to reflect my thought process and how I'd like to paint your wall.

Color Palette:

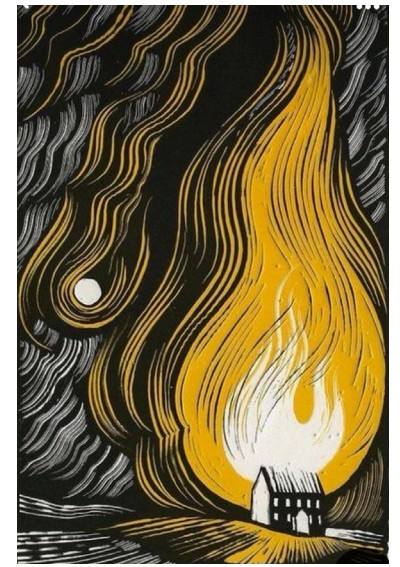


Mood Board:





This is the style I'm going for: A linoleum hand carve printing style. It's been a style I've been developing with larger prints, and I want to translate this on a larger scale. The coloring will be light, and soft like the image on the left. The image on the left I recently designed, carved, and printed. The other three below are more reference pictures for linework and how I'd like to color the wall.

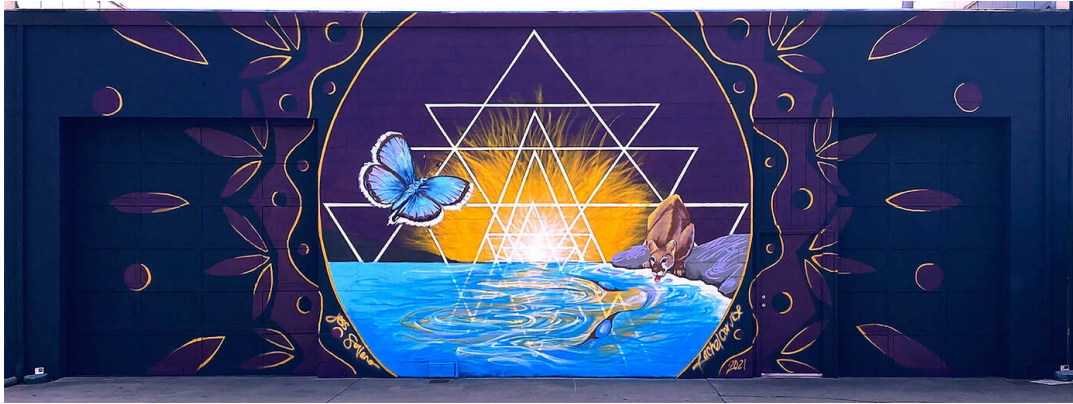


Budget

	Planned
Totals	\$25,000
Labor	\$18,000
Paint	\$2,000
Supplies	\$2,000
Travel	\$500
Rental Equipment	\$2,500

To the left is my projected budget for the project. For labor, I will be contracting out work to another local artist/friend and I want to pay them fairly. The wall is long and is under the sun for most of the day, which means I need to spend more money for sealants to protect the painting from sun damage and any possible graffiti. Supplies include paintbrushes, rags, ladders, and tools. These things that will aid me in getting this job done fast and efficiently. Traveling costs include to and from the wall from my house (I live in north Seaside right at the border of Marina) as well as to paint stores and hardware stores. The rental equipment involves projectors, lifts, and/or scaffolding because it looks like a lift would help get the higher parts of the wall. Because the wall is on a hill, I'll need to get a lift that can level out so I can paint the top of the wall.

Previous Mural Work



Each mural I paint is greatly influenced by the community I'm spending time in. I love getting to know the community and listening to their input while also being true to myself and my aspiring goals to be a global muralist. I am able and willing to make something amazing for you, and I hope you can see that too! Thank you for taking the time to read through my proposal.

I can be reached through my email: jess@soriano.studio, phone: 201-421-7319, or website: www.soriano.studio

Thank you again, and I look forward to hearing from you! <3 Jess





Evaluation Scoring Sheet Fire Station Mural RFP

Candidate
Lisa Haas
Evaluator
B. Flores

Date
11/3/22

Project
RFP for Fire Station Mural -- Submissions of mural design and proposals that will celebrate the culture of Seaside, its history and connection to Fort Ord, its residents, and the Seaside Fire Service.

Score	Rating	Rating Scale
5	Excellent	Exceeds expectations, very innovative, clearly superior to that which is average or expected as the norm. Excellent probability of success and in achieving all objectives and meeting RFP specification.
4	Above Average	Very good probability of success, better than that which is average or expected as the norm. Achieves all objectives per RFP requirements and expectations.
3	Average	Acceptable, achieves all objectives in a reasonable fashion per RFP specification. This will be the baseline score for each item with adjustments based on interpretation of proposal by Evaluation Committee members.
2	Fair	Presents reasonable probability of success, however, some objectives may not be met.
1	Poor	Below average, falls short of expectations, substandard to that which is the average or expected norm, presents probability of success in achieving project objectives per RFP.

Criteria	5	4	3	2	1
1. Artistic Merit Excellence, creativity and originality			✓		
2. Design Appropriateness Scale, content, color and design relationship to site				✓	
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment			✓		
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service			✓		

Criteria	5	4	3	2	1
5. Relation to Fire Service Inclusion of ethnicity & gender diversity, interactions with public, emergency incidents that include medical, structure fires, wildland fires, fire apparatus, public education and community engagement		✓			
6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget		✓			

Rating scale	Overall Score
Exceptional 90-100	79
Above Average 80-89	
Average 70-79	
Poor 65	

Overall Reaction to Candidate

Candidate's Strengths
Local, good concept

Candidate's Weaknesses
Lack of research, similar design to previous work already done in the city

Recommend Candidate for Final Selection: Yes ☒ No ☒

Additional Comments:



Evaluation Scoring Sheet Fire Station Mural RFP

Candidate
S. Jumper
Evaluator
Ben Flores

Date
11/3/22

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Criteria	5	4	3	2	1
1. Artistic Merit Excellence, creativity and originality		✓			
2. Design Appropriateness Scale, content, color and design relationship to site			✓		
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment		✓			
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service		✓			

Criteria	5	4	3	2	1
5. Relation to Fire Service Inclusion of ethnicity & gender diversity, interactions with public, emergency incidents that include medical, structure fires, wildland fires, fire apparatus, public education and community engagement			✓		
6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget		✓			

Rating scale	Overall Score
Exceptional 90-100	80
Above Average 80-89	
Average 70-79	
Poor 65	

Overall Reaction to Candidate
Nice concept

Candidate's Strengths
Has an understanding of fire service, local,

Candidate's Weaknesses

Recommend Candidate for Final Selection: Yes ☒ No ☐

Additional Comments:



Evaluation Scoring Sheet Fire Station Mural RFP

Candidate
<i>Jess Soriano</i>
Evaluator
<i>Ben Flores</i>

Date
<i>11/3/22</i>

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Criteria	5	4	3	2	1
1. Artistic Merit Excellence, creativity and originality		✓			
2. Design Appropriateness Scale, content, color and design relationship to site	✗	✓			
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment	✓				
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service	✓				

Criteria	5	4	3	2	1
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6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget		✓			

Rating scale	Overall Score
Exceptional 90-100	80
Above Average 80-89	
Average 70-79	
Poor 65	

Overall Reaction to Candidate

Candidate's Strengths
Good design

Candidate's Weaknesses
No specific inclusion at Fort Ord & Seaside

Recommend Candidate for Final Selection:

Yes

☒

No

☐

Additional Comments:



Evaluation Scoring Sheet Fire Station Mural RFP

Candidate
<i>La Neta</i>
Evaluator
<i>Bu Flores</i>

Date
<i>11/3/22</i>

Project
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2. Design Appropriateness Scale, content, color and design relationship to site	✓				
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment	✓				
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service		✓			

Criteria	5	4	3	2	1
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6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget	✓				

Rating scale	Overall Score
Exceptional 90-100 Above Average 80-89 Average 70-79 Poor 65	95

Overall Reaction to Candidate
Already Shows true dedication to project, Excellent concept

Candidate's Strengths
Done a lot of research to get a good design

Candidate's Weaknesses
Military Person could use adjustment

Recommend Candidate for Final Selection: Yes ☒ No ☐

Additional Comments:



Evaluation Scoring Sheet Fire Station Mural RFP

Candidate	Date
LISA HAAS	11/3/22
Evaluator	
KEE HYON HIGGINS	

Project
RFP for Fire Station Mural -- Submissions of mural design and proposals that will celebrate the culture of Seaside, its history and connection to Fort Ord, its residents, and the Seaside Fire Service.

Score	Rating	Rating Scale
5	Excellent	Exceeds expectations, very innovative, clearly superior to that which is average or expected as the norm. Excellent probability of success and in achieving all objectives and meeting RFP specification.
4	Above Average	Very good probability of success, better than that which is average or expected as the norm. Achieves all objectives per RFP requirements and expectations.
3	Average	Acceptable, achieves all objectives in a reasonable fashion per RFP specification. This will be the baseline score for each item with adjustments based on interpretation of proposal by Evaluation Committee members.
2	Fair	Presents reasonable probability of success, however, some objectives may not be met.
1	Poor	Below average, falls short of expectations, substandard to that which is the average or expected norm, presents probability of success in achieving project objectives per RFP.

Criteria	5	4	3	2	1
1. Artistic Merit Excellence, creativity and originality			X		
2. Design Appropriateness Scale, content, color and design relationship to site		X			
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment		X			
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service			X		

Criteria	5	4	3	2	1
5. Relation to Fire Service Inclusion of ethnicity & gender diversity, interactions with public, emergency incidents that include medical, structure fires, wildland fires, fire apparatus, public education and community engagement		X			
6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget		X			

Rating scale	Overall Score
Exceptional 90-100 Above Average 80-89 Average 70-79 Poor 65	80

Overall Reaction to Candidate
INCORPORATED FIRE STATION DETAILS

Candidate's Strengths
Prior work, Design

Candidate's Weaknesses
USE OF FRAMES

Recommend Candidate for Final Selection: Yes ☒ No ☐

Additional Comments:



Evaluation Scoring Sheet Fire Station Mural RFP

Candidate
SYLAS Jumper
Evaluator
KEE Hyon Higgins

Date
11/3/22

Project
RFP for Fire Station Mural -- Submissions of mural design and proposals that will celebrate the culture of Seaside, its history and connection to Fort Ord, its residents, and the Seaside Fire Service.

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Criteria	5	4	3	2	1
1. Artistic Merit Excellence, creativity and originality		X			
2. Design Appropriateness Scale, content, color and design relationship to site	X				
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment	X				
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service	X				

Criteria	5	4	3	2	1
5. Relation to Fire Service Inclusion of ethnicity & gender diversity, interactions with public, emergency incidents that include medical, structure fires, wildland fires, fire apparatus, public education and community engagement	X				
6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget	X				

Rating scale	Overall Score
Exceptional 90-100 Above Average 80-89 Average 70-79 Poor 65	90

Overall Reaction to Candidate
FIRE BACKGROUND, FIRE OPS, MILITARY

Candidate's Strengths
LOCAL, ORIGINAL DESIGN, RESUME BACKGROUND

Candidate's Weaknesses
STYLE - SPRAY PAINT

Recommend Candidate for Final Selection: Yes ☒ No ☐

Additional Comments:



Evaluation Scoring Sheet Fire Station Mural RFP

Candidate
JESS SOLIANO
Evaluator
KEE HUPW HIGGINS

Date
11/3/22

Project
RFP for Fire Station Mural -- Submissions of mural design and proposals that will celebrate the culture of Seaside, its history and connection to Fort Ord, its residents, and the Seaside Fire Service.

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Criteria	5	4	3	2	1
1. Artistic Merit Excellence, creativity and originality		X			
2. Design Appropriateness Scale, content, color and design relationship to site	X				
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment		X			
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service		X			

Criteria	5	4	3	2	1
5. Relation to Fire Service Inclusion of ethnicity & gender diversity, interactions with public, emergency incidents that include medical, structure fires, wildland fires, fire apparatus, public education and community engagement		X			
6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget		X			

Rating scale	Overall Score
Exceptional 90-100 Above Average 80-89 Average 70-79 Poor 65	85

Overall Reaction to Candidate
CREATIVE DESIGN, DETAIL / simplicity

Candidate's Strengths
INNOVATIVE, CREATIVITY

Candidate's Weaknesses
LACK OF FORT OLD HISTORY

Recommend Candidate for Final Selection: Yes ☒ No ☐

Additional Comments:



Evaluation Scoring Sheet Fire Station Mural RFP

Candidate
LA META Murals
Evaluator
Katie Hyan Higgins

Date
11/3/22

Project
RFP for Fire Station Mural -- Submissions of mural design and proposals that will celebrate the culture of Seaside, its history and connection to Fort Ord, its residents, and the Seaside Fire Service.

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Criteria	5	4	3	2	1
1. Artistic Merit Excellence, creativity and originality	X				
2. Design Appropriateness Scale, content, color and design relationship to site		X			
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment	X				
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service	X				

Criteria	5	4	3	2	1
5. Relation to Fire Service Inclusion of ethnicity & gender diversity, interactions with public, emergency incidents that include medical, structure fires, wildland fires, fire apparatus, public education and community engagement		X			
6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget		X			

Rating scale	Overall Score
Exceptional 90-100 Above Average 80-89 Average 70-79 Poor 65	92

Overall Reaction to Candidate
INCORPORATED MANY CONCEPTS INTO DESIGN

Candidate's Strengths
FIRE, SEASIDE HISTORY, DESIGN

Candidate's Weaknesses
MILITARY FIDELITY ON RIGHT OF DESIGN

Recommend Candidate for Final Selection: Yes ☒ No ☐

Additional Comments:



Evaluation Scoring Sheet Fire Station Mural RFP

Candidate
Lisa Haas
Evaluator
Janie Silveria

Date
11/3/22

Project
RFP for Fire Station Mural -- Submissions of mural design and proposals that will celebrate the culture of Seaside, its history and connection to Fort Ord, its residents, and the Seaside Fire Service.

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2	Fair	Presents reasonable probability of success, however, some objectives may not be met.
1	Poor	Below average, falls short of expectations, substandard to that which is the average or expected norm, presents probability of success in achieving project objectives per RFP.

Criteria	5	4	3	2	1
1. Artistic Merit Excellence, creativity and originality		✓			
2. Design Appropriateness Scale, content, color and design relationship to site		✓			
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment		✓			
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service				✓	

Criteria	5	4	3	2	1
5. Relation to Fire Service Inclusion of ethnicity & gender diversity, interactions with public, emergency incidents that include medical, structure fires, wildland fires, fire apparatus, public education and community engagement		✓			
6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget			✓		

Rating scale	Overall Score
Exceptional 90-100	
Above Average 80-89	
Average 70-79	
Poor 65	

Overall Reaction to Candidate
Good - could work w/ her

Candidate's Strengths

Candidate's Weaknesses
No history

Recommend Candidate for Final Selection: Yes ☒ No ☐

Additional Comments:



Evaluation Scoring Sheet Fire Station Mural RFP

Candidate
Sylas Jumper
Evaluator
Janie Silveria

Date
11/3/22

Project
RFP for Fire Station Mural -- Submissions of mural design and proposals that will celebrate the culture of Seaside, its history and connection to Fort Ord, its residents, and the Seaside Fire Service.

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Criteria	5	4	3	2	1
1. Artistic Merit Excellence, creativity and originality		✓			
2. Design Appropriateness Scale, content, color and design relationship to site		✓			
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment		✓			
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service		✓			

Criteria	5	4	3	2	1
5. Relation to Fire Service Inclusion of ethnicity & gender diversity, interactions with public, emergency incidents that include medical, structure fires, wildland fires, fire apparatus, public education and community engagement		✓			
6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget		✓			

Rating scale	Overall Score
Exceptional 90-100	
Above Average 80-89	
Average 70-79	
Poor 65	

Overall Reaction to Candidate

Candidate's Strengths

Candidate's Weaknesses
Would have liked to see color rendition of his work -

Recommend Candidate for Final Selection: Yes ☒ No ☐

Additional Comments:



Evaluation Scoring Sheet Fire Station Mural RFP

Candidate
Soriano, Jess
Evaluator

Date
11/3/22

Project
RFP for Fire Station Mural -- Submissions of mural design and proposals that will celebrate the culture of Seaside, its history and connection to Fort Ord, its residents, and the Seaside Fire Service.

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Criteria	5	4	3	2	1
1. Artistic Merit Excellence, creativity and originality	✓				
2. Design Appropriateness Scale, content, color and design relationship to site		✓			
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment		✓			
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service			✓		

Criteria	5	4	3	2	1
5. Relation to Fire Service Inclusion of ethnicity & gender diversity, interactions with public, emergency incidents that include medical, structure fires, wildland fires, fire apparatus, public education and community engagement		✓			
6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget		✓			

Rating scale	Overall Score
Exceptional 90-100	
Above Average 80-89	
Average 70-79	
Poor 65	

Overall Reaction to Candidate	
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Candidate's Strengths	
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Candidate's Weaknesses	
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Recommend Candidate for Final Selection: Yes ☒ No ☐

Additional Comments:



Evaluation Scoring Sheet Fire Station Mural RFP

Candidate
La Neta
Evaluator
Janie Silveria

Date

Project
RFP for Fire Station Mural -- Submissions of mural design and proposals that will celebrate the culture of Seaside, its history and connection to Fort Ord, its residents, and the Seaside Fire Service.

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Criteria	5	4	3	2	1
1. Artistic Merit Excellence, creativity and originality	✓				
2. Design Appropriateness Scale, content, color and design relationship to site	✓				
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment	✓				
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service		✓			

Criteria	5	4	3	2	1
5. Relation to Fire Service Inclusion of ethnicity & gender diversity, interactions with public, emergency incidents that include medical, structure fires, wildland fires, fire apparatus, public education and community engagement	✓				
6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget	✓				

Rating scale	Overall Score
Exceptional 90-100	
Above Average 80-89	
Average 70-79	
Poor 65	

Overall Reaction to Candidate
Great!

Candidate's Strengths
Attention to detail, local, incorporates history images

Candidate's Weaknesses
Take out military guy + planes

Recommend Candidate for Final Selection: Yes ☒ No ☐

Additional Comments:



Evaluation Scoring Sheet Fire Station Mural RFP

Candidate
LA NETA MURALS
Evaluator
SARAH TIER

Date
11/3/22

Project
RFP for Fire Station Mural -- Submissions of mural design and proposals that will celebrate the culture of Seaside, its history and connection to Fort Ord, its residents, and the Seaside Fire Service.

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1	Poor	Below average, falls short of expectations, substandard to that which is the average or expected norm, presents probability of success in achieving project objectives per RFP.

Criteria	5	4	3	2	1
1. Artistic Merit Excellence, creativity and originality	x				
2. Design Appropriateness Scale, content, color and design relationship to site	x				
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment	x				
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service		x			

Criteria	5	4	3	2	1
5. Relation to Fire Service Inclusion of ethnicity & gender diversity, interactions with public, emergency incidents that include medical, structure fires, wildland fires, fire apparatus, public education and community engagement	X				
6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget	X				

Rating scale	Overall Score
Exceptional 90-100 Above Average 80-89 Average 70-79 Poor 65	95

Overall Reaction to Candidate
WOULD LIKE TO SEE THE MILITARY REPRESENTATION & FD SEAL HAVE MORE PREVALENCE. STYLE FEELS VERY "TYPICAL" OF MURALS, BUT SUBJECT MATTER IS FANTASTIC

Candidate's Strengths
CLEARLY WELL ORGANIZED WITH LOTS OF THOUGHT AND CONSIDERATION PUT IN TO IT

Candidate's Weaknesses
NEEDS MORE / BETTER T+ORD

Recommend Candidate for Final Selection: Yes ☒ No ☐

Additional Comments:



Evaluation Scoring Sheet Fire Station Mural RFP

Candidate
<i>SYLAS JUMPER</i>
Evaluator
<i>SARAH TIER</i>

Date
<i>11/3/22</i>

Project
RFP for Fire Station Mural -- Submissions of mural design and proposals that will celebrate the culture of Seaside, its history and connection to Fort Ord, its residents, and the Seaside Fire Service.

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Criteria	5	4	3	2	1
1. Artistic Merit Excellence, creativity and originality	<i>X</i>				
2. Design Appropriateness Scale, content, color and design relationship to site		<i>X</i>			
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment		<i>X</i>			
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service	<i>X</i>				

Criteria	5	4	3	2	1
5. Relation to Fire Service Inclusion of ethnicity & gender diversity, interactions with public, emergency incidents that include medical, structure fires, wildland fires, fire apparatus, public education and community engagement			X		
6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget		X			

Rating scale	Overall Score
Exceptional 90-100	89
Above Average 80-89	
Average 70-79	
Poor 65	

Overall Reaction to Candidate
VERY ORIGINAL W/ GOOD IMPLIMENTATION OF HISTORY

Candidate's Strengths
LOCAL, FIRE MAN HIMSELF, LOTS OF SOLID PORTFOLIO EXAMPLES

Candidate's Weaknesses
UNSURE HOW SEASIDE WOULD RECIEVE THE "GRAFFITI" STYLE

Recommend Candidate for Final Selection: Yes ☒ No ☐

Additional Comments:



Evaluation Scoring Sheet Fire Station Mural RFP

Candidate
JESS SORIANO
Evaluator
SARAH TIER

Date
11/3/22

Project
RFP for Fire Station Mural -- Submissions of mural design and proposals that will celebrate the culture of Seaside, its history and connection to Fort Ord, its residents, and the Seaside Fire Service.

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Criteria	5	4	3	2	1
1. Artistic Merit Excellence, creativity and originality	X				
2. Design Appropriateness Scale, content, color and design relationship to site		X			
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment			X		
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service			X		

Criteria	5	4	3	2	1
5. Relation to Fire Service Inclusion of ethnicity & gender diversity, interactions with public, emergency incidents that include medical, structure fires, wildland fires, fire apparatus, public education and community engagement			X		
6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget		X			

Rating scale	Overall Score
Exceptional 90-100 Above Average 80-89 Average 70-79 Poor 65	89

Overall Reaction to Candidate
ABSOLUTELY LOVE THE ART STYLE, ITS UNIQUE AND ORIGINAL FOR SEASIDE

Candidate's Strengths
WELL IMPLIMENTED MOOD BOARD, AND WONDERFUL AND CREATIVE STYLE

Candidate's Weaknesses
CONTENT IS LACKING. NOTHING THAT SPECIFICALLY SAYS SEASIDE OR FT ORD. PREVIOUS MURAL WORK IS NOT IN THE STYLE PRESENTED

Recommend Candidate for Final Selection: Yes ☒ No ☐

Additional Comments: IF THIS ARTIST HAD THE CONTENT RICHNESS OF SOME OF THE OTHER APPLICANTS, THIS WOULD BE MY PICK. MAY WANT TO ASK IF HE IS WILLING TO RECONCEPT.



Evaluation Scoring Sheet Fire Station Mural RFP

Candidate
LISA HAAS
Evaluator
SARAH TIER

Date
11/3/22

Project
RFP for Fire Station Mural -- Submissions of mural design and proposals that will celebrate the culture of Seaside, its history and connection to Fort Ord, its residents, and the Seaside Fire Service.

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Criteria	5	4	3	2	1
1. Artistic Merit Excellence, creativity and originality		X			
2. Design Appropriateness Scale, content, color and design relationship to site		X			
3. Artist Qualifications Prior work, content, craftsmanship, uniqueness, ability to translate concepts into durable and safe materials in an outdoor environment		X			
4. Originality Implementation of Seaside's culture, history and connection to Fort Ord, its residents and Seaside Fire Service			X		

Criteria	5	4	3	2	1
5. Relation to Fire Service Inclusion of ethnicity & gender diversity, interactions with public, emergency incidents that include medical, structure fires, wildland fires, fire apparatus, public education and community engagement		X			
6. Adherence to Proposal Guidelines Total cost of proposal including installation, preliminary concept drawing and narrative, contact information, examples of other relevant work and budget	X				

Rating scale	Overall Score
Exceptional 90-100 Above Average 80-89 Average 70-79 Poor 65	85

Overall Reaction to Candidate
GOOD CONCEPT AND WILLING TO WORK WITH US TO PERFECT THE DESIGN.

Candidate's Strengths
LOCAL, GOOD EXAMPLES OF LOCAL WORK.

Candidate's Weaknesses
NEEDS MORE FT ORD

Recommend Candidate for Final Selection:

Yes



No



Additional Comments: