



County of Sonoma

State of California

Date: March 12, 2024

Item Number: _____

Resolution Number: _____

4/5 Vote Required

**Resolution Of the Board Of Supervisors Of The County Of Sonoma, State Of California,
Congratulating Victor Ferrer on being named the 2024 Treasure Artist**

Whereas, Victor Ferrer was named City of Sonoma’s 2024 Treasure Artist by The City of Sonoma’s Cultural and Fine Arts Commission for the skill of his performances and his celebration of Mexican heritage through dance; and

Whereas, a Mexico City native, Victor immigrated to the U.S. in 2001 and attended Casa Grande High School in Petaluma as an English as a Second Language student where he began his career in journalism translating the school’s newspaper to Spanish; and

Whereas, at 18 years old, Victor landed a job as a reporter for a now-closed Spanish-language publication, Sol de Sonoma, making Sonoma his home and shortly after promoted to editor, possibly making him one of the youngest editors of a publication in California; and

Whereas, in 2012 Victor joined Grupo Folklórico Quetzalén, a Mexican folk ensemble founded as a senior project by two senior students at Sonoma Valley High School in 2008; and

Whereas, in 2013 he became the director of Grupo Folklórico Quetzalén with no real experience or knowledge and took it upon himself to do what it took to continue learning and growing, from finding mentors, taking many trainings and workshops, attending festivals, and even bringing teachers from Mexico to provide training; and

Whereas, Victor’s leadership, coupled with his many contributions has played a significant role in promoting cultural pride and awareness through traditional dances, music,

and vibrant costumes, resulting in the Sonoma City Council recognizing the group as Sonoma's official ballet folklórico in 2014; and

Whereas, a decade later, now Folklórico Quetzalén has become one of the leading dance groups in Sonoma Valley, despite the lack of use of an exclusive dance studio and the financial burden of performance costumes; and

Whereas, Folklórico Quetzalén manages to perform folkloric styles from 18 different states in Mexico diversifying its catalog of dances with a new initiative in classical ballet in 2024 through a scholarship from the Sonoma County Catalyst Fund; and

Whereas, The Treasure Artist Award reflects Victor's outstanding contributions to the performing arts and his commitment to preserving Mexico's traditional dances while capturing the loyalty of the folklórico community and the admiration of Sonoma Valley.

Whereas, Victor's desire through his award and Quetzalén is to give a voice to the Folklórico community, serving as an example for other leaders and helping improve and create opportunities for other artists like himself creating change.

Now, Therefore, Be It Resolved, that the Board of Supervisors of the County of Sonoma do hereby congratulate Victor Ferrer on being named the City of Sonoma's 2024 Treasure Artist.

Supervisors:

Gorin:

Rabbitt:

Gore:

Hopkins:

Coursey:

Ayes:

Noes:

Absent:

Abstain:

So Ordered.