



County of Sonoma
Fire Memorial Public Art Project
At Nagasawa Park

Board of Community Services

July 24, 2024

Jen Santos

Parks Deputy Director



County of Sonoma Fire Memorial Public Art Project

Board of Community Services

Tara Thompson, Creative Sonoma Director
Karin Demarest, Project Manager

July 24, 2024



Why a Fire Memorial?



Project History

June 2022: Board of Supervisors allocated \$250k for a Fire Memorial to be managed by Creative Sonoma

Dec 2022: Board approved a Fire Memorial Work Plan, authorized establishment of a Fire Memorial Task Force

May 2023: Creative Sonoma entered into agreement for project management services with Karin Demarest

June 2023: Board approved increase to Fire Memorial budget to \$436k

July 2023: Board approved appointments to Fire Memorial Task Force

Oct 2023: \$100k grant received from Community Foundation Sonoma County, bringing the total project budget to \$536k

Mar 2024: Board selects Nagasawa Community Park as preferred site for the Fire Memorial



Fire Memorial Task Force

- Alma Bowen
- Cyndi Foreman
- Jessica Tunis
- Margie Maynard
- Pamela Van Halsema
- Paul Lowenthal
- Tammy Sakanashi



Site Selection

The Task Force approached site selection with deep respect and attention to detail in aligning with the **purpose of this project:**

- **Honors those who lost their lives** in the fires
- Reminds us of our **community's resilience**
- Serves as a sanctuary for **reflection, remembrance, and healing**



Site Selection

The Task Force conducted a comprehensive analysis of **32 potential sites** in **consultation** with various stakeholders.

Each site was **evaluated based on the following criteria:**

- Accessibility and visibility
- Appropriateness to fulfill the goals
- Relevance of the location
- Viability of the site



Site Selection

Hardscape Considerations

- Lighting
- Restrictive easements
- # of entrances
- ADA accessibility
- Parking
- Overall acreage
- Access to electricity
- Restrooms
- Park hours

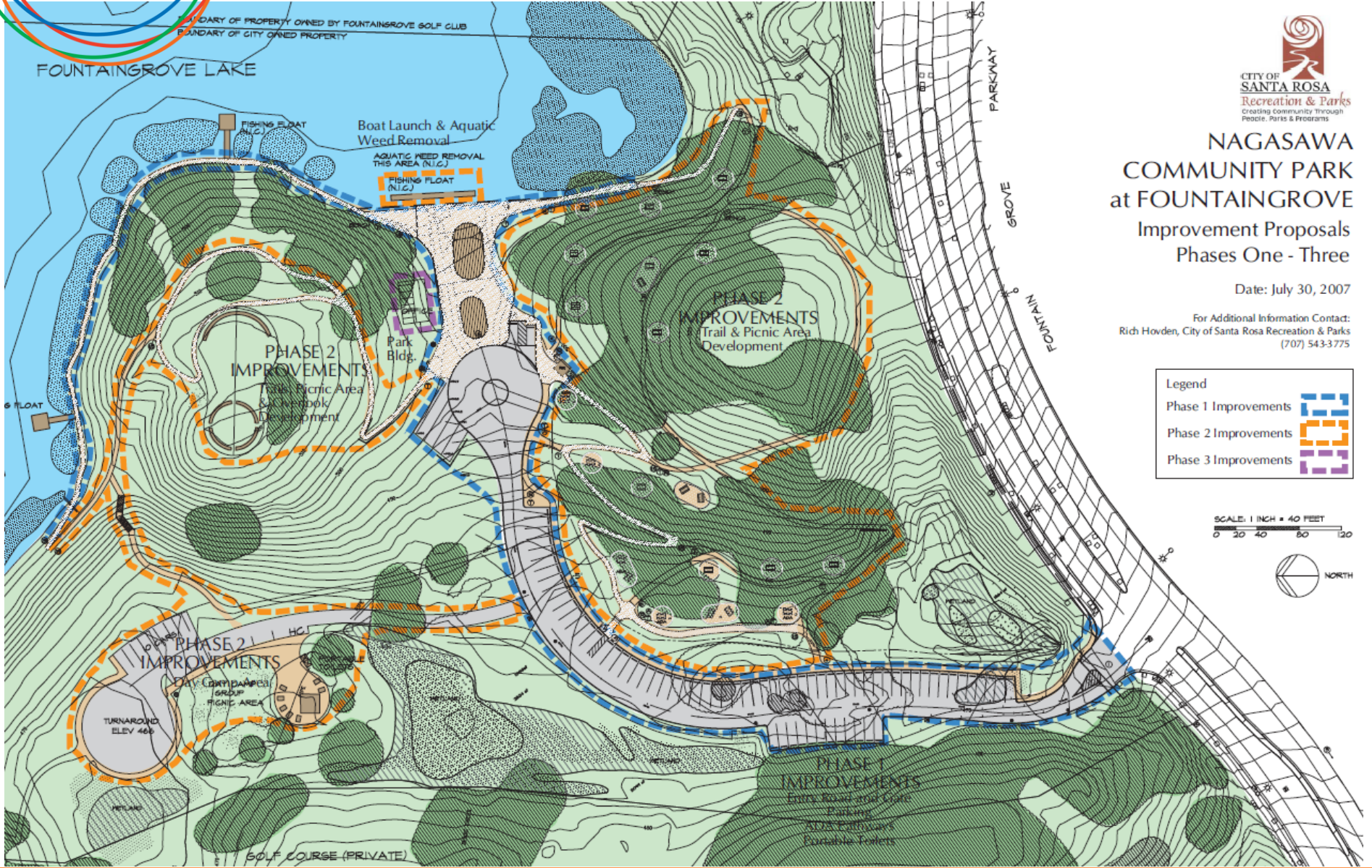
Resonance with Project Goals

- Tranquility
- Natural Beauty
- Emotional Resonance
- Connection to the Fire
- Sound Environment
- Space for Reflection
- Located Near Those Impacted
- Supports Group Visits



**CREATIVE
SONOMA**

Nagasawa Community Park





NAGASAWA COMMUNITY PARK at FOUNTAINGROVE Improvement Proposals Phases One - Three

Date: July 30, 2007

For Additional Information Contact:
Rich Hovden, City of Santa Rosa Recreation & Parks
(707) 543-3775

Legend

- Phase 1 Improvements 
- Phase 2 Improvements 
- Phase 3 Improvements 

SCALE: 1 INCH = 40 FEET
0 20 40 60 80 120





Artist Selection Process

- **Qualifications Review**
- **Finalist Stage (3-5 applicants)**
 - Interview with Task Force
 - Present detailed approach, focus on community engagement
- **Selection Criteria:**
 - Artistic excellence, originality and innovation of past works
 - Appropriate medium and style for a memorial project
 - Meaningful vision statement
 - Experience in designing public artworks with community
 - Experience developing artworks for public, outdoor environments
 - Sensitivity to address the potential impact of the project on Sonoma County residents
 - Experience with projects of similar scope and scale
 - References from previous entities who have commissioned similar work



Collaborative Design Process

A Community Engagement process will incorporate community input, ensuring sensitivity to the impacts of disasters on the community.

- community meetings
- online surveys
- workshops

We are committed to a trauma-informed approach to community engagement and have resources to bring professionals into the process.



Project Budget

Artist Selection Committee	\$7,000
Artist Selection Costs	\$10,500
Technical Advisor Stipends	\$12,500
Contract Staff	\$76,000
Artist Commission	\$320,000
Site Work	\$50,000
Signage and Lighting	\$10,000
Community Engagement	\$20,000
Contingency	\$15,000
Maintenance Reserve	\$15,000
Total	\$536,000



Anticipated Timeline: Subject to Change

RFQ Deadline:	August 2024
Artist Selection Process:	Sept - Oct 2024
Artist Contract Approved by Board:	Nov 2024
Artist-Led Community Engagement and Site-Specific Design Development:	Dec 2024 - Feb 2025
Final Design Approval:	April 2025
Fabrication & Site Preparation:	April - July 2025
Installation Completed:	September 2025



Staff Recommendation:

The Recreation & Parks Department requests the Board of Community Services discuss and provide feedback regarding the proposed Fire Memorial Public Art Project.