

Art Commission

City of Merced
November 6, 2017

Statutory Authority

Government Code Section 8753 – Statewide Art Council

- Encourage artistic awareness, participation and expression
- Help independent local groups develop their own art programs
- Provide for the exhibition of art works in public

AB 189 – formation of State-designated local Cultural Districts

- Attract artists, creative entrepreneurs and cultural enterprise
- Encourages economic development and entrepreneurship in the creative community
- Encourages the preservation and reuse of historic buildings
- Foster local cultural development
- Provides focal point for celebrating the unique cultural identity of a community
- Promotes opportunity without generating displacement or expanding inequality

Other Jurisdictions

- Several Cities have some form of structure to include arts and cultural elements into their communities
 - Councils
 - Commissions
 - Review Boards
- Various forms of funding
 - City General Fund
 - Capital Improvement Projects
 - Non-profit support
 - Grants

Draft Community Stakeholder

- Arbor Gallery
- Art Hop
- Building Health Communities
- Citizens for the Betterment of South Merced
- Main Street Association
- Merced City School District
- Merced College
- Merced County Regional Arts Council
- Merced Theatre
- Merced Union High School District
- Multi-Cultural Arts Center
- Paint the Town
- Playhouse Merced
- UC Merced

City of Merced – Previous Support

- Multi-Cultural Arts Center
- Playhouse Merced Renovation
- Merced Theatre Renovation
- G Street Undercrossing Murals & Tiles
- Main Place Merced Mural & Tiles
- Anne Whitehurst Mural
- Kings Asian Mural
- Art Hop Funding

Direction to Establish Art Commission

- Purpose
- Membership
 - Qualifications
 - Term
- Responsibilities and Duties
- Funding
- Department Assignment

Purpose

- Act in an advisory capacity to the Planning Commission, Historic Preservation Commission and City Council in all artistic, aesthetic, historical, and cultural areas
- Recommend ordinances, rules and regulations that support fine and performing arts and preserve historical, aesthetic and cultural aspects of the community
- Actively encourage and recommend cultural enrichment programs and festivals that represent the community

Membership

A community-wide commission with 7 to 11 members who serve a 4 year term with knowledge or expertise in the following areas:

- Visual, performing or literary arts
- Historical preservation or architecture
- Economic development, marketing or public relations
- Member of artistic or cultural organization

Duties and Responsibilities

- Provide recommendations for the following:
 - Displays of art within a public building or facility
 - Programs that promote art or enhance cultural development
 - Space or building exteriors for outdoor visual artworks
- Submit recommendations for funding to support programs
- Promote awareness and encourage private initiative in arts
- Coordinate with individuals and other organizations to support artistic and cultural activities

Funding Options

- Grants
 - SB 5 potential opportunities and other grants
- Capital Improvement Projects
 - Develop policy to allocate 1% of all CIPs to include artistic/cultural element
- Non-profit Partnership
 - Partner with community groups to raise funding for projects
 - Private donor proposals
- General Fund
 - Council allocate funding through the budget process
 - Youth programs
 - Community Festivals

Next Steps for Implementation

- Staff to draft ordinance that summarizes Council direction
- Council adopt ordinance via Public Hearing
- Solicit applications for membership
- Council interview and appointment members
- Evaluate creating an Art District over the next two years