



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 6/6/2023

To: Board of Supervisors of Sonoma County
Department or Agency Name(s): Economic Development Board
Staff Name and Phone Number: Kristen Madsen, 707-565-6120
Vote Requirement: 4/5th
Supervisory District(s): Countywide

Title:

Fire Memorial Update and Funding Request

Recommended Action:

- 1) Receive an update on the Fire Memorial art project.
- 2) Adopt a Budget Resolution using \$186,000 in Board of Supervisors' General Fund Contingencies for the 2017 Wildfire Fire Memorial and adjusting the FY 22-23 Final Budget for the Economic Development Department. (4/5th Vote)

Executive Summary:

As part of the FY 2022-23 budget adopted by the Board of Supervisors in June 2022, \$250,000 was allocated for a fire memorial commemorating the 2017 Sonoma Complex Wildfires. The funds and responsibility for overseeing the commemorative art project were assigned to the Economic Development Department Creative Sonoma team, in consultation with Sonoma County Department of Public Infrastructure.

Creative Sonoma staff worked with Todd Bressi, a consultant with professional experience in public art memorials, to develop a draft work plan and budget for the project. The draft budget was informed by research of similar projects within the county and elsewhere. It was through this process, that it was determined that supplemental funding is required.

On December 6, 2022, the Board of Supervisors approved the work plan with the adopted \$250,000 of funding and advised Creative Sonoma to move forward with preliminary steps before returning with an update and a budget request for General Fund Contingency funds of \$186,000 to fully fund the project. Approval of the additional funds is required in order to move forward on the Request for Proposals for the artist(s).

Discussion:

Since the Board of Supervisors at the December 6, 2022 meeting, Creative Sonoma staff has made the following progress:

Assembly of a Fire Memorial Task Force

The opportunity to serve on the Task Force was posted on the County's websites ([Boards & Commissions <https://sonoma-county.granicus.com/boards/w/808bd6e42edf8e0f/boards/45925>](https://sonoma-county.granicus.com/boards/w/808bd6e42edf8e0f/boards/45925) and [CreativeSonoma.org <https://www.creativesonoma.org/fire/>](https://www.creativesonoma.org/fire/>)). Media outreach included press releases, postings on social media and in newsletters, and radio and print interviews to promote the opportunity.

Personal, direct outreach was also made to 50 individuals and organizations representing fire survivor families, first responders, service providers that were significantly involved in response and recovery, arts community members who lost homes and studios, and more.

Task Force applications will be reviewed by an ad hoc committee comprised of 2 members of the Creative Sonoma advisory board and 3 community members selected by staff for their expertise in public art projects and community engagement. The first round of applications has been reviewed, interviews have occurred, and the committee will develop final recommendations to submit to the Board of Supervisors in July. The first meeting of the Task Force is anticipated to be held in late June or early July, pending appointments by the Board of Supervisors.

Identification of a Project Manager

A Request for Proposals for professional services to manage the Fire Memorial was published on March 3, 2023 on the Sonoma County Supplier Portal with submissions due on March 31, 2023. Creative Sonoma received two responses and is in final stages of contracting.

Site Selection

Creative Sonoma and Public Infrastructure have compiled a list of existing county-owned sites that may be appropriate for the memorial. Public Infrastructure staff have also reached out to the City of Santa Rosa Public Works Department in an effort to learn of possible city-owned sites to add to the list. Once staff has analyzed the potential challenges and opportunities for each site, the list will be reviewed by the Task Force. Their recommendation list will be presented to the Board of Supervisors for review and site selection.

Financing

Staff performed an evaluation of comparable projects, local considerations, and ongoing costs, with the guidance of public art consultants, which resulted in a total budget requirement of \$436,000.

The following items are not included in the previously approved \$250,000 allocation and are now requested/recommended for consideration of additional General Fund Contingency funding:

1. Task Force Stipends - \$7,000 (\$1,000 for each of the seven Task Force members). In recognition of the emotional work and time commitment anticipated to be required of this Task Force, as well as the importance to include the voice of individuals for whom service would otherwise be financially infeasible, staff is recommending that a stipend in the amount of \$1,000 be paid to each Task Force member.
2. Artist Selection Costs - \$3,000. While there will be a local preference for the artist selection Request of Proposals, the opportunity will be available to artists outside Sonoma County. This will allow artists who were displaced by the fires or for other reasons to be considered, regardless of where they presently reside. Staff estimates that one of the three finalists selected may be from outside Sonoma County. The additional funds will cover travel expenses.
3. Technical Advisors - \$12,500. This project is anticipated to cause sensitive and difficult memories to resurface for participants as well as competing perspectives and priorities for the memorial, which will require technical specialists in a variety of arenas. While some may be drawn internally from county staff, others will need to be retained through consulting contracts. These advisors may include therapists specifically experienced in trauma or eco-trauma, public art conservators, Diversity, Equity,

and Inclusion (DEI) professionals, and conflict management professionals.

4. Maintenance Reserve and Contingency - \$30,000.

The following items are included in the original allocation for which additional funding is requested/recommended from General Fund Contingencies:

1. Artist Commission - additional \$75,000 for a total allocation of \$220,000. Through research, staff found that, on average, an artist commission is generally 20% of the overall commission. Other expenses included in the commission: materials, fabrication and installation, CAD drawings, subcontractors and/or assistants, studio overhead, personal insurance, and community engagement planning and execution. It is important to note that these are all variable costs that will eventually be dictated by the final design as chosen by the Task Force and approved by the Board of Supervisors. For reference, the artist commission for "Unum", the 2023 installation in Courthouse Square, was \$250,000.
2. Site Preparation, Signage and Lighting - additional \$41,000 for a total allocation of \$55,000. The existing budget allocation of \$15,000 is for a "shovel ready" site. Possible additional costs include: grading, electrical, plumbing, signage, and accessibility.
3. Community Engagement - additional \$17,500 additional for a total allocation of \$20,000. This memorial will serve as one of the most significant tangible manifestations of Sonoma County's collective experience of one of the largest local disasters. As such, this project will require a high degree of community engagement and participation. This engagement and outreach will include work by staff and the selected artist(s) through community meetings, online participation and feedback sessions, interviews, and more. Additionally, special attention to underserved communities require additional time, deep partnerships, and expense to be effective.

Fire Memorial Budget Worksheet			
Item	Approved	Additional Request	Total
Artist Selection Committee stipends	-	\$ 7,000	\$ 7,000
Artist Selection Costs (proposal Stipends)	\$ 7,500	\$ 3,000	\$ 10,500
Technical Advisor Stipends	-	\$ 12,500	\$ 12,500
Contract Staff	\$ 76,000	\$ -	\$ 76,000
Artist Commission	\$ 145,000	\$ 75,000	\$ 220,000
Site Work	\$ 15,000	\$ 35,000	\$ 50,000
Signage and Lighting	\$ 4,000	\$ 6,000	\$ 10,000
Community engagement	\$ 2,500	\$ 17,500	\$ 20,000
Contingency	\$ -	\$ 15,000	\$ 15,000
Maintenance Reserve	\$ -	\$ 15,000	\$ 15,000
Total	\$ 250,000	\$ 186,000	\$ 436,000

Staff also requests authority to make minor revisions to the budget and in the event of cost savings, reallocate those when possible to the artist commission line to maximize direct funding for the project.

Strategic Plan:

N/A

Prior Board Actions:

12/6/2022 - Adopted Fire Memorial Work Plan (<https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=5948414&GUID=B4D7D117-71CA-4019-8B5B-129F4B5125C0&Options=&Search=>)

FISCAL SUMMARY

Expenditures	FY 22-23 Adopted	FY 23-24 Projected	FY 24-25 Projected
Budgeted Expenses	\$250,000		
Additional Appropriation Requested	\$186,000		
Total Expenditures	\$436,000		
Funding Sources			
General Fund/WA GF	\$250,000		
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies	\$186,000		
Total Sources	\$436,000		

Narrative Explanation of Fiscal Impacts:

Total project costs are estimated to be \$436,000. During the FY 22-23 Budget Hearings, \$250,000 was set aside from the General Fund for a fire memorial project and is included in the FY 22-23 Economic Development Board Creative Sonoma division Final Budget. An additional \$186,000 is being requested from General Fund Contingencies for the project. Any necessary adjustments to move funding forward to FY 23-24 will be made in first quarter consolidated budget adjustments.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Budget Resolution
Fire Memorial Update and Funding Request - Work Plan

Related Items "On File" with the Clerk of the Board:

None

