

*We are a welcoming, active and business-friendly rural
foothill community built on California's rich gold rush history*



City Manager's Report
August 22, 2023, City Council Meeting
Prepared by: M. Cleve Morris, City Manager
Item #: 12.2

Subject: Review a request for use of the small Center Street Parking lot on November 2, 2023 for the Sugar Skull Art Walk Event.

Recommendation: Approve use of the small Center Street Parking Lot on November 2, 2023, and the Bell Tower from the 1st through the 3rd for the Sugar Skull Art Walk Event.

Purpose: To review the proposed Sugar Skull Art Walk Event and consider approval of the project and closure of the small Center Street Parking lot and use of the Bell Tower for the project on November 1st – 3rd, 2023.

Strategic Plan Strategy: Maintain/Improve Quality of Life: Provide and maintain vibrant public spaces, events and programs and ensure a well-designed and protected City infrastructure.

- 3) Strategy- Improve and refine special events
 - a. Work with co-sponsors to produce events that support the local businesses and increase community cohesion.

Background: The Sugar Skull Art Walk is a Community Art Project that takes place on and around November 2. The project centers on the ancient, Latin American tradition of Days of the Dead and focuses on remembering beloved family and community members who have passed away. Participants in the Sugar Skull Art Walk build “ofrendas,” or offerings, to honor the deceased. In the past three years, ofrendas have been displayed in windows of supporting businesses on Main Street and in galleries. A walking map of ofrendas is provided for community participants that extends from Toogood Cellars to Royal 6 Tattoo.

Discussion: This year the Sugar Skull Art Walk Collective received a grant to expand on the project. Sugar Skull Art Walk Collective in conjunction with Arts and Culture El Dorado would like to work in cooperation with the City of Placerville. The plan this year is to display the ofrendas as they are being built in two galleries during the month of October, and to have a street celebration on November 2nd. We are requesting use of the small parking lot between the Center Street Gallery and Highway 50 for 4 hours on November 2nd, beginning at 5PM and ending at 9PM. We plan to have mariachis, face painting and food available. We are not requesting any street closure and will work with the city to create appropriate sidewalk barriers on Center Street as needed. There are several leased parking spaces in the lot, and we are in the process of reaching out to the affected businesses (like the Liar’s Bench and the Green Room) for approval and support.

The Organization would also like the use of the Bell Tower from 11PM on Nov 1st (they will decorate overnight so it is ready in the morning) through November 3rd at 4AM (people will be dismantling in the middle of the night).

Staff has the following concerns with the use of the Bell Tower:

1. There are some residential units on second stories that we should be aware of in terms of noise if decorating is done overnight.
2. We can not guarantee security of protection from theft of damage of items left out overnight. The organization would be responsible for security and protection if this is approved.

The organization's goal is that through art, music, food and celebration, this year's Sugar Skull Art Walk builds positive and solid connections between people in our community.

Options:

1. Approve the event and closures as proposed.
2. Make changes to the event and/or closures and approve.
3. Do not approve the closures but allow the event to proceed on private property.
4. Do not approve the event.

Environmental: NA

Cost: Minimal staff time to research and prepare the SOP.

Budget Impact: None



M. Cleve Morris, City Manager

Attachments:

ATT A: Email Request