



HAINES CITY

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CITY MANAGER MEMORANDUM

To: Honorable Chairperson and Board Members

Through: James R. Elensky, City Manager

From: Alexander Abraham, CRA Manager/Consultant

Date: July 3, 2025

Subject: Boys and Girls Club Mural Project Discussion

Executive Summary

The intent of this item is to request approval of the artist's proposed theme in association with the Step It Up project.

Staff Contact: Omar DeJesus, Finance Director

Introduction

The CRA is committed to fostering inclusive growth and revitalization within historically underserved neighborhoods. The Step It Up project represents a strategic and community-centered initiative designed to elevate the quality of life for residents through targeted investments in infrastructure, public spaces, and educational programming. Aligned with the CRA's plan, this project underscores the agency's dedication to collaboration, creativity, and sustainable neighborhood transformation.

Background

The CRA Board has previously approved the CRA's Step It Up project, which aims to revitalize the Northeast Oakland area through collaborative partnerships and targeted community enhancements, including court art, STEAM programs, community garden development, building renovations, and the installation of public art murals. With a focus on fostering neighborhood pride, engagement, and opportunity, the project embodies the CRA's mission to drive equitable redevelopment and improve the quality of life.

The purpose of this discussion is to present mural concepts developed by Kent McAllister, the selected local artist for this project.

Organizational Goal(s)

Quality of Life: Create an environment that enhances the quality of life and benefits the community culturally, recreationally and economically.

Budget Impact

The budget impact for fiscal year 2024-2025 is \$18,000 to \$22,000 and is budgeted in the CRA department.

Recommendation

Staff seeks CRA Board consensus on the proposed theme before design work proceeds further.