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Application No. \_\_\_\_\_

Date Received \_\_\_\_\_

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**IMPORTANT! PLEASE CAREFULLY READ THE MURAL GUIDELINES AND PROCEDURES BEFORE COMPLETING THIS APPLICATION.**

You will be notified within thirty (30) days whether the application has been accepted. After filing a complete application for a mural, it will be referred to the Visalia Mural Panel for consideration and action. The time required to process a mural application will vary but will be a maximum of 90 days from application submittal.

This MURAL APPLICATION must be filled out completely and with full answers to every statement and question. This application must be signed by the individual or group proposing the mural, the artist and the owner(s) of the property on which the mural is to be installed.

**APPLICANT:**

Name of Applicant: Kelsie Davis- Leadership Visalia Telephone: (559) 381-3713  
Address of Applicant: 601 W Acequia Avenue, Visalia Ca 93291 E-Mail Address: KEDAVIS@KAWEAHHEALTH.ORG  
Mural site is located at: Visalia Rawhide Baseball Club  
Present zoning of property: \_\_\_\_\_ Present use of property: A wall located in a parking lot

**ARTIST:**

Name of Mural Artist: Colleen Hopkins Telephone: (559) 730-7318  
Address of Applicant: 24633 Road 152, Tulare CA 93274 E-Mail Address: Colleenveyna@comcast.net

**PROPERTY OWNER:**

Name of Property Owner: Visalia Rawhide Baseball Club Telephone: (559) 732-4433  
Address of Property Owner: 300 N Giddings Street, Visalia CA 93291 E-Mail Address: Markus@rawhidebaseball.com

## Mural Application

### 1) Mural Detail - Please explain the nature of the mural including its size and materials to be used:

Baseball has always been an important tradition here in Visalia. Mental Health is also a hardship that Visalia is facing right now. Leadership Visalia would like to have their class project be a mural at the wall outside the Rawhide Park. Bringing these two topics together can create a very inspiring mural and real-world connection. It is important for people who are struggling with any issues, to have something in reality that they can relate their struggles to. This can give them a better understanding and encouragement to overcome it. There is a famous saying; "Baseball is a metaphor for life" which is very true. This mural concept is inspired by bridging the two together. The Butterflies are a majestic butterfly which has been chosen as a symbol for people affected by mental illness. In the early stage of its development, the cocoon like condition of the butterfly resembles the depressed and withdrawn feelings commonly shared by people whose lives are affected by mental illness.

The mural size will be approximately 38.48' x 11.5'. The concrete will be sealed with a clear masonry after the client has power-washed the wall to remove foliage and dirt. The mural will be painted in studio on a mural canvas fabric called Pelon. This fabric would then be permanently applied to the wall with Nova Gel. The mural will be painted with Nova Color Paints, which are meant for mural paintings. After the mural is installed it will be sealed with Mural Shield (UV protectant) and anti-graffiti coating.

### 2) What is the purpose, meaning and/or significance of the proposed mural and why is it important to share with the community?

Leadership Visalia 2022-2023 cohort through the Visalia Chamber of Commerce has a class of 17 members this year representing industries in health, broadcasting, education, law enforcement, non-profits, the faith community, and many others. As part of this class requirement we had to come up with a topic and class project. This year, we have focused our subject to mental health. The intent of this mural is to have a community focal place/wall where young people can take selfies/pictures and also find resources for assistance with mental health. What not a better way to get information out there to the youth who may be silently struggling or even parents who may know of someone who needs help. The butterflies resemble mental health along with suggested artistic design quotes on the mural to focus intent. We hope to bring a mental health awareness movement and make a social media impact while placing Visalia on the map.

### 3) What is the timetable to commence and complete the subject mural?

The timeline for completing this mural depends on the approval date. Generally, CK mural team ask three months to finish a mural; however, that depends on how many approved murals are in business cue.

### 4) Please give a brief biography of the individual(s), group(s) or organization(s) that will install the mural along with the artistic credentials of the artist who prepared the mural design:

Colleen Mitchell-Veyna and Kelsey Gilles have been working together as a team for about 9 years. Together they work as CK Mural Team. Individually, Colleen has a company called Veyna Design Studios, Inc. It has been in business for about 25 years. Kelsey has a business called Puttin On the Paint that has been operating for 6 years. Almost all murals they complete together as CK Mural Team these days. Primary the murals consist of public work for business, schools, cities, and organizations.

<https://www.facebook.com/search/top?q=ck%20mural%20team>

<http://www.veynadesignstudios.com/>

<http://www.puttinonthepaint.com/>

### 5) Please explain who will be responsible for the murals maintenance:

As part of the Leadership Visalia project, we are responsible for finding an entity or some way to make sure the class project has maintenance. The Visalia Rawhide has agreed to keep maintenance in that area they have given us.

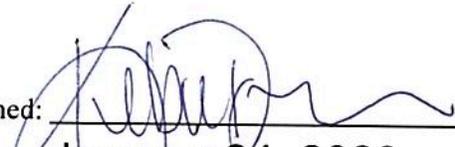
**Mural Application**

Please submit one, reproducible rendering (sketch or photo) of an elevation drawing, prepared to a 1:12 scale [1 " = 1 ft.0"], with dimensions, accurately depicting the mural to be painted.

Please refer to the Mural Guidelines and Procedures for additional information on the approval process and requirements for installing a mural in the City of Visalia.

Mural Proposal Submitted by:

**Kelsie Davis**

Signed:   
Date: **January 24, 2023**

STATE OF CALIFORNIA

COUNTY OF \_\_\_\_\_

CITY OF \_\_\_\_\_

WE, I, \_\_\_\_\_ being duly sworn, depose and say that (we are) (I am) the owner(s) of the property (site) involved in this application and that (we) (I) have been familiarized with the rules and regulations of the City of Visalia with respect to preparing and filing this application for a mural and that the foregoing statements and answers contained in this information on the attached materials thoroughly and completely to the best of (our) (my) ability present the arguments in behalf of the application herewith requested and that the statements and information above referred to are in all respects true and correct to the best of (our) (my) knowledge and belief.

Name of Owner(s): \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Return Application to:

Brandon Smith, Senior Planner  
Visalia Planning Division  
315 E. Acequia Avenue, Visalia, CA 93291  
Email: brandon.smith@visalia.city  
Phone: (559) 713-4636