

From: Kyle Richards <richards.kyle@gmail.com>
Sent: Sunday, May 4, 2025 8:00 PM
To: Paula Perotte; Stuart Kasdin; James Kyriaco; Luz Reyes-Martin; Jennifer Smith
Cc: City Clerk Group
Subject: C.1 Point of Place Grants

Dear Mayor and City Councilmembers,

I am writing in support of the Pride of Place grants that you are considering, and in particular I would like to support the two proposed murals (Carpenteria and Santa Barbara Aquatics). I also hope that the City would consider establishing a cohesive theme for the murals, so that their impact would be amplified and have a synergistic effect.

Several years ago I was approached by Jessie Alstatt, an Old Town resident, about a proposal for a mural project in Old Town. Her idea was to bring the Audubon Mural Project (<https://www.audubon.org/amp>) to Goleta. According to the Audubon website, this project "draws attention to [birds threatened by climate change](#). Audubon's groundbreaking science report '[Survival By Degrees](#)' found that climate change will threaten 389 bird species—at least half of all North American birds—with extinction, and that no bird will escape the impacts of climate-change-related hazards like increased wildfire and sea-level rise. The project commissions artists to paint murals of these species on walls, doors, and other surfaces throughout New York City, and partners have carried it to communities across the country."

When the idea was previously proposed for Goleta, a City funding source was not identified and the idea stalled. However, with this grant funding now available, Old Town would be the perfect place to bring this endeavor. You may already be aware that the Goleta Coast is recognized by the Audubon Society as an "Important Bird Area," and it regularly draws birders from far and wide to visit our community for its rich bird habitat and ecological resources. A coordinated mural project in Old Town could highlight the native, local, and/or threatened birds found at Lake Los Carneros, the Ellwood Mesa, and the City-adjacent UCSB North Campus Open Space. This would provide an educational opportunity as well as bringing more "nature" into Old Town.

There are already a couple of other murals in Old Town (on the side of Santa Cruz Market and by the Goleta Community Center) that show scenes of nature and birds, so this overall theme would fit nicely with what's already been done. In addition, this design idea could be expanded to more properties throughout Old Town, in particular along Hollister Avenue.

A coordinated design scheme centered around an avian-related motif would provide an educational and publicly-accessible art installation, and it would also serve to not only beautify a neighborhood for the benefit of its residents but also act as an enticing and engaging attraction for shoppers and visitors to Old Town.

I encourage you to approve the two murals, and I also hope you consider a connecting theme.

Sincerely,

Kyle Richards

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KYLE RICHARDS

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

~Margaret Mead

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**SANTA BARBARA
AUDUBON SOCIETY**

P.O. Box 6737
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www.SantaBarbaraAudubon.org

May 5, 2025

To: City Clerk cityclerkgroup@cityofgoleta.org

City of Goleta

Subject: Support for mural project in Old Town Goleta

Dear Mayor Perotte and City Councilmembers,

Santa Barbara Audubon Society (SBAS) is a chapter of the National Audubon Society with approximately 1200 members in the Santa Barbara and Goleta area. The mission of SBAS is to protect area birdlife and habitat and connect people with birds through education, conservation, and science.

We are writing this letter in support of the beautiful idea of a mural project about birds in Old Town Goleta and understand that it is inspired by the [Audubon Society Mural Project](#). To be clear, while SBAS endorses the idea of bird-themed murals to beautify Old Town Goleta, at this time, SBAS does not have the funds or capacity to manage and direct such a project.

Thank you,

A handwritten signature in cursive script that reads "Katherine Emery".

Katherine Emery, PhD

Executive Director

Santa Barbara Audubon Society

A handwritten signature in cursive script that reads "Janice Levasheff".

Janice Levasheff

President

Santa Barbara Audubon Society