

JANUARY, 2025

Petaluma Memorial Project

Overview

- ▶ Design, develop and install one-of-a-kind art installation wholly dedicated to Sonoma County Veterans
- ▶ Install 5 handcrafted wooden flagpoles honoring the 5 major branches of the Military (Army, Navy, Air Force, Marines, Coast Guard)
- ▶ Incorporate unique art installation ("The Honor Wall" imagined and built by acclaimed local artist Michael Garlington)
- ▶ Complete extensive landscaping overhaul. New turf, trees, plants, pathways, and lighting, etc. will transform the lawn into a beautiful and tranquil park-like setting for all to enjoy

Location: Petaluma Veterans Memorial Building

- ▶ Central location for Sonoma County Veterans to meet, gather and socialize
- ▶ Active Events venue open to local residents and businesses
- ▶ Predominantly located on the main street entering Historic Downtown Petaluma (highly visible and strategically located)
- ▶ Ample room to accommodate all design elements of the project



Project Benefits

- ▶ Public and permanent recognition of the service and sacrifice of Sonoma County Veterans and their families
- ▶ Enhance Civic pride, tradition and sense of local community
- ▶ Symbolize core Military values: Honor, Duty, Courage and Service
- ▶ Promotes education, gratitude and patriotism for current and future generations
- ▶ Improved recreational space for veterans and their families to enjoy



Commemorative Flagpoles

▶ **DANNY KAIFETZ.** As important as the Flagpoles themselves, is the individual who hand-crafted them. The flagpoles are built by decorated USMC Veteran Danny Kaifetz (1970-1972, 0331-M60 Machine Gunner, Founder of the North Country Honor Flight and Meritorious Service Medal recipient).

▶ As the founder and master craftsman of Adirondak Flagpoles, Danny is one of the foremost flagpole experts in the US with over 450 handmade traditional wooden flagpoles in 44 states across the country. After 18 years in business, Danny closed his Veteran-Owned business to focus full-time on his American Heroes Flagpole Foundation (AHF Foundation).

▶ The AHF Foundation was created for the sole purpose of honoring great American Heroes for their service and sacrifice. The Foundation delivers handcrafted northern red oak flagpoles to deserving American veterans and their families, selected on the basis of individual merit.

▶ Every donated flagpole is delivered and installed with a military ceremony and honor guard at zero cost to each and every deserving recipient.



Artist

Michael Garlington

- ▶ Raised in Petaluma, CA among a vibrant mix of hippies, farmers and artisans, Michael was surrounded by creative diversity from a young age. His work merges photography with sculpture, using hand-built backdrops and objects to form “photosculptures”. These creations capture luminous, often stark imagery that explores the breadth of human emotion and experience.
- ▶ Michael worked with the Department of Public Works for Burning Man from 2008 to 2013, helping to build Black Rock City and the creation of six Burning Man Honorarium projects, many completed with partner Natalia Bertotti, culminating with the Chapel of Babel in 2023.
- ▶ Today, Garlington continues to push boundaries, pursuing public commissions and exhibitions and developing his intimate, fantastical portrait-style. His work remains a vivid exploration of the human experience, emotion and power of creativity.

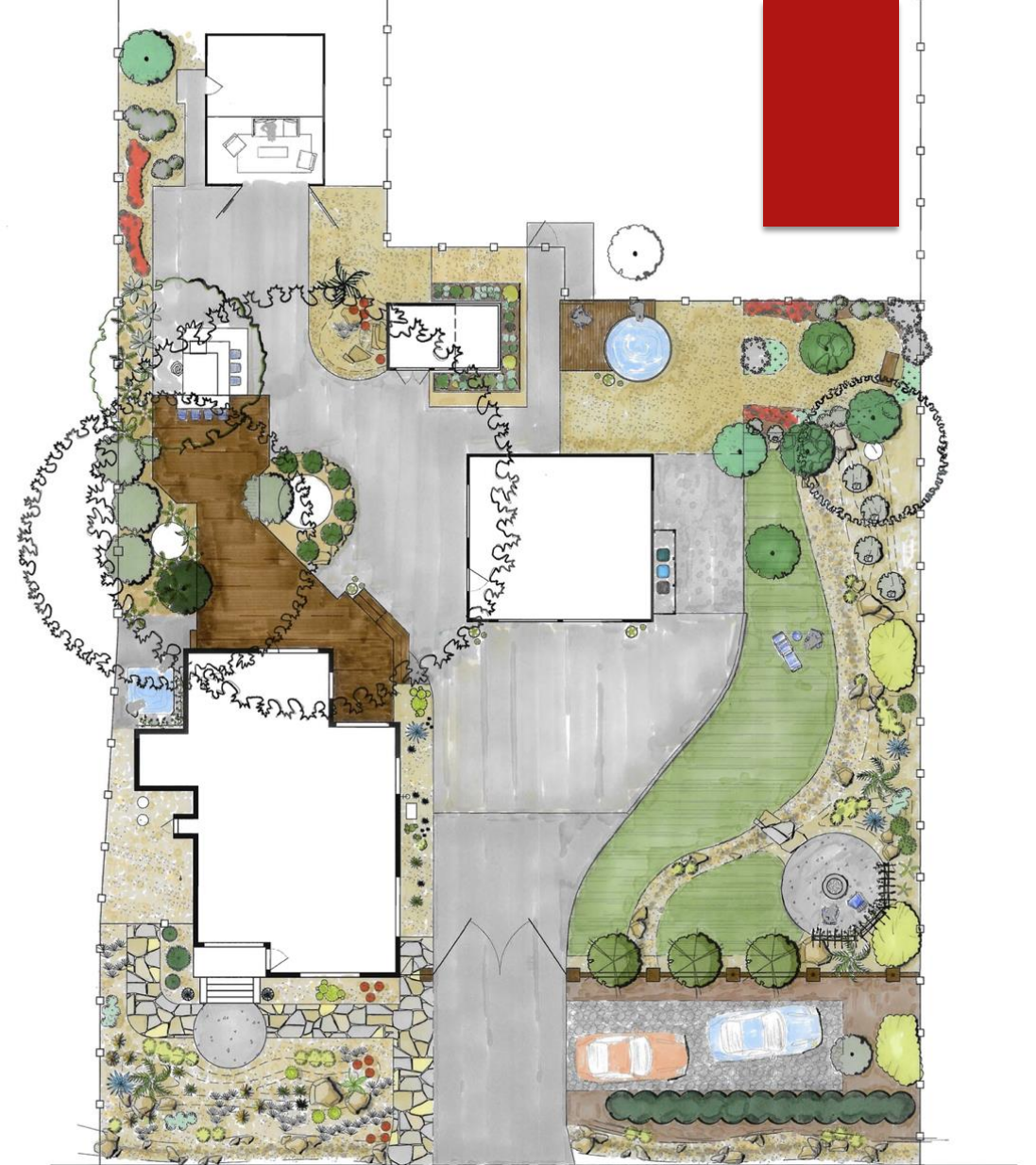


Totem of Confessions

Black Rock City, NV. A 50' x 40' circumference photosculpture ziggurat temple, envisioned to hold space for community and reflection. August 2015

Landscape Architect Zenful Gardens

- ▶ Located in the heart of Sonoma County, Zenful Gardens is a top tier Landscape Architecture company specializing in the design build services for residential, commercial and municipal projects.
- ▶ Zenful Gardens creates unique works of art that are pleasing to the eye and masterfully designed with optimal flow and function in mind



PROJECT SUMMARY

- ▶ The Malvesta family will undertake 100% of the fundraising efforts required to bring this project to life and see it to completion. Monies raised will cover 100% of the costs to design, build and install all elements of the project, including a complete upgrade/overhaul of the community BBQ area in the rear of the facility
- ▶ Memorials are such an important part of our culture and tradition, serving as a way to remember our past and honor those who came before us. They have the power to heal, and to foster a sense of public memory and everlasting gratitude for those who sacrificed and served with so much pride and distinction
- ▶ We think this project can do all of those things and we are committed and so excited to bring it to life for our entire community to witness and enjoy