



WORKING
LANDS,
**WORKING
ARTISTS**

Project Overview &
Stakeholder Engagement
ERICA WOLFSEN

Working Lands, Working Artists: District 2

Overview



**WORKING LANDS,
WORKING ARTISTS**

Working Lands, Working Artists engages local artists in the design and installation of public art/creative placemaking projects exploring Mariposa’s relationship with agriculture and working landscapes. This project is intended to support *Mariposa County Planning Department’s Agriculture and Working Lands Conservation Plan (AWLCP)* and aligns with recommendations in the *Mariposa County Creative Placemaking Strategy*.



**AGRICULTURAL AND WORKING
LANDS CONSERVATION PLAN
(AWLCP)**

Agricultural and Working Lands Conservation Plan (AWLCP) is a planning project that supports sustainability for the County’s agricultural landscapes and lifeways. The art concepts created by selected *Working Lands, Working Artists* artists are informed by, and respond to, community input gathered during the AWLCP’s initial stakeholder engagement process.

Working Lands, Working Artists: District 2

Overview



**ERICA
WOLFSEN**

Selected artists are working with the *Working Lands, Working Artists* and AWLCP team and the public to refine their designs. The Arts Council hosts individual online surveys and in-person engagement events for each artists' designs, whereby the public can review and offer constructive feedback.

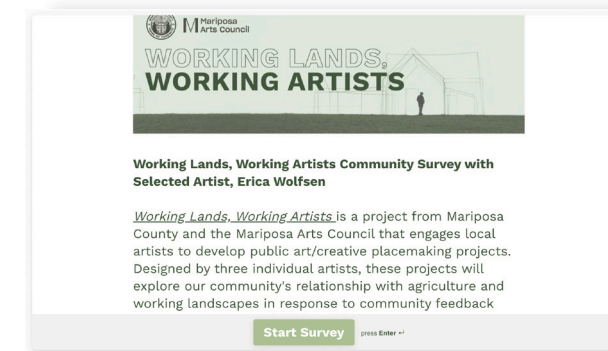
Selected artist **Erica Wolfson** is working with the Mariposa County Planning Department to design site specific murals situated in Coulterville County Park.

58



**IN-PERSON
ENGAGEMENT**

34



ONLINE SURVEY

In-person management was conducted during Banderita Days, a four-day community festival, where Erica met community members and invited them to view, ask questions, and supply feedback on her current mural concepts. The accompanying online survey took place August 24 - September 10.

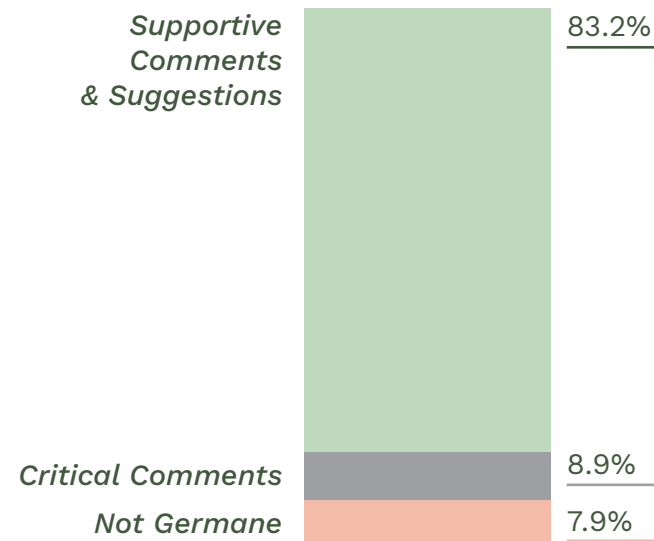
Working Lands, Working Artists: District 2

Feedback Data

CONCEPT SAMPLES

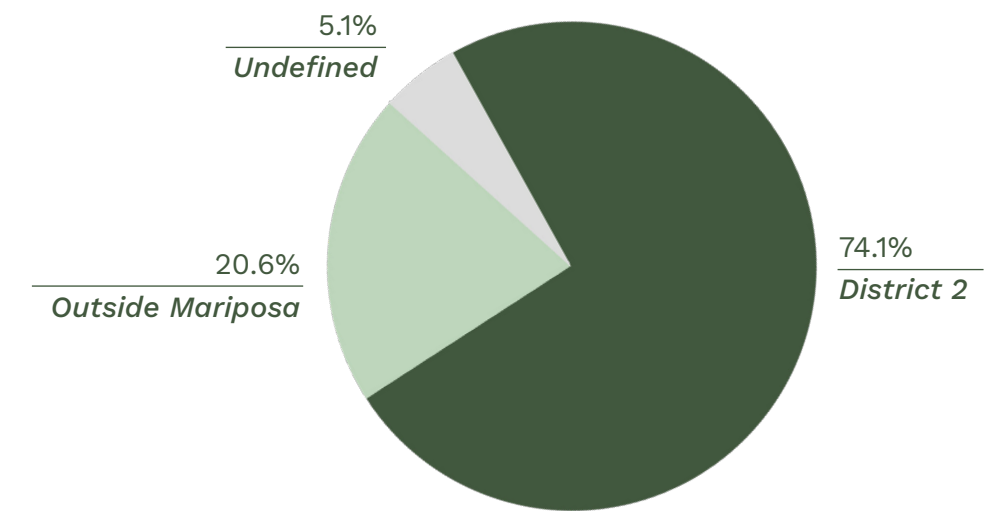


PROJECT IMPRESSION



PARTICIPANT REGIONS

In-Person Survey Only



Concept Support

Erica's concepts focus on three key narratives: **pastureland**, **pollinators**, and **flood and fire**, in response to input collected in the AWLCP stakeholder engagement process.

The overwhelming majority of all respondents were in favor of the mural concepts as evidenced by positive suggestions and thoughtful commentary via written responses in both the in-person and online engagement processes. Approximately 9% of all submitted comments were critical of the project. Nearly 8% of submitted comments offered feedback that was not germane to the project.



IN-PERSON

Supportive Comments

All of it resonates! This is exactly what our communal spaces need!!! I love how her ideas beautify our space and that her vision includes allowing children to paint.

I absolutely love it, so much better than that stupid rock wall that just growing grass out of there. I really love the ocean (?) one and that eyesore of a fence will be nice to get rid of.

I love seeing these murals anything/place we them. Brings beauty and creativity to any area. :-) Please do this. :-) I think it would beautify our little town. It will give people one more thing to come to look at in Coulterville.

It resonates with our community foundation of agriculture. That includes livestock, apiary, softwood and hardwood products. Our town's historic background of gold and placer mining. Not to forget John Muir and the expansive tourist and hospitality industries. The creative murals created and painted by local artisans that have and are able to share their experience with learning beginners. Especially youngsters, visitors, and local citizens alike.

This is a historical gold mining town. Now used mostly for pasture and grazing. These paintings being our assets to one location, the park, where both locals and tourists can view the beauty. Everything (about this project excites me). She has captured this areas beauty.

The concept and design ideas of this mural project proposed by Erica Wolfsen resonates with me. Promoting the beauty of nature and how we can support in promoting more inspiration and ideas to the protect the environment is/are great works. I am excited in seeing these murals being part of the Coulterville landscape and how it will inspire visitors and the community to promote the area/community as well.

(This project resonates with me because of) community comradery (I am excited about the) beautification.

I think the whole project resonates with me because the way we can show our contribution to our land by setting up murals to show appreciation to what we have. I feel like what excites me the most is the fact that this project is involved with the community, especially kids.

Public art creates atmosphere in towns that make people want to visit, live in, and take care. The murals depict daily life and scenery and make people who live there proud. Creates a serene atmosphere and gives a more inviting look to visit the park more often.

Pastureland is great. Arts is always cool. Love murals! That it is happening in town. Really like the images that (indecipherable word) in Mariposa.

I love the theme and colors and design. Highlighting natural beauty of our area, getting kids excited and involved. Love it!

I love this project. Ideas sound so awesome. Healing the bees and beautifying our area.

I think almost anyone would gain from an art class and realize what is possible by them. The students seem excited with their creations. Erica is a great instructor, very talented.

I really love the colors. It would make the park look nice. (It excites me) seeing people paint it also taking pictures of it.

I believe these paintings will bring a pop of color and smiles to the community. The detail will be sight to see which will encourage people to visit the town more.

I love the pastureland design, it's serene and calming. And the Fire and Flood design had a great flow. I love the subtly of the colors.

Beautiful mural project. Want to see it up! Definitely excited about the artist and plus the colors she chooses.

"Ode to Honey" and "Fire and Flood" both blend well with the background as well as encapsulate both the benefits and threats of the community. Pastureland echoes the local culture with a peaceful air. I am excited that this is locally provided.

Erica is lovely. Her youth and vision is palpable -- her vision is solid. I would expect anything she did would be valuable/good. (I am excited that this project) uses art instead of politics to make a difference.

I would love to see a colorful town. :-) I spend so much time at the park with my kids - we paint and draw everything we see. The murals would be so encouraging/inspiring to young artists.

The designs are all fantastic representations of ag and local ag culture in the North County area. The colors and designs are beautiful! The mural for the back of the stage will be the perfect backdrop for any kind of performance. I also love the "beehive" such a clever use of the structure.

I would be very happy seeing progression in this type of aspiration. I know not only does this type of art support agriculture sustainability it is also a residual support for economics. I'm excited about the aesthetics and message it conveys.

I would love to see all three murals, it would beautify the park and is likely to catch the eye of drivers passing through. It is representative of the local people. I personally am a rancher and a beekeeper.

Pride for the community, entertainment, excitement, education for tourists and locals alike. Absolutely long overdue. Needed!

This project resonates with me because it is a local artists and it will enhance the park, creativity and enjoyment. The color and imagination excites me. It makes Coulterville a little more beautiful. Anytime the community gets together and obtains support from the County or elsewhere, I am excited!

(Nothing) I'm all for it. I think this is a great idea. Add some ambiance to the park.

We need art for kids to progress artfully. I love beauty and it's about time.

Love the color and the brightness of this project. This would add character to our town.

I love the nature theme and how colorful it will be. I think it brings life to town.

I love color and art -- the artist's passion! Colors!

I like what I see. The beautification (excites me about this project).

The agricultural theme resonates with me. Having a local artist as good as Erica excites me.

Promotes uniqueness and creativity of Coulterville. Will add something tourists will remember, share online.

I appreciate the feeling expressed with the concept and colors. Having local artists being able to show the creativity is exciting.

Pastureland is cool. I like it a lot and the Fire and Flood.

I like the Fire and Flood because the blue reminds me of the ocean.

I like one on honey and pastureland.

First off, I love the pasture land - 122' long!

Would like to have "Fire and Flood" on stage.

Everything about this project excites me.

Continued >

Clean California Gateway Features & Mural Project Responses



IN-PERSON

SUPPORTIVE | 58 ●
SUGGESTIONS | 25 ●
CRITICAL | 2 ●

Supportive Comments

Lovely environmental integration. Common human themes.

I like it, the concepts really go with the history of the town. It'll be great to see our little town get some culture.

It's all about where we come from, what we've been thru

Love everything, all looks great.

The town is kinda bland it would look cool.

The town is old so it needs color.

I like the colors on the fire and flood.

Pastureland! Yes! Yes! Yes! Amazing Artist

I like the pasturelands.

Art is cool.

It'd be great

Honey and pasture lands are beautiful.

I love the pastureland and the fence.

I agree with everything you're doing. I love it all.

It's a hummdinger! I like it all.

SOUNDS GOOD. DO IT.

I'm drawn to the bees.

Everything looks fantastic.

I like all of it.

Suggestions and Contributions

People are allergic to bees. How about bears?
**Administrative note, this project must highlight agriculture, of which bees and pollination is critical.*

For fence: incorporate poppies, native plants, native animals, etc. into the mural.

For the stage, I'd like to see a barn look with horses looking out, the stage by the shindig to like a historic porch. Match the pastureland.

What information would be helpful to the artist?
Why just by meeting with our locals citizens. Their families, their hereditary backgrounds of the families how as pioneers cam to California and started with a gold pan, ox, and plow or an ax itself.

Fire and flood need to have some scorched pine trees. Pastureland needs our animals: deer, coyote, cow, sheep, goats.

Erica could suggest better details about the project than me.

Post online to bring more this beautiful scene. This be a sight to see and I know it will being smiles to everyone who sees it.

Fantastic design

For pastureland, I would suggest you add some of the common wildlife like turkey, deer, and coyotes. I would also add a small herd of cattle to show how we use our land. Maybe even add some wildflowers to showcase the beauty of our land.

I love the subject matter as shown. Beautiful!

Lots of color!

How about some birds?

All looks good, no changes suggested.

That's an artist decision as well as the community.

Possibly mentioning the local info on the lakes, mountain regions and bees and reasons for their benefits. :-)

I think the person or people involved should sign it. Beautiful designs - gorgeous. Wouldn't change a thing.

Make the bees fuzzier like many of the local bees.

I love the proposal

Bees scare me, they hurt!

Let the artist dictate the project and keep all the others out of the creative process.

If possible, feature wildflowers or heritage flowers native to Mariposa County. <3

Perhaps inconspicuous wildlife (deer?) images dotted somewhere into the pastureland mural.

Add local livestock and wildlife to pasture mural. Add queen and worker bees to beehive. Include cinder block wall in pool area.

I like Erica's work and seems she know what needs to happen to make progress here.

Critical Comments

Fire and flood mural too modern.

I'm not into the bees and the fire/flood murals



ONLINE

SUPPORTIVE | 26 ●

SUGGESTIONS | 8 ●

CRITICAL | 6 ●

NOT GERMANE | 8 ●

Supportive Comments

I love it all. Please allow this for our park. Erica is an excellent artist. The color and character it brings. [Excited about] Nostalgia.

I believe Erica has captured the essence of this project. Love, love, love it. I love the bee hive theme. And the Fire and Water concept is spot on. Northsider's always come together in tough times. [Excited about] Fire and Water.

I think the simplicity of the murals, a focus on natural yet bright colors, and simplified landscapes provide a sense of peace and comfort. The honeycomb concept adds more life and color. Overall, it feels natural and welcoming. I love increasing public art in our community. It allows for more representation vs. museums or other options. Public art can reflect history, present, and future in cohesive, meaningful ways. Pulling in nature-based inspiration allows murals to fit into the community while emphasizing beauty.

Generally super resonant and compelling. I don't have anything critical to say, I think the artist does a great job. I like how colorful and potentially interactive the work can be (in terms of its installation).

Creatively introduced concepts for consideration. Bringing some color and positive energy into Coulterville.

Folks visiting our community often overlook the beauty & benefits of pasture land on their trip to Yosemite. I like how this art gives one pause to look around and enjoy the beauty on the way into the National Park. On a personal note, I love bees & think the hut is a lovely way to appreciate them. I love the calming color choices she made for the pasture mural.

Colorful, vibrant and lively. Helps brighten up the town and park. Helping to "clean up" the town so to speak, and add something to it, in a positive way.

I love the bee pump house! The pasture land fence

is beautiful! I like the bandstand background as well but would like to see flames n water, however as a backdrop for entertainment it's perfect! [Excited about] It's beauty

I love the colors and softness. I can only imagine how beautifully this would blend into the landscape. Excited about How organic and true to the area the subject matter is. This is going to be beautiful.

I appreciate not only the beauty the designs offer to spaces that will benefit so much from this, but love how it highlights important aspects of where we live that we should be celebrating and having conversations about as a community and with visitors to this area. These intended spaces need color and beauty! I'm excited about that, excited they will become important conversation pieces, and excited about the action itself demonstrating that Coulterville is still very much alive, cared for, and rising as a community. More good things like this help inspire others in so many ways. I think she's done a beautiful job of putting thoughtful, well rounded consideration into these ideas.

I love all of it! Excited about all of it.

I like the design for the fence by the Jeffery. The colors for the stage are nice but I'm more of a landscape art fan. So seeing more paintings of nature make me happy. The idea of beautifying plain things and making them unique

It's subtle yet clear with its message. Neutral yet colorful and well thought out. No it's perfect.

All the mural ideas are fantastic and align with the Coulterville atmosphere. We will have beautiful impactful art that isn't mining-related in our town!

Better than nothing at all... anything is better than nothing at all.

Looks good.
I like the idea for the fence.

I like the other designs. The water design in the shade structure enhances the serene feeling of this resting spot.

Beautiful landscape artwork. Excited about murals in the park!!

[Excited about] Lots of color.

[Excited about] Colors.

I love the pasturelands mural with it's dreamy landscape of muted colors. The beautification of drab and mundane spaces.

I love all of the murals, especially the park fence and bees.

It's beautiful all of the colors. I like that it's relevant to our issues with fire risk.

The art sits in the landscape and celebrates it. Colorful natural world.

Like it

Like it

Suggestions and Contributions

I hope to see some of our native plants/trees etc on the pasture land. Along with cattle and horses, etc

Just that it would be cool if there were a way for local agricultural producers to somehow leverage this work. Like, if honey producers could sell honey by the bee mural; if ranchers could sell beef by the pasture mural, etc.

One concern is the wood fence. What shape is it in and how long will it hold up? From pictures you can see the fence gets hit by the sprinklers, what will this do to the paint? Should the fence be replaced first with different materials that will hold up better than wood? It is a big area to paint and will look lovely, I just want to see that it will last for years to come. I think adding more nature to the back of the stage would look beautiful with the colors. Almost like a sunrise effect maybe?

As an art person myself, I suggest you use an acrylic medium to give the paint a "plasticity"...that is a three dimensional look...in an attempt to emphasize the shapes, pattern and contours of the honeycomb, maybe even crafting a bee-behind out of resin and position them projecting out of a few of the honeycomb holes. Just a thought.

In addition to adding dimensionality to the honeycombs that thicker paint could also be used to make the "honey" really look like it has been poured over on top of the honeycomb!

What doesn't resonate with me are the fun facts & sayings on the bee mural; I feel like this could be incorporated on a plaque of sorts near the shed instead like a BeeSaving Guide. They are informative, but I think that the community can be informed w/o all the info blasted on the building itself like an infomercial. Maybe even painting a quote or poem about bees on the mural instead? I feel like most people who live in our area understand the importance of bees. It'd be great to add what Coulterville represents to us in one-word statements to one of the larger murals either on the stage or fence.

Clean California Gateway Features & Mural Project Responses



ONLINE

SUPPORTIVE | 26 ●
 SUGGESTIONS | 8 ●
 CRITICAL | 6 ●
 NOT GERMANE | 8 ●

Suggestions and Contributions	Critical Comments	Not Germane Comments
<p>I would prefer to see some poppies somewhere in the concept.</p> <p>Should be more representative of the area ...sunset over mountain peaks with a howling coyote featured.</p>	<p>The bumble bee part I didn't really get?</p> <p>I see and understand what you are doing with this particular work but for me it "doesn't FEEL right" for this area. It looks like something you would see in a "big city" art gallery.</p> <p>Being a member of the shindig committee, the group that built the stage, I do not think that this is what we had envisioned. I do not understand the relation of the design to the area.</p> <p>Not unique enough to the area.</p> <p>I don't "get" the "bee/honey thing" connection to NorthSide-Coulterville, Mariposa. I'd personally much prefer a more 1850's-1890's western-pro prospector-gold mining theme....as that is what the area was about and why it came into being. I imagine a 'tribute reference' to the Miwok is 'nice', but perhaps not as relevant to many, especially tourists. I prefer "entertainment" and "wow" as a more effective and broader marketing tool, than education or interpretive art. Not a whole lot...at all. It's very pastoral, pleasing and "artsy", but IMO, lacks excitement and 'draw'. I've seen dozens of top western tourists town murals and by and large the 'best' murals focus on themes that bring excitement and entertainment, especially to tourists.</p> <p>Let's not focus on disaster. Something more positive would be better. "</p>	<p><i>At the request of the County of Mariposa, artists were asked to submit proposals for projects that directly pertain to agriculture and working landscapes. The comments below are important but address a different theme and narrative. These comments provide critical insight into the desires of the community and will help guide the development of future projects for District 2.</i></p> <p>It does not reflect on what our historical town is about. We are an old gold mining town, if we are to paint a mural on the center stage of our only park, it should reflect our history.</p> <p>The mural on the stage does not fit our old gold town history. I think the stage either needs to be left alone or paint it to reflect our historical gold town.</p> <p>It does not reflect on what our historical town is about. We are an old gold mining town, if we are to paint a mural on the center stage of our only park, it should reflect our history.</p> <p>"</p> <p>Beautiful, but doesn't depict the history of Coulterville. I feel that it needs to be more gold rush/old west setting.</p> <p>"</p> <p>It does not go with the town of Coulterville. Suggest more historic more gold mining more country life. Historic, gold mining, creeks, country life</p> <p>Is the pump house a historic structure? I think the bee design takes away from the historic landscape setting.</p> <p>Personally I'd like to see designs that reflect the gold mining history and the current ranching community influences but Also Native American culture. It's much more in keeping with the events held in Coulterville too.</p> <p>Gold prospecting, gold mining equipment....stamp mills, prospectors panning for gold, bears, streams, Yosemite, stage coaches, cowboys/cowgirls on horses.</p>

Working Lands, Working Artists: District 2

Additional Support

Mariposa County Board of Supervisors
5100 Bullion St.
P.O. Box 784
Mariposa, CA 95338

Friday, October 20, 2023

Dear Supervisors,

Firstly, if you were a resident of North County, one automatically realizes the worth and value Erica is to our artist community. This is something we all know and needs, for us, no explanation.

That having been said, let me clarify my personal qualifications to make such a recommendation: for a number of years, I was on the "Arts and Cultural" staff of the Hollywood Progressive and the Los Angeles Progressive; I also wrote similar pieces for the Tallapoosa Plain Talker and a variety of other smaller papers.

I assisted with national theatre and musical productions in Hanoi, Vietnam and I played professionally for a number of years. Also both Nina and I served as United States State Department Fulbright Educational Specialists assigned to the American Embassy in Hanoi, Vietnam during the Obama administrations under Secretary Clinton then Secretary Kerry doing a great deal of work with Indigenous tribes, museums, cultural festivals.

When we secured a California State Arts grant for Coulterville, Erica served in key positions as artist, painter, musician, potter and a variety of other positions. She also taught art classes for the community, on a weekly basis, in our building as well as providing art education for every student at every grade level at our school in Greeley Hill.

If you are in the county, you know we enter the game disadvantaged. Nonetheless we have produced on many levels positive results beyond measure-with a large measure of gratitude going to Erica for her efforts. She also has the ability to bring together a variety and diversity of people and groups.

We, this ENTIRE COMMUNITY, actively supports Erica with any endeavor-and so should you.

James Rhodes, Ph.D.
Nina Avina-Rhodes, Ph.D.



M Mariposa
Arts Council

Working Lands, Working Artists

District 2 Stakeholder Engagement Summary | Internal Document

October 23, 2023