



# CITY OF MERCED

Merced Civic Center  
678 W. 18th Street  
Merced, CA 95340

## Meeting Agenda

### Arts and Culture Advisory Commission

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Thursday, January 21, 2021

4:00 PM

City Council Chamber, 2nd Floor, Merced Civic  
Center, 678 W. 18th Street, Merced, CA 95340

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#### NOTICE TO PUBLIC

**Pursuant to Governor Newsom's Executive Order N-29-20, this meeting will be conducted by teleconference and there will be no in-person public access to the meeting location.**

#### WELCOME

At least 72 hours prior to each regular Board/Commission meeting, a complete agenda packet is available for review on the City's website at [www.cityofmerced.org](http://www.cityofmerced.org) or at the City Clerk's Office, 678 W. 18th Street, Merced, CA 95340. All public records relation to an open session item that are distributed to a majority of the Commission will be available for public inspection at the City Clerk's Office during regular business hours.

#### MODIFIED PUBLIC COMMENT:

Please submit your public comment to the Board/Commission electronically no later than 1 PM on the day of the meeting. Comments received before the deadline will be sent to the Board/Commission and will be part of the record and will be mentioned as part of the Public Comment portion of the agenda. Material may be emailed to [cityclerk@cityofmerced.org](mailto:cityclerk@cityofmerced.org) and should be limited to 300 words or less. Please specify which portion of the agenda you are commenting on, i.e. item # or Reports. Any correspondence received after the 1 PM deadline will be distributed to the Board/Commission and retained for the official record.

You may provide telephonic comments via voicemail by calling (209) 388-8688 by no later than 1 PM on the day of the meeting to be added to the public comment. Voicemails will be limited to a time limit of three (3) minutes. Please specify which portion of the agenda you are commenting on, for example, Public Comment, Item #, or Reports. Your comments will be played during the meeting to the Board/Commission at the appropriate time.

#### INDIVIDUALS WITH DISABILITIES

Accommodation for individuals with disabilities may be arranged by contacting the City Clerk at (209) 388-8650. Assisted hearing devices are available for meetings held in the Council Chamber.

#### A. CALL TO ORDER

#### B. PLEDGE OF ALLEGIANCE

## C. ROLL CALL

## D. PUBLIC COMMENT

Members of the public who wish to speak on any matter not listed on the agenda may provide email or voicemail comments during this portion of the meeting and should follow the guidelines posted above in the **MODIFIED PUBLIC COMMENT INSTRUCTIONS** to do so.

## E. CONSENT CALENDAR

Adoption of the Consent Calendar may be made by one motion of the Board/Commission, provided that any Board/Commission member, individual, or organization may request removal of an item from the Consent Calendar for separate consideration (please see **MODIFIED PUBLIC COMMENT INSTRUCTIONS** above). If a request for removal of an item from the Consent Calendar has been received, the item will be discussed and voted on separately.

- E.1. [21-053](#)      **SUBJECT:** Arts and Culture Advisory Commission Minutes of November 19, 2020

### REPORT IN BRIEF

Arts and Culture Advisory Commission Minutes from the meeting of November 19, 2020.

### RECOMMENDATION

**Arts and Culture Advisory Commission** - Adopt a motion approving and filing the Arts and Culture Advisory Commission minutes of November 19, 2020.

## F. REPORTS

- F.1. [20-718](#)      **SUBJECT:** Approval of the Proposed Artwork for the El Capitan Hotel

### REPORT IN BRIEF

Considers the approval of the proposed artwork for the El Capitan Hotel.

### RECOMMENDATION

**Arts and Culture Advisory Commission** - Adopt a motion approving the proposed artwork for the El Capitan Hotel.

- F.2. [21-051](#)      **SUBJECT:** Direction on Establishing a Downtown Art Project, Developing the Criteria for Requests for Proposals/Qualifications, and Designating the Selection Panel to Evaluate Proposals in order to Award Artist Agreements to Implement the Project as Approved by the

City Council

**REPORT IN BRIEF**

Provide staff direction on establishing a Downtown Art Project, developing the criteria to be included in the Request for Proposal/Qualifications, and designating the selection panel to evaluate proposals in order to award Artist Agreements to implement the project as approved by the City Council.

**RECOMMENDATION**

**Arts and Culture Advisory Commission** - Adopt a motion developing the criteria to be included in the Request for Proposal/Qualifications, and designating the selection panel to evaluate proposals in order to award Artist Agreements to implement the project as approved by the City Council.

**F.3.**     [21-056](#)

**SUBJECT:** Report on Potential Maintenance Projects for the Remaining Grant Funds and Direction Pursuing a Future Project for Maintenance

**REPORT IN BRIEF**

This item will allow for staff to provide a report on cost estimates and alternative projects that require maintenance. Staff is seeking direction on the next project for maintenance with the remaining grant funds available.

**RECOMMENDATION**

Provide staff direction on the programing the remaining grant funding for a future Art Maintenance project.

**G. BUSINESS**

**G.1.**     [21-052](#)

**SUBJECT:** Presentation on the Merced County Strategic Arts Plan

**REPORT IN BRIEF**

Presentation from Noelle Chandler from Merced County Office of Education on the Merced County Strategic Arts Plan.

**RECOMMENDATION**

For Information-Only.

**G.2.**     [21-054](#)

**SUBJECT:** Request to Add Item to Future Agenda

**REPORT IN BRIEF**

Provides members of the Boards/Commissions to request that an item be placed on a future Boards/Commissions agenda for initial consideration by the Boards/Commissions.

**G.3.** [21-055](#)

**SUBJECT:** Commission Comments

**REPORT IN BRIEF**

Provides an opportunity for the Chair and/or Member(s) to make a brief announcement on any activity(ies) she/he has attended on behalf of the Commission and to make a brief announcement on future community events and/or activities. The Brown Act does not allow discussion or action by the legislative body under this section.

**H. ADJOURNMENT**



# CITY OF MERCED

Merced Civic Center  
678 W. 18th Street  
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## ADMINISTRATIVE REPORT

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**File #:** 21-053

**Meeting Date:** 1/21/2021

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*Report Prepared by: Jennifer Levesque, Assistant City Clerk*

**SUBJECT:** Arts and Culture Advisory Commission Minutes of November 19, 2020

### REPORT IN BRIEF

Arts and Culture Advisory Commission Minutes from the meeting of November 19, 2020.

### RECOMMENDATION

**Arts and Culture Advisory Commission** - Adopt a motion approving and filing the Arts and Culture Advisory Commission minutes of November 19, 2020.

### ATTACHMENTS

1. Arts and Culture Advisory Commission minutes November 19, 2020



# CITY OF MERCED

Merced Civic Center  
678 W. 18th Street  
Merced, CA 95340

## Minutes

### Arts and Culture Advisory Commission

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Thursday, November 19, 2020

4:00 PM

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#### A. CALL TO ORDER

Chair DENNIS called the Regular Virtual Meeting to order at 4:03 PM.

#### B. PLEDGE OF ALLEGIANCE

#### C. ROLL CALL

Present Ex-Officio Members:

Kim GARNER  
Patricia PRATT  
Eddie RODRIGUEZ

Absent Ex-Officio Member:

Anthony MARTINEZ

**Present:** 6 - Chairperson Colton Dennis, Dob Francise, Vice Chair Rob Hypes, Monika Saini,  
Diana Odom Gunn and Michelle Morgante

**Absent:** 1 - Maria Del Zaragoza

#### D. PUBLIC COMMENT

The Clerk's Office did not receive any Public Comment for this meeting.

#### E. CONSENT CALENDAR

##### E.1.

**SUBJECT:** Arts and Culture Advisory Commission Minutes of  
September 17, 2020

##### REPORT IN BRIEF

Arts and Culture Advisory Commission Minutes from the meeting of  
September 17, 2020.

##### RECOMMENDATION

**Arts and Culture Advisory Commission** - Adopt a motion approving  
and filing the Arts and Culture Advisory Commission minutes of September  
17, 2020.

Ex-Officio Member PRATT requested a correction to Ex-Officio Member

RODRIGUEZ's name.

**A motion was made by Vice Chair Hypes, seconded by Member Francise, that this agenda item be approved. The motion carried by the following vote:**

**Aye:** 6 - Dennis  
Member Francise  
Vice Chair Hypes  
Member Saini  
Member Odom Gunn  
Member Morgante

**No:** 0

**Absent:** 1 - Member Del Zaragoza

## F. REPORTS

### F.1. **SUBJECT:** Discussion on the \$4,000 Estimated Cost of Repairing the Tile on the G Street Underpass Art Piece and Funding Resources

#### **REPORT IN BRIEF**

Discuss the \$4,000 estimated cost of repairing the tile on the G Street Underpass and potential funding sources.

#### **RECOMMENDATION**

Provide staff direction on the funding sources to repair the tile on the G Street Underpass.

City Manager Stephanie DIETZ gave a brief presentation on the estimated cost of repairing the tile on the G Street Underpass art piece and funding resources.

Commissioners, Ex-Officio Members, and Ms. DIETZ discussed Council budget for Art funding, labor hours for repairs, timeline for the repairs, protection of art, and future cleaning and maintenance. They also discussed future art planning.

**Clerk's Note:** No formal action was taken, this item will be brought back to the next Regular Meeting.

### F.2. **SUBJECT:** Update on the Community Calendar

#### **REPORT IN BRIEF**

Staff will give an update on the progress of the community calendar.

#### **RECOMMENDATION**

For Information-Only

City Manager Stephanie DIETZ gave a brief update on the Community Calendar.

Ex-Officio Member RODRIGUEZ and Ms. DIETZ discussed adding an event to the calendar, linked to Merced Connect, and push notifications.

**Clerk's Note:** No formal action was taken.

## **G. BUSINESS**

### **G.1.                   SUBJECT: Presentation on the Merced County Strategic Arts Plan**

#### **REPORT IN BRIEF**

Presentation from Noelle Chandler from Merced County Office of Education on the Merced County Strategic Arts Plan.

#### **RECOMMENDATION**

For Information-Only.

**Clerk's Note:** This item was moved to the January meeting.

### **G.2.                   SUBJECT: Request to Add Item to Future Agenda**

#### **REPORT IN BRIEF**

Provides members of the Boards/Commissions to request that an item be placed on a future Boards/Commissions agenda for initial consideration by the Boards/Commissions.

Chair DENNIS requested to add an item regarding a discussion on the Arts and Culture District and maintenance on the Main Street and K Street mural.

### **G.3.                   SUBJECT: Commission Comments**

#### **REPORT IN BRIEF**

Provides an opportunity for the Chair and/or Member(s) to make a brief announcement on any activity(ies) she/he has attended on behalf of the Commission and to make a brief announcement on future community events and/or activities. The Brown Act does not allow discussion or action by the legislative body under this section.

Chair DENNIS congratulated City Manager Stephanie DIETZ on her new role in the City. He also spoke on the drive-in movie event and the CARES Act money.



## H. ADJOURNMENT

**Clerk's Note:** The Regular Virtual Meeting was adjourned at 4:45 PM.

A motion was made by Member Francise, seconded by Chairperson Dennis, to adjourn the Regular Virtual meeting. The motion carried by the following vote:

**Aye:** 6 - Dennis  
Member Francise  
Vice Chair Hypes  
Member Saini  
Member Odom Gunn  
Member Morgante

**No:** 0

**Absent:** 1 - Member Del Zaragoza



# CITY OF MERCED

Merced Civic Center  
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## ADMINISTRATIVE REPORT

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**File #:** 20-718

**Meeting Date:** 1/21/2021

---

**SUBJECT:** Approval of the Proposed Artwork for the El Capitan Hotel

### REPORT IN BRIEF

Considers the approval of the proposed artwork for the El Capitan Hotel.

### RECOMMENDATION

**Arts and Culture Advisory Commission** - Adopt a motion approving the proposed artwork for the El Capitan Hotel.

### DISCUSSION

### ATTACHMENTS

1. Project Description Presentation

# EL CAPITAN



*Charles Perez*

# THE ARTIST

Charles A. Perez has over 40 years of extensive experience in Design and Planning for top Retail and Hospitality Corporate brands in the USA, Canada, Mexico, Japan, Taiwan, The Philippines, Malaysia and India. His areas of expertise are in Brand Image & Identity Development, Commercial Interior Design, Exhibit Design & Visual Merchandising. Over the years, a National and International roster of top quality clients have called on Mr. Perez and his team to shape, define and refine their brand image and identity and help create success around the world. Additionally, Mr. Perez has taught at Laney College, UC Berkeley Extension & the Fashion Institute of Fashion & Merchandising (FIDM) in San Francisco, plus teaching a Graduate Degree Program at the National Institute of Design (NID) in Bangalore, India. Over the years Mr. Perez has also focused his creative vision and training as an Artist. He has participated in a number of group shows within California, ranging from Sacramento to Los Angeles. Additionally he has served the MAC & the Merced community as the Curator and Design Director of the Dia De Los Muertos Exhibition/Celebration at the MAC (Merced Arts Center) from 2016 to 2019.

## EDUCATION:

AA from Merced College

BA from San Jose State University in  
Fine Arts & Industrial Design

# THE ARTIST STATEMENT

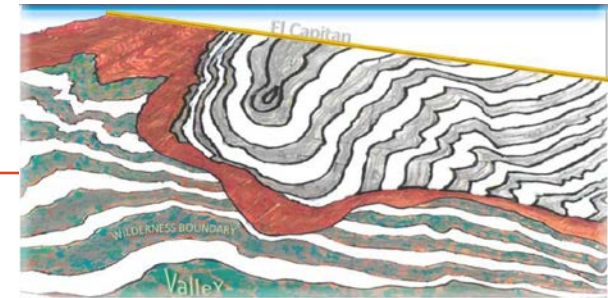
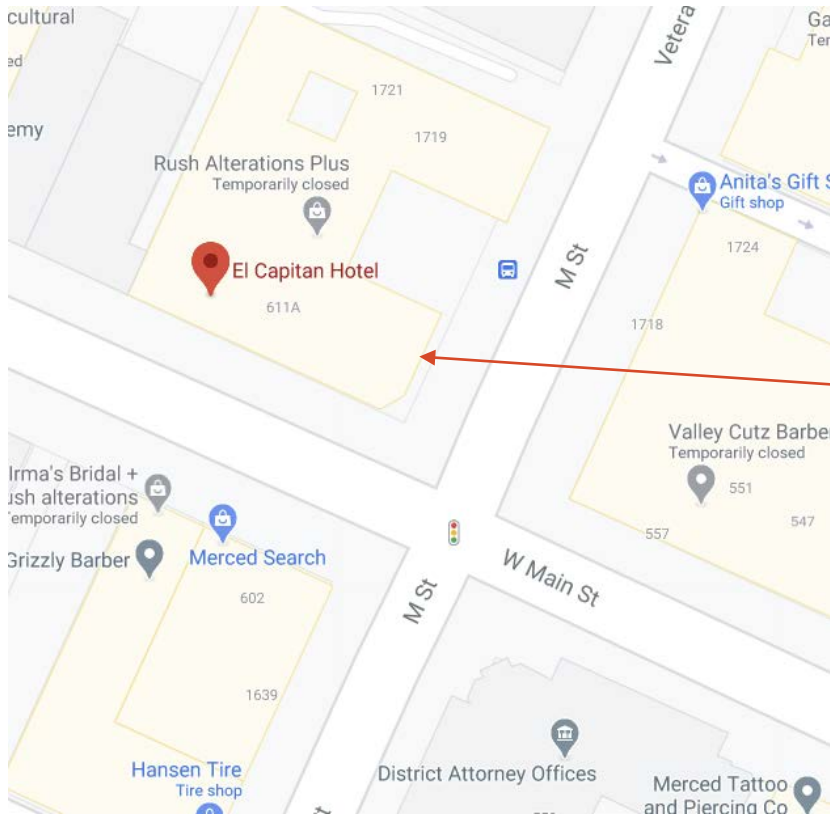
Merced - The Gateway To Yosemite!

El Capitan - Nature's majestic & monolithic icon, plus its namesake given to the original El Capitan Hotel opening in 1912, have long been tied to the history and culture of Merced County.

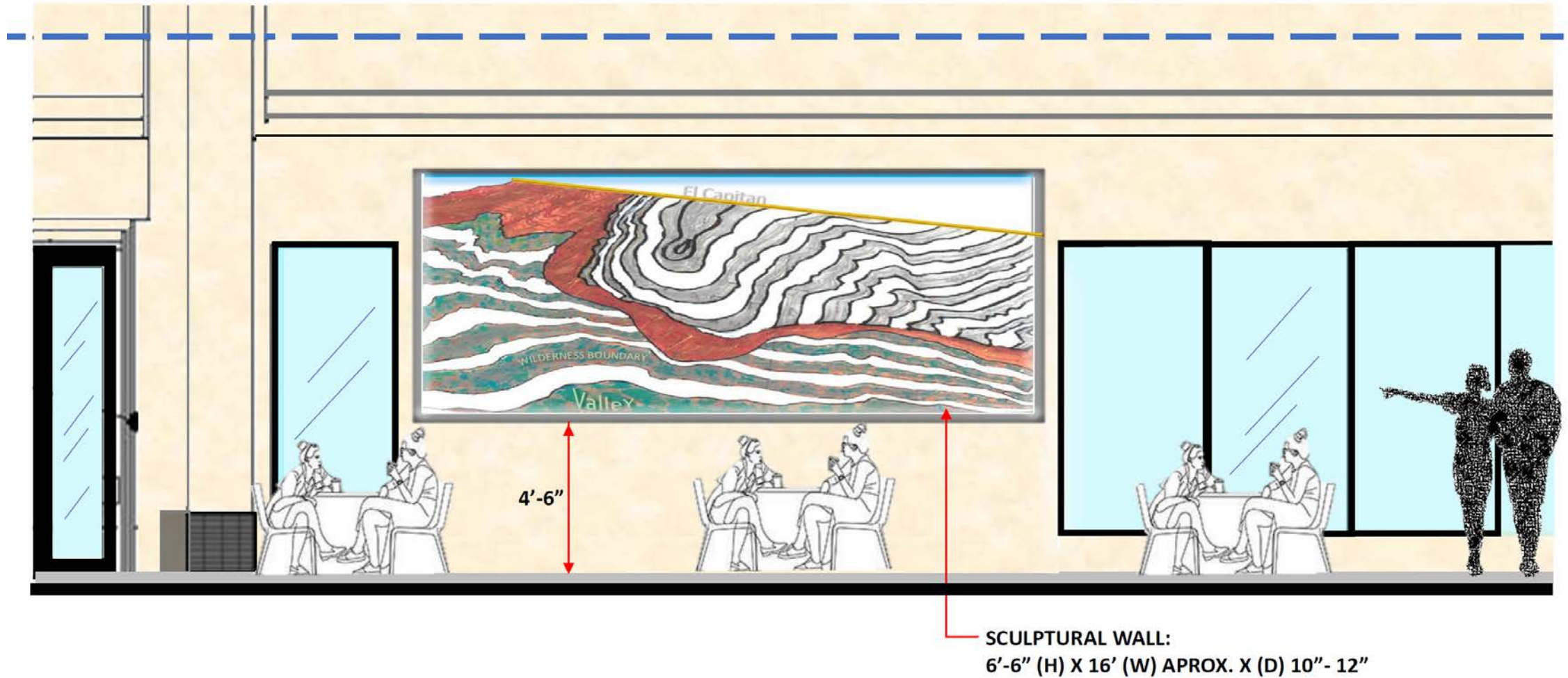
Having grown up here in Merced and decades later returning to my home town, it is a real pleasure to be able to play a key part in creating this artful wall sculpture honoring and celebrating two such powerful Merced community and cultural icons.

**The Inspiration:** El Capitan Topographic Map creating a subtle abstraction capturing the sinuous and organic nature of Yosemite's Valley, Wilderness and El Capitan's monolithic peak.

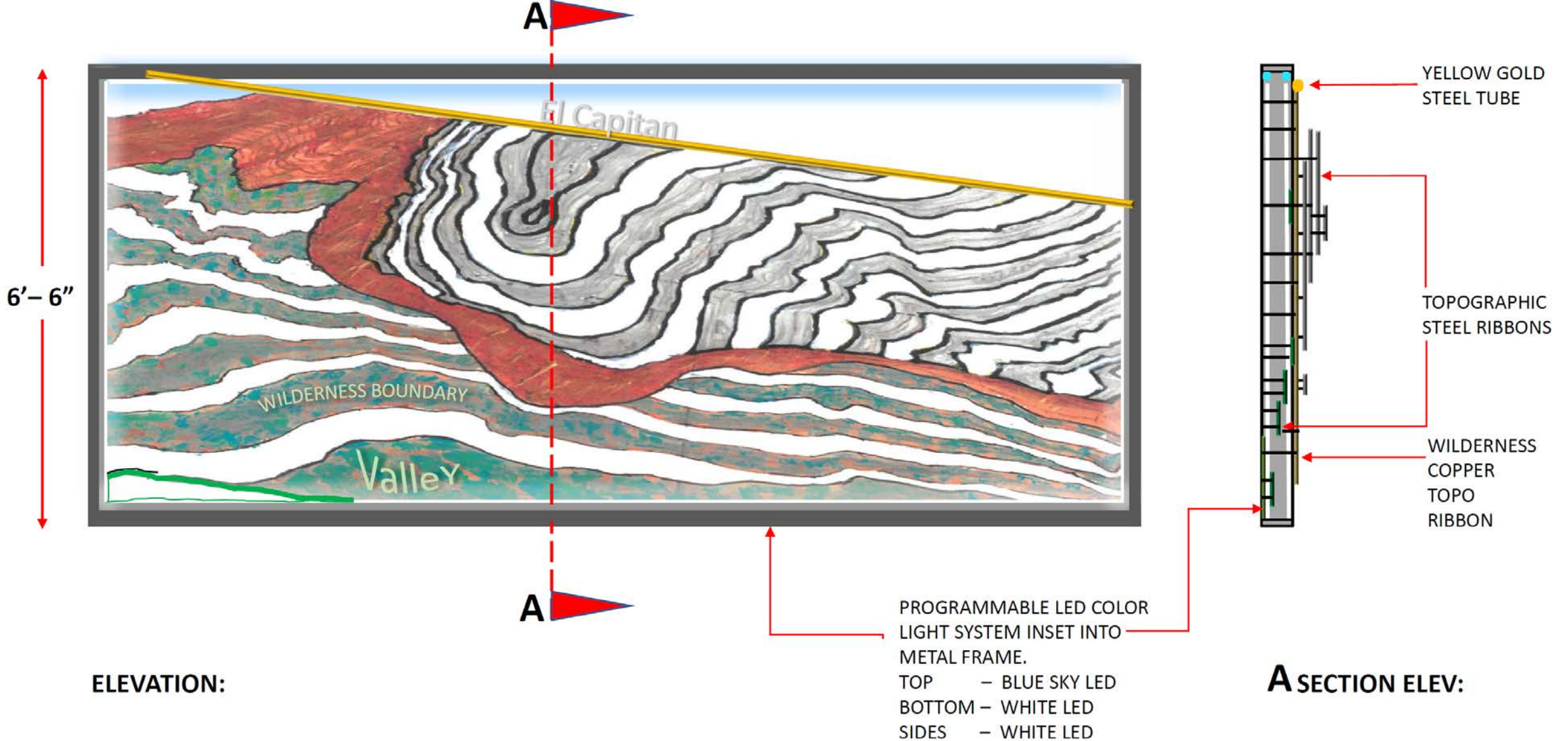
# THE LOCATION: MAIN & M STREET



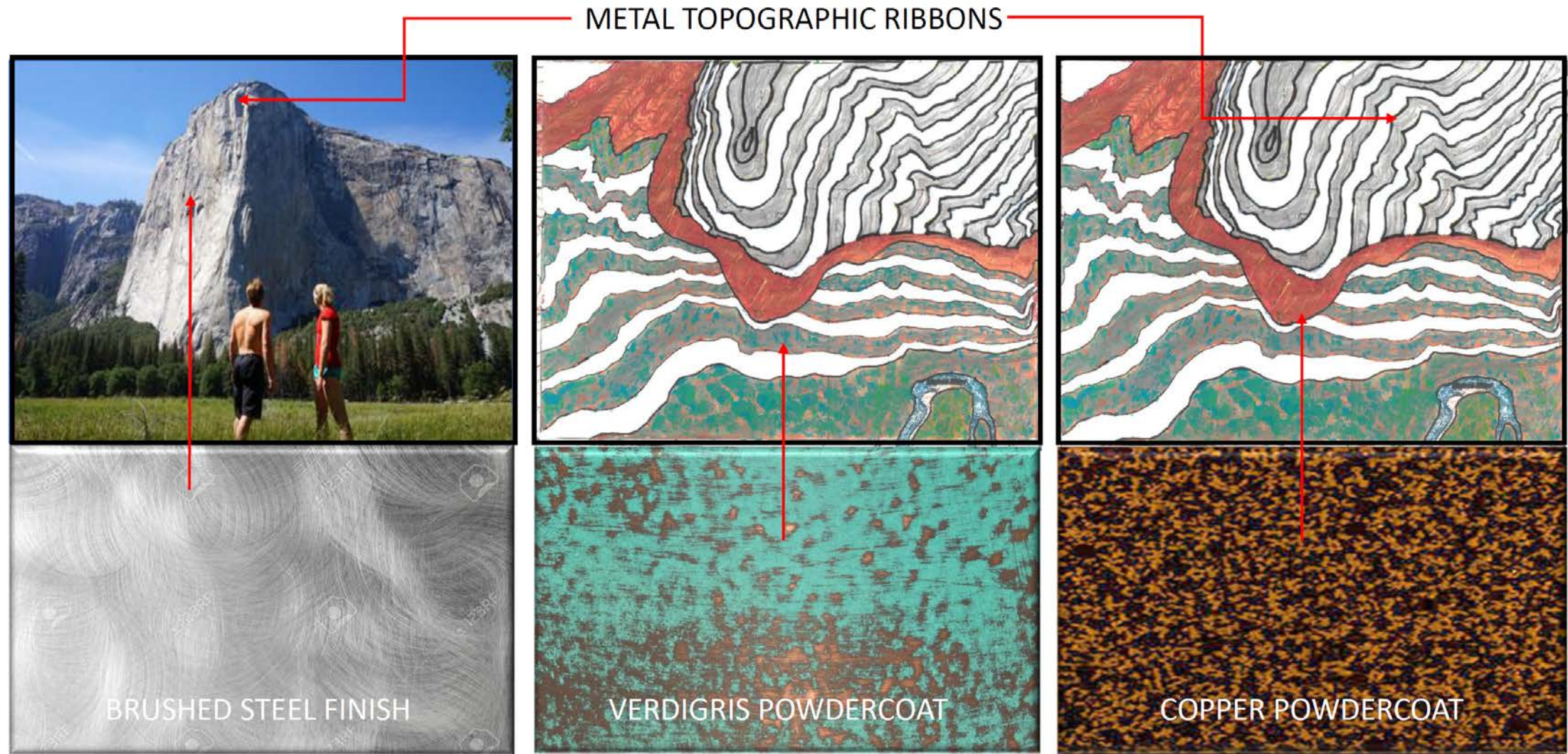
# THE ART



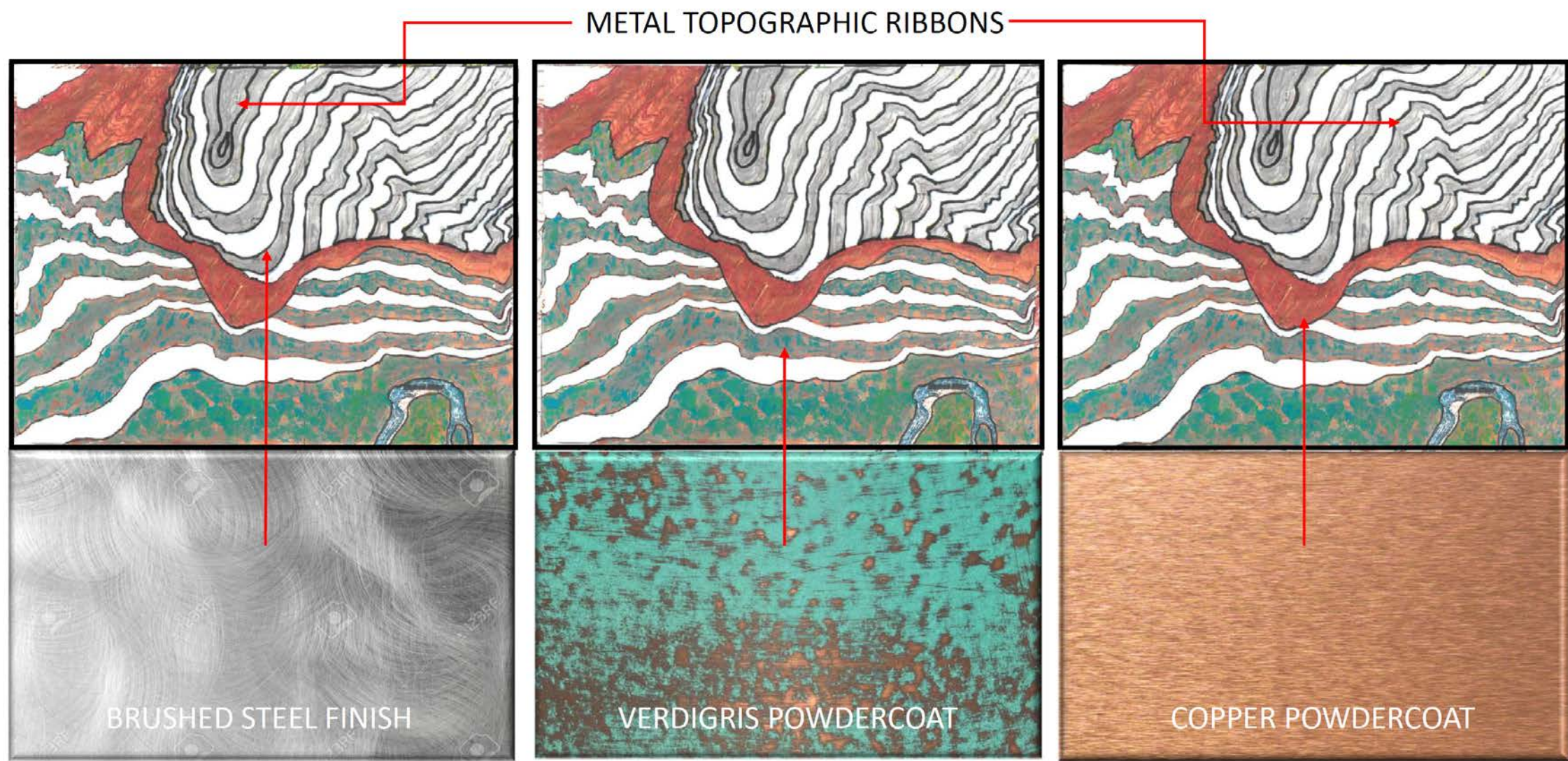












## **MAP LOCATIONS:**

The key locations are El Capitan, Wilderness Boundary & Valley.

The signage would be subtle and integrated into the flow of the Topo Ribbons as shown in the Wilderness Boundary & Valley.

El Capitan is dominant at the top peak.  
Riding along the "Golden Map Boundary".

## **LED LIGHTING:**

As you can see I have changed the bottom & sides to a pure white glow.

However, at the top I am recommending that we light it with a blue light.

The Blue is of the Sky above the peak & completes the brand color way of UC Merced. Iconic brand coverages from the State and community.

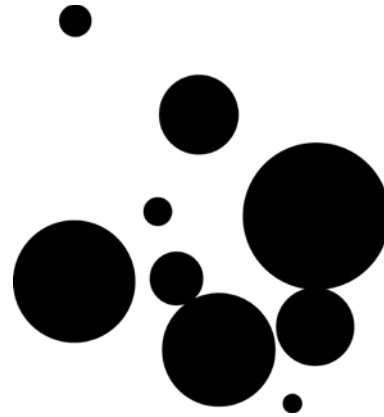
The blue Sky reference complements the natural organic connection between all the other finishes.

# PHASES

- Phase 1:**      **Schematic Concept Development** *(Completed)*  
*Timing: 2 – 3 Weeks: May 20 – June 11, 2020*
- Art & Design Conceptual Presentation
  - Elevations & Section Elevation
  - Photos, color & materials images to define concept intent
  - Planning meeting with Nine dot Arts & Joie De Vivre/Hyatt
- Phase 2:**      **Design Development**  
*Timing: 2 – 3 Weeks*
- Floor Plan
  - Elevations & Section Elevations as required
  - 3D Scale Model
  - Color perspective of Wall Sculpture
  - Finishes & materials specifications
  - Design meetings & coordination with Nine Dot Arts
- Phase 3:**      **Contract Documents & Specifications**  
*Timing: 2 – 3 Weeks*
- Elevations, Section Elevations & Details as required
  - Finishes & materials specifications
  - CD's review meetings & coordination with Nine dot Arts & Joie De Vivre/Hyatt

- Phase 4:**      **Production**  
*Timing: 8 Weeks*
- ADIG Studio will initiate production of the Sculptural Topographical Ribbons, standoffs and base plates required for the Wall Sculpture installation.
  - ADIG Studio will coordinate Nine dot Arts & Joie De Vivre/Hyatt *(as required)*.
  - ADIG Studio will expedite all relevant design and production questions and see that the spirit of the Contract Documents & Specifications are maintained via ongoing meetings and via telecommunications in coordination with all parties.
- Phase 5:**      **Installation**  
*Timing: 2 – 3 Weeks*
- ADIG Studio will expedite all relevant design and installation questions and see that the spirit of the Contract Documents & Specifications are maintained via ongoing meetings and via telecommunications in coordination with all parties.

THANK YOU



NINE dot ARTS®





## ADMINISTRATIVE REPORT

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**File #:** 21-051

**Meeting Date:** 1/21/2021

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**SUBJECT:** Direction on Establishing a Downtown Art Project, Developing the Criteria for Requests for Proposals/Qualifications, and Designating the Selection Panel to Evaluate Proposals in order to Award Artist Agreements to Implement the Project as Approved by the City Council

### REPORT IN BRIEF

Provide staff direction on establishing a Downtown Art Project, developing the criteria to be included in the Request for Proposal/Qualifications, and designating the selection panel to evaluate proposals in order to award Artist Agreements to implement the project as approved by the City Council.

### RECOMMENDATION

**Arts and Culture Advisory Commission** - Adopt a motion developing the criteria to be included in the Request for Proposal/Qualifications, and designating the selection panel to evaluate proposals in order to award Artist Agreements to implement the project as approved by the City Council.

### DISCUSSION

On January 4, 2021, Mayor Serratto presented a Downtown Art project and obtained authority for the Arts and Culture Advisory Commission (ACAC) to facilitate the implementation of the project.

Before the Arts and Culture Advisory Commission are the following action items:

1. Provide direction on what criteria to include in the call for projects
2. Provide direction on the composition of the Selection Panel:
  - a. No more than three members of the ACAC
  - b. No more than three members of the ACAC, and including ex-officio members
  - c. Call for Public participation
3. Provide direction on the proposed timeline to award Artist Agreements (Attachment 2)

Also attached for ACAC consideration is the City Council adopted Public Art Policy to provide guidance through the discussion (Attachment 1).

### ATTACHMENTS

1. Adopted Art Policy
2. Proposed Timeline for the Downtown Art Project



City of Merced  
Arts and Culture Advisory Commission  
**Public Art Policy**

**Purpose and Mission Statement**

It is the purpose of the Arts and Culture Advisory Commission (“ACAC”) to advise the City Council on matters pertaining to public art, art projects, cultural programs and activities and the promotion of art within the City of Merced (“Merced”) (M.M.C. section 2.54.010). The ACAC’s mission is to encourage and promote programs and events that enhance art and cultural development in Merced while engaging community members and local businesses; promote the role arts and culture plays in contributing to the beautification and quality of life in Merced; recognize art and cultural events and activities that enhance vitality and innovation in Merced; promote inclusion of artistic endeavors and cultural activities that are reflective of the Merced community; and preserve the community’s artistic works and cultural identities.

**Policy Purpose**

The purpose of this policy is to ensure uniform guidelines and procedures for the inclusion of publicly accessible art in Merced. Additionally, this policy will also provide uniform guidelines and procedures for the maintenance, removal, relocation, or deaccession of city-owned public art or public art on City property.

**Definitions**

The following words and phrases, whenever used in this Policy, shall be construed as defined in this section:

- A. “Art and Culture Advisory Commission” (“ACAC”) a commission appointed by the City Council to advise the City Council as set forth in M.M.C section 2.54.010 and 2.54060 and is responsible for providing recommendations to the City Council, other appointed bodies and staff on a variety of matters including, but not limited to the establishment and implementation of a Public Art Policy and recommendations on the acquisition, installation, maintenance and removal of public art within the City of Merced.
- B. “Artist” a person who has established a reputation of artistic excellence, as judged by peers through a record of exhibitions, public commissions, sale of works or educational attainment.
- C. “Artwork” a work of Public Art.



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**Public Art Policy**

- D. “Collection” encompasses both the Public Art Collection and the Portable Collection.
- E. “Concept Design” an artist’s preliminary idea for a project, presented in images and/or text, and approved by the ACAC as the basis for further design exploration and community engagement in the development of a public art project.
- F. “Conservation” the examination, documentation, treatment and preventative care of an artwork conducted by a professional art conservator.
- G. “Creative Zone” specific City locations, general types of places, and/or topics that are a priority for public art.
- H. “Curator” a fine arts professional who assists in the development of a public art project, primarily by locating an artist suitable for a project, assisting the artist in developing their concept, and assisting in the implementation of the project.
- I. “Deaccession” the process by which an artwork is permanently removed from the Collection.
- J. “Final Design” an artist’s final design for a public art project, presented after all design investigation and community engagement is complete, and including all renderings, drawings and certifications necessary for approval prior to fabrication and installation.
- K. “General Fund” the fund in the City budget that is the main operating fund used by default to account for and report all financial resources not accounted for and reported in another fund.
- L. “Lead Agency” the entity who applies for approval of artwork to the ACAC and the City Council.
- M. “Maintenance” the routine care and repair of works of Public Art that does not require specialized expertise such as dusting, washing, changing light bulbs, storage, lubrication of moving parts, etc.





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**Public Art Policy**

- N. “Permanent Artwork” artwork that has been approved by the ACAC and the City Council for long-term installation in the public right-of-way or on public property, allowing for inclusion in the City of Merced’s liability policy and subject to maintenance by the City of Merced.
- O. “Portable Collection” artworks in a variety of media, such as sculpture, painting, mixed media, prints, photography and textiles that are owned by the City, movable, and primarily exhibited in interior spaces of City buildings.
- P. “Public Art” includes, but is not limited to, original works of sculpture, photography, graphic art, waterworks, fiber-works, neon, glass, mosaics, paint, furniture, fixture, or any combination of visual media that are displayed in a public place for enjoyment of the community and is void of any commercial, campaignrelated references or affiliations, or art that is divisive and/or not consistent with the purpose and mission statement of this policy.
- Q. “Public Art Collection” the body of artworks acquired by the City, through commission, donation, purchase, loan, lease, competition (limited or open) or any other means, and displayed on city property and/or owned by the City.
- R. “Public Art Master Plan” a document developed by the ACAC and adopted by City Council which sets the foundations for the Public Art Program including, but not limited to, the vision, mission and overall goals, and broadly identifies the types of projects that the Program will undertake, and recommends policies, procedures and guidelines for implementing the Program.
- S. “Public Rights-of-Way” shall include any and all publicly owned or controlled spaces or property with the exception of City street surfaces.
- T. “Request for Proposals (RFP)” a call to artists that asks for the submission of artist credentials and a conceptual proposal for an artwork, both of which are the basis of selecting an artist.
- U. “Request for Qualifications (RFQ)” a call to artists that asks for the



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**Public Art Policy**

submission of artist credentials, which is the sole basis of selecting an artist.

- V. “Temporary Artwork” artwork that has been approved by the ACAC and the City Council for installation in the public right-of-way or public property for no more than one (1) year. Insurance and maintenance of the artwork will be the responsibility of the sponsoring lead agency.

**POLICY:**

**A. Project Development Process:**

1. Annual Work Plan. An Annual Work Plan will be developed for each upcoming fiscal year, outlining which Creative Zone the Program will focus on and which new projects the Program will initiate. The Annual Work Plan shall be developed collaboratively with relevant City departments and the ACAC and shall be approved by the ACAC with a recommendation to the City Council. The City Council shall retain final approval authority related to the annual work plan and contents thereof.
2. Public Art Project Plan. For each public art project that is approved in the Annual Work Plan, the Program shall adopt a Public Art Project Plan, which shall guide the planning and execution of a project. The Project Plan shall include goals, location, budget, timeline, artist selection process, design review process, community engagement process, and identification of internal and external stakeholders. Public Art Project Plans shall be developed by Lead Agency representatives, working with the ACAC, City departments and other stakeholders, and shall be approved by the ACAC with a recommendation to the City Council. The City Council shall retain final approval authority related to the Public Art Project Plan and the contents thereof including, but not limited to, approved facilities and rights-of-way available for projects, budget approval, design input, and approval of the specific content of the Public Art Project Plan.
3. Collaborating with Other City Departments. The ACAC shall maintain close liaison with staff in other departments in order to collaborate on commissioning public art that is integrated into new projects



City of Merced  
Arts and Culture Advisory Commission  
**Public Art Policy**

throughout the City through the City Manager's office.

**B. Project Approval Process.**

1. **Artist Solicitation.** The Program may solicit artists using a variety of methods, depending on the requirements of the project as determined by each Public Art Project Plan.
  - i. **Open Competition.** A call to artists for a specific project in which artists are asked to respond through a Request for Qualifications (RFQ) or Request for Proposals (RFP) process. Any artist may respond, subject to criteria established in the Public Art Project Plan.
  - ii. **Limited or Invitational Competition.** A call to artists in which a smaller number of artists are specifically invited to respond through a RFQ or RFP process. Artists should be invited based on their past work and demonstrated ability to successfully respond to the conditions of the particular project.
  - iii. **Direct Selection.** A direct selection of a specific artist for a particular project. Such a recommendation may occur for several reasons, but generally when circumstances surrounding the project make either an open or limited competition unfeasible.
2. **Artist Selection.** The Program may choose from the following methods in selecting artists, depending on the requirements of the project:
  - i. **Request for Qualifications (RFQ).** A call to artists is issued asking for the submission of an artist's credentials. A Selection Panel may select three to five finalists based on their qualifications alone to submit a proposal, or to interview. The Selection Panel may recommend selecting one of the finalists based on their qualifications and/or interviews, or not selecting any of the artists and going back to review qualifications of other artists.



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**Public Art Policy**

- ii. Request for Proposals (RFP). A proposal-based process may be used in a Limited Competition, or in the second phase of an Open Competition. A call to artists is issued to the short list of qualified artists under consideration asking for the artist's credentials and a specific proposal in response to the RFP. An honorarium for artist time and expenses may be established in the RFP. The Selection Panel may recommend one or more of the artists based on their qualifications and proposal, or not selecting any of the artists.
- 3. Selection Criteria. The following criteria shall be used by the Selection Panel in selecting an artist and artist concept:
  - i. Meets the definition of Artist, as defined in this policy;
  - ii. Demonstrates artistic excellence, innovation and originality as represented in past work and supporting materials;
  - iii. Demonstrates capacity for working in media and with concepts that are appropriate to the project goals and site;
  - iv. Demonstrates interest and capability in creating Public Art in collaboration with the City, design teams and other project partners;
  - v. Demonstrates interest and capability in engaging community representatives in a project;
  - vi. Demonstrates experience in successfully completing works of similar scope, scale, budget and complexity, or articulates how s/he will bring the necessary artistic and technical skills to the project;
  - vii. Demonstrates interest in and understanding of the project as outlined in the Project Plan;
  - viii. Is available to perform the scope of work in a timely and professional manner;



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**Public Art Policy**

- ix. Demonstrates artistic merit, including excellence in aesthetic quality, workmanship, innovation and creativity;
  - x. Demonstrates appropriateness in scale and form and is of materials/media suitable for the site;
  - xi. Meets project goals as outlined in the Project Plan;
  - xii. Demonstrates feasibility of construction and installation;
  - xiii. Demonstrates feasibility in terms of budget, timeline, safety, security, durability, operation, maintenance, conservation, legal and ethical issues;
  - xiv. Builds the diversity of the Public Art Collection.
4. Additional Guidelines. The ACAC and City Council may develop additional guidelines and criteria based on the needs of the project and as approved in the Public Art Project Plan. This additional criteria may include, but is not limited to additional submission criteria, design input criteria, modifications to the art/design, relinquishment of all rights previously possessed by the artist/donor, and relinquishment of artist rights under both federal and state law.
5. Curators. As an alternative to issuing a call directly to artists, the Program may issue a RFQ or RFP to non-profit organizations or established curators. In selecting a non-profit or curator, the following criteria should be considered:
- i. Demonstrated interest and capability in working with artists to create Public Art;
  - ii. Demonstrated ability to identify, select and manage artists to produce public art of artistic excellence, innovation and originality that are appropriate for the project;
  - iii. Demonstrated interest in and understanding of the project and City goals;



City of Merced  
Arts and Culture Advisory Commission  
**Public Art Policy**

- iv. Demonstrated experience in successfully completing works of similar scope, scale, budget and complexity, or ability to articulate how he or she will to bring the necessary artistic and technical skills to the project;
    - v. Availability to perform the scope of work in a timely and professional manner.
  - 6. Selection Panel. Once a project is funded as part of the Annual Work Plan and a Public Art Project Plan is adopted, a Selection Panel may be assembled. The ACAC may serve as the Selection Panel, or opt to form a separate Selection Panel, taking into account recommendations from internal and external stakeholders. The Selection Panel shall advise the ACAC on the selection of artists and approval of concept designs. The Selection Panel is responsible for selecting one or more artists, cultural organizations or curators based upon the process outlined in the Public Art Project Plan and recommending selections to the ACAC for approval. The ACAC shall make a recommendation to the City Council. The City Council will have final approval authority.
  - 7. Artist Agreement. Upon recommendation of the ACAC, the City Manager or designee shall coordinate agreements with selected artists, curators and/or cultural organizations. The agreement may include the scope of work, fee, schedule and relevant terms and conditions. The scope of work will generally include final design, engineering, fabrication and installation of the artwork. All such agreements will be presented to the City Council to allow for the approval of Artist Services Agreements, Artwork License Agreements, Talent Services Agreements, Artwork Loan Agreements and Artwork Gift Agreements. Approval for other agreement types shall follow current Award Authority for Contracts.
- C. Gifts and Loans to the Public Art Collection. Proposed gifts and loans of public art shall be evaluated to determine whether they are in keeping with Program goals and adopted plans and policies.
- 1. Proposals for all gifts and loans of public art made to any City official or department shall be referred to the City Manager.



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2. The City Manager shall oversee technical review to determine:
  - i. There is documentation that the artwork can be legally donated or loaned to the City;
  - ii. The durability, safety and anticipated maintenance needs of the artwork;
  - iii. The ongoing financial costs associated with accepting the gift or loan of artwork can be met;
  - iv. The availability of an appropriate site for the artwork.
3. Additional criteria for technical review may be developed as necessary by the City Manager.
4. Aesthetic review shall be undertaken by the ACAC, according to the following criteria:
  - i. The artwork demonstrates excellence in aesthetic quality, workmanship, innovation and creativity;
  - ii. The artwork demonstrates appropriateness in scale and form, and is of materials/media suitable for the site; and
  - iii. The artwork builds the diversity of the Public Art Collection
5. The ACAC shall provide a recommendation to the City Manager or his/her designee, who shall have final approval authority over gifts and loans of Public Art within the authority of the City's Donation Policy. Donations above the policy limit will be presented to the City Council for consideration.

D. Relocation or Deaccession of Art in the Public Art Collection. The City Council retains the right to relocate or deaccession any artwork in the Public Art Collection, regardless of the source of funding or method of acquisition.

1. The Public Art Program may relocate or deaccession an artwork subject to any of the following criteria:
  - i. The site of artwork is being eliminated or altered in such a



City of Merced  
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**Public Art Policy**

way that the artwork is no longer compatible with it;

- ii. The security of the artwork can no longer be reasonably guaranteed;
  - iii. The artwork has become a danger to public safety;
  - iv. The cost of maintaining or updating the artwork is cost prohibitive;
  - v. The artist or donor has failed to comply with the terms of any agreement with the City;
  - vi. The deaccessioning of the artwork would otherwise be in the best interest of the City; and
  - vii. The deaccessioning of the artwork is in accordance with the temporary designation of the approved artwork.
2. Relocating or deaccessioning a City owned public artwork will be reviewed in accordance with the following criteria:
- i. The City Manager or his/her designee shall present a preliminary finding to the ACAC that a work of public art should be relocated or deaccessioned. The ACAC shall evaluate if the proposed relocation or deaccession meets the criteria for relocating or deaccessioning;
  - ii. City staff shall contact the artist to discuss the relocation or de-accession of the artwork, as provided for in the artist agreement;
  - iii. If an artwork is to be relocated, the City Manager or his/her designee will develop a plan for the relocation of the artwork, including analysis of the new location for the artwork, and consultation with other City departments as necessary;
  - iv. The City Manager or his/her designee shall present the ACAC with a full report proposing the relocation or deaccessioning of





City of Merced  
Arts and Culture Advisory Commission  
**Public Art Policy**

the artwork for ACAC review and recommendation; and

- v. The ACAC recommendation shall be forwarded to the City Council for consideration. The City Council retains final approval authority related to any project or activity covered by this policy.
- E. Gifts, Loans, Relocation or Deaccession of Art in the Portable Collection. The approval of gifts, loans, relocations or deaccessions of the Portable Collection shall be at the discretion of the City Manager or his/her designee and the City Council.
- F. The proposed projects subject to this policy shall be governed by the government speech doctrine. The government speech doctrine allows the City of Merced to select the views that it wants to express and to deliver a government-controlled message. The City in enacting this policy seeks to speak for itself irrespective of the funding source for any project subject to this policy

## Proposed Timeline for the Downtown Art Project

### January 21, 2021 – Art and Culture Advisory Commission (ACAC) meeting:

- Direction on Issuance of Call for Projects – RFQ/RFP release and criteria
  - Allow approval of RFQ/RFP by Selection Panel
  - Any additional guidelines as per policy?
- Direction on the Selection Panel (members cannot submit a proposal for consideration)
  - Art Commission Sub-Committee – no more than 3
  - Art Commission + Ex-Officio – open, as long as no more than 3 of ACAC
  - Call for Public Membership to Selection Committee – direction on process and number of panelist

### January 29, 2021 through March 5, 2021 – Post Call for Proposals on City Website:

- Allow 30 days for proposals to be received
- Proposals will be initially screened to ensure they meet minimum requirements

### March 8-12, 2021 – Selection Committee Rates Proposals:

- Review Independently and Score
- Scores compiled for March ACAC meeting

### March 18, 2021 – ACAC meeting:

- Selection Panel makes a recommendation to ACAC
- ACAC adopts recommendation to City Council

### April 5, 2021 – City Council meeting (subject to Artist Agreement Decision):

- ACAC recommendation before City Council for approval

### April 19, 2021 – Issue Notice to Proceed (subject to Artist Agreement Decision):

- Letter sent to artist providing authority to do work on City property



## ADMINISTRATIVE REPORT

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**File #:** 21-056

**Meeting Date:** 1/21/2021

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**SUBJECT:** Report on Potential Maintenance Projects for the Remaining Grant Funds and Direction Pursuing a Future Project for Maintenance

### REPORT IN BRIEF

This item will allow for staff to provide a report on cost estimates and alternative projects that require maintenance. Staff is seeking direction on the next project for maintenance with the remaining grant funds available.

### RECOMMENDATION

Provide staff direction on the programing the remaining grant funding for a future Art Maintenance project.

### DISCUSSION

The Arts and Culture Advisory Commission received a \$3,000 grant from PG&E Corporation. At the March 14, 2019 Arts and Culture Advisory Commission meeting, Commissioners discussed using the grant funds to maintain art at the G Street Underpass and the lettering at Bob Hart Square. Commissioners directed staff to bring back a cost estimate for both projects.

The Commission has \$2,148 remaining from the PG&E Grant. The cost to fix the tiles on the G Street Underpass is estimated to be \$4,000. Attached for the Arts and Culture Advisory Commissions consideration is the quote. Please note that per hour rate is \$70.00.

In addition to this project, additional recommendations were brought forward by Ex-Officio Member Kimberly Garner, as outlined in Attachment 2.

Staff is seeking direction from the Arts and Culture Advisory Commission on the next maintenance project to pursue with the remaining \$2,148 allocated to the project.

### Attachments

1. G Street Undercrossing Quote
2. Summary of Art Projects that Require Maintenance

## Bret Briggs Construction

3144 N. G Street  
Suite 125 PMB 225  
Merced, CA 95340

## Proposal

Name / Address
City of Merced Public Works G St Repairs

Date	Proposal #
7/31/2020	22427

Description	Total
Remove 120 tiles and install 120 tiles. City of Merced will provide tile to the multicultural acts center and BBC will coordinate with them to reinstall tiles.  Material-173.90 Labor-2800.00 Total of 40 hours Overhead 10%-297.40 Profit-5% 148.70	3,420.00
<b>Total</b> \$3,420.00	

Contractors are required by law to be licensed and regulated by the Contractor's State License Board. Any questions concerning a contractor may be referred to the registrar of the board

whose address is:

Contractor's State License Board  
3132 Bradshaw, Sacramento, CA 95814

***The above prices, specifications and conditions are satisfactory and are hereby accepted. Bret Briggs Construction is authorized to do the work as specified and payment will be made as outlined above.***

***\*\*Note: This proposal may be withdrawn by Bret Briggs Construction if not accepted within 30 days.***

Phone #	License #
(209) 383-6939	821795

Client's Signature \_\_\_\_\_

#### #1 Laura's Fountain

You know this better than I, but I'm adding it anyway. I'm sure this is a super costly project! Maybe we can begin a fund-raising campaign for this once we start having Concerts in Applegate in the Fall. It is a beautiful piece of history.

#### #2 – Jazz Mural

The Jazz mural on Kings Asian needs the most help. The metal frame that borders the piece is loose and coming apart at the top left. It also has some painting cracking that will probably result in paint loss eventually. Small losses have already started to occur. We might have to research putting a sealant of some sort on it to keep from additional damage.

#### #3 – McNamara Park Murals

While these were all in pretty good shape when I saw them, the bottoms of the pieces are starting to have some minor paint losses most like due to pressure washing the sidewalks around them. Maybe a sealant coat may benefit them as well and offer a water barrier.

#### #4 – Regal Cinema K Street Murals

There is some fading and minor paint loss with these as well. I would recommend sealing them as well before they get any worse.

#### #5 – Bob Cockrell Plaque

I haven't looked at it lately, but when we did the inventory it was overgrown with vines. This is an inexpensive fix with a bit of trimming.



# CITY OF MERCED

Merced Civic Center  
678 W. 18th Street  
Merced, CA 95340

## ADMINISTRATIVE REPORT

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**File #:** 21-052

**Meeting Date:** 1/21/2021

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**SUBJECT:** Presentation on the Merced County Strategic Arts Plan

### REPORT IN BRIEF

Presentation from Noelle Chandler from Merced County Office of Education on the Merced County Strategic Arts Plan.

### RECOMMENDATION

For Information-Only.

### ATTACHMENTS

1. Strategic Arts Plan

Est. 2020 in Merced, CA



*Our Home. Our Art. Our Pride of Place.*



## Merced County Office of Education Mission Statement

*The mission of the Merced County Office of Education (MCOE), as the educational leader of the Central Valley and trusted community partner, is to transform education and inspire personal, social, and academic achievement of students through collaborative partnerships, accountable leadership and innovative, high quality programs and services.*

## Merced County Vision for Arts Education

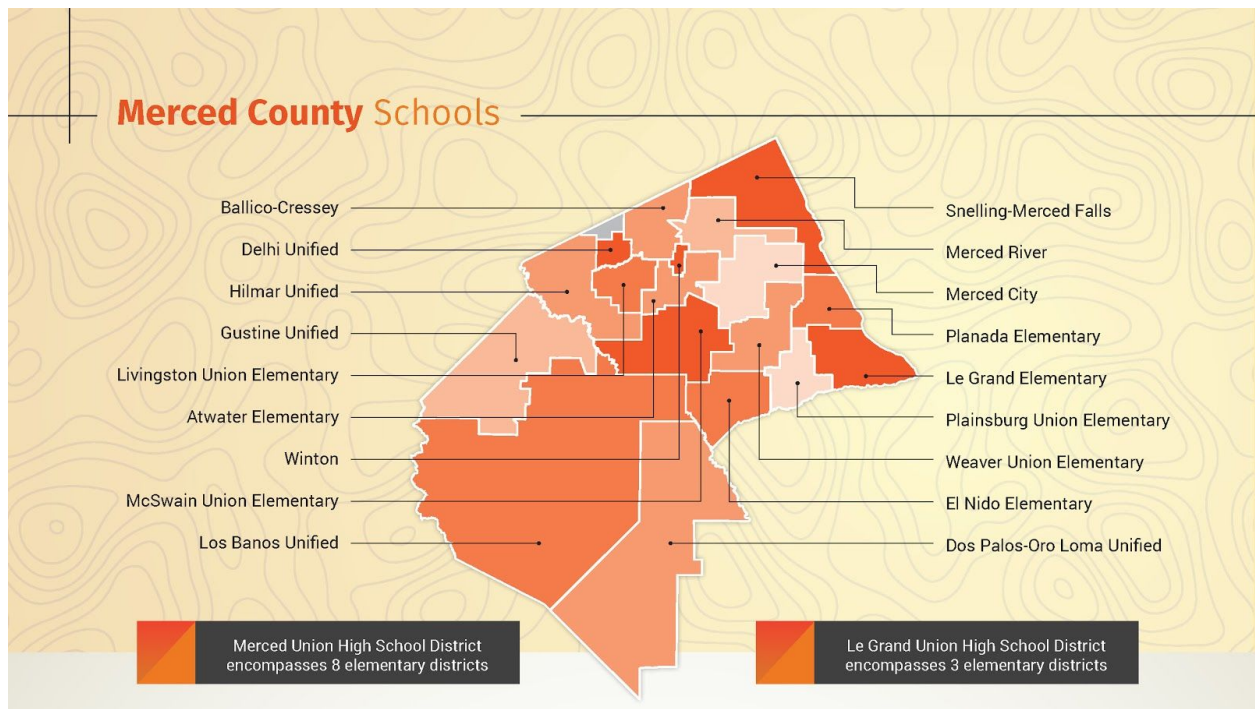
*Merced County Office of Education envisions a countywide effort that ensures all youth have access to high-quality arts education and experiences, all teachers have resources and support to engage their classrooms and clubs in arts activities, and all advocates and community members have the space and opportunity to celebrate and engage with public art.*

*This document was created by Noelle Chandler, Arts Program Specialist at Merced County Office of Education, under the guidance of Kate Stover at Tulare County Office of Education and Peggy Burt of the California Alliance for Arts Education and at the behest of the Superintendent of Schools for Merced County Office of Education.  
All rights reserved.*



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## Merced County At-a-Glance

Population: ~278,000

Square Miles: ~2,000

Students: ~60,000

Districts: 21

School Sites: 110

"The arts are an essential element of education, just like reading, writing, and arithmetic...music, dance, painting, and theater are all keys that unlock profound human understanding and accomplishment."

*~William Bennett, Former US Secretary of Education.*

# *Our Home. Our Art. Our Pride of Place.*

## Arts, Culture, and Community in Merced County

### **Maybe It's The Mercy**

*"There must be something in the water."*

That sentence gets tossed around a lot in Merced County. On dusty back roads, in glass-paneled office buildings, running down huge highways and resting quietly in sun-soaked little neighborhoods, people are continually, and sometimes inexplicably, drawn here. They fall in love, either with each other or their community or with the rich, raw earth, and they lay down roots. Based on the doubling of population in the last 40 years (134,000 in 1980 to 277,000 in 2019), it's easy to see that people are over and over again choosing to live and work in Merced County.

To say the county is largely agricultural is rooted in truth. According to the 2018 Report on Agriculture (fondly known as the Crop Report), milk has held steady as the number one export for years, bringing in almost a billion dollars from outside the county; Merced County alone produces as much dairy annually as 30% of Canada. Almonds are next, and if you've ever driven down Route 59 in the springtime when the almond fields are in bloom, you can see why. California produces 80% of the almonds in the world, and Merced County is in the top five almond producers in California.

But beyond people moving to the county to farm: things just *grow* here. People work hard, and they struggle, but there is so much rich soil and room to breathe that it is easy to get lost in the ever-present excitement of possibility. Anything can happen where there is nourishment and space.

Merced County was named in 1855 when beleaguered travelers stumbled across much-needed water and consequently called the river *Nuestra Señora de la Merced*, or Our Lady of Mercy.

*"There must be something in the water."* There really must be. Maybe it's the mercy.

## Art History

If you performed a Google search for theatre internships in California in 2005, there was one company that would keep popping up over and over: Playhouse Merced. They offered both pay and housing, there was opportunity for growth, and they drew talent from across the country; a true outlier in the community theatre world. And when you pull back from the city of Merced to a bird's eye view of Merced County, it turns out that the entire place is richly encrusted with these interesting artistic gems, which shouldn't necessarily be there, but somehow, somewhat inexplicably...are.

In a county the size of Merced, it's difficult to imagine supporting even one or two small artistic organizations. There is a generally-accepted minimum population count in any area for businesses to be supported; Merced County is large (2,000 sq miles) but the population is relatively low. In Los Angeles County, arguably the film capital of the world, there are 2,100 people per square mile: in comparison, Merced County's population density is a little over 100 people per square mile. This is especially unnerving for creative organizations, who operate on razor-thin margins and often rely on attendance, ticket sales, walk-in donations and word of mouth to reliably make rent for the next month.

Yet, somehow, Merced County artistically thrives. Playhouse Merced not only produces 8-10 full-scale productions each year, it also takes theatre teachers out into the community to produce live shows with students at their schools. The towering Merced Theatre was built in 1931 and is a recently-restored, historic treasure. This large-scale venue hosts travelling performances, dance companies, comedians and musical acts and draws patrons from the very edges of the county. The Merced County Arts Council works tirelessly to speak to the complex, multi-faceted population of the county with exhibits and programs that will stimulate, challenge, motivate and inspire their audiences. Merced Shakespearefest is in its 18th year of free outdoor theatre. Merced College, a gem of transformative education with multiple campuses across the county, offers degrees in Art, Studio Arts, Music and Theatre Arts. There are too many thriving pockets of multicultural dance and music programs to count; each individual community boasts its own unique expressive arts.

Higher education gained an additional foothold in Merced around 2005 with the establishment of a new campus on the outskirts of Merced City proper, the newest arm of the University of California system. In the last ten years, UC Merced has exploded onto the state and county scene, winning awards for innovative green initiatives and bringing with it an ever-growing enrollee population, from 875 its first year to over 9,000 undergraduate and graduate students in 2019. It also boasts a large support staff and over 400 faculty members from around the globe, most of whom arrived in Merced with families in tow, looking for a sense of community. They often find it where the rest of us find it, in the spaces where we feel accepted, loved, welcomed with warmth, and entertained with pride. They find it at the theatre, in the dance studio, and during discussions at the gallery. They find it in the arts.

## Who Makes Up Merced

Twenty school districts of various sizes pepper Merced County, and one can't paint the challenges they face and the change-making potential they bring with the same broad brush. What Merced City School District needs for its 19 school sites (2019-2020 enrollment: 11,000 students, grades TK-8) is very different from what Snelling-Merced Falls Union School District needs, where the superintendent is both the principal and the 8th grade teacher and often serves lunch in the largest room of the single-building schoolhouse. (2019-2020 enrollment: 83 students, grades TK-8.) Of the 21 districts, five districts are single-site, and a full third of all districts serve only elementary school students. While individual districts vary, Merced County enrollment is 75% Hispanic/Latino, 14% Caucasian and 2.6% Black. Approximately 80% of students in the county qualify for free and reduced lunch.<sup>1</sup>

According to the California Arts Education Data Project, youth in Merced County have limited access to in-school arts courses in dance, media arts, music, theatre, and visual arts. Numbers suggest that 34% of students are enrolled in the arts but, as mentioned above, seven of the 21 districts serve only TK-8th grades, and elementary schools are not required to submit quantifiable arts enrollment data; they are, therefore, entirely unrepresented. Only one high school district (Merced Union) offers an Arts & Media CTE Pathway. No single district offers access to all five disciplines and only one district (Livingston Union) boasts any dance enrollment at all: 3%. Overall, the arts enrollment in Merced County (36%) is 11% lower than the state average.<sup>2</sup>

These numbers, while accurate, fail to tell the whole story. They don't mention how Weaver Middle School (which has 0% enrollment in any in-school theatre course) rents out Merced Theatre every February to put 100 costumed children onstage for a schoolwide musical, a production so big they can no longer hold it on campus. Or how Atwater Elementary School District partnered with Playhouse Merced to develop a program called Play Anywhere in 2015, where teaching artists went to every district site and helped after-school students mount one of four different original musicals. Or how Merced City School District holds a "Spotlight" performance every year, where each school submits a three-minute piece and students get to perform dance and music downtown for their family and friends.

In Merced County, the experiences are strong and the opportunities are endless. The arts *can* be a part of the school experience, if we give every student equal opportunity to pursue those arts.

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<sup>1</sup> <https://www.ed-data.org/county/Merced>

<sup>2</sup> <http://www.createca.dreamhosters.com/interactive-dashboard/>

## The State of the World and the Arts in the World

The Merced County of 2020, like so many other places in the world, has been forced to a halt by the spread of COVID-19, the novel coronavirus that has killed over 200,000 Americans at the time of this writing. One of 30 California counties in the “widespread” category, Merced County has spent the summer of 2020 with nearly all indoor businesses closed and, when it came time for schools to start, all public school instruction was required to take place virtually. This has thrown a spotlight on the issue of equity in education, decimating some district’s advantages while highlighting the unique innovative qualities of others. Some children *are* thriving, even while many are not, and *all* students need an extra touch of warmth and care to remind them that a classroom is a family, and a family at a distance is still a family.

The other thing forced to the forefront in May of 2020 was the issue of social justice, particularly as it relates to race. Like so many other US regions, Merced County has some issues to address. In terms of representation: 60% of teachers are Caucasian (four times larger than the Caucasian student population), 30% of teachers identify as Hispanic/Latino (less than half of what the student population would dictate) and only 1.6% of teachers are Black. 2.6% of students are Black, and yet Black students make up 11.6% of suspensions and 10.4% of dropouts. Upon graduation, 25% of Black graduates meet UC/CSU admission requirements, and 31.3% of Hispanic/Latino graduates, compared with 42.9% of Caucasian graduates.<sup>3</sup>

The Merced County Office of Education is very aware of what is at stake. Students who are not engaged now, on the virtual platform, may not ever return to school and may fall too far behind to catch back up. Vulnerable populations have expanded as the economy has fallen drastically, and schools are being leaned on for every possible service, while watching their budgets dwindle. It seems like an appropriate time to place creative disciplines on the back burner until there is more money or time, but the truth is that interacting creatively with classmates or expressing themselves without reproach is the only thing giving some students a sense of normalcy and freedom. From the social emotional and developmental perspective, the arts during a crisis are suddenly more crucial than ever.

The arts are not a cure-all, but they are an essential part of a healthy, whole-child approach which can never be overutilized. Arts to engage families can result in lower dropout rates and less chronic absenteeism; arts to nurture a student’s emotional wellness can lead to less violence, better connection to community, and an increased willingness to do their best. Exposure to and participation in the arts also helps students gain valuable critical thinking, creativity and leadership skills which will help support them through job-hunting, gaining and keeping fruitful employment, and thriving as a productive member of society. For the moment and for the future, arts disciplines are a necessary part of a world-class educational experience.

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<sup>3</sup> <https://www.ed-data.org/county/Merced>

## **We Are Going**

The group of people who gathered together in Merced to work on this strategic arts plan in 2019 didn't know how many punches 2020 was going to throw, and in a way that's an enviable position. Despite all that they didn't know, they were able to articulate a clear vision which includes students, educators, artistic communities and arts professionals. By identifying a unified set of goals for streamlined support, efficient networks of communication, increased community engagement and equitable arts opportunities, they laid the groundwork for something phenomenal: access to the arts for every student in Merced County.

There is nothing stopping Merced County from being known as a county that produces a billion dollars worth of milk every year and *also* being known for its creative students, its art-lined streets, and its resourced and supported arts educators. The map is here. The community is ready. There is mercy in the water. We are going.

Want to come?

"To encourage literature and the arts is a duty which  
every good citizen owes his country."

*~George Washington*

# Strategic Directions

*Where are we going?*

## Strategic Direction #1 - Networks

Build critical networks of student-based, school-based and community-based partners in the arts

## Strategic Direction #2 - Opportunities

Increase opportunities for in-school and after-school arts participation and exposure

## Strategic Direction #3 - Sustainability

Develop sustainable financial, material and administrative support for school- and community-based arts programs

## Strategic Direction #4 - Community

Strengthen families and revitalize communities with youth-led arts resources and connections

# Core Values

*What do we believe?*

## Core Value #1

Build awareness of arts opportunities and their benefits

## Core Value #2

Increase engagement in high-quality, rigorous, culturally compassionate arts

## Core Value #3

Develop support for new and existing arts programs

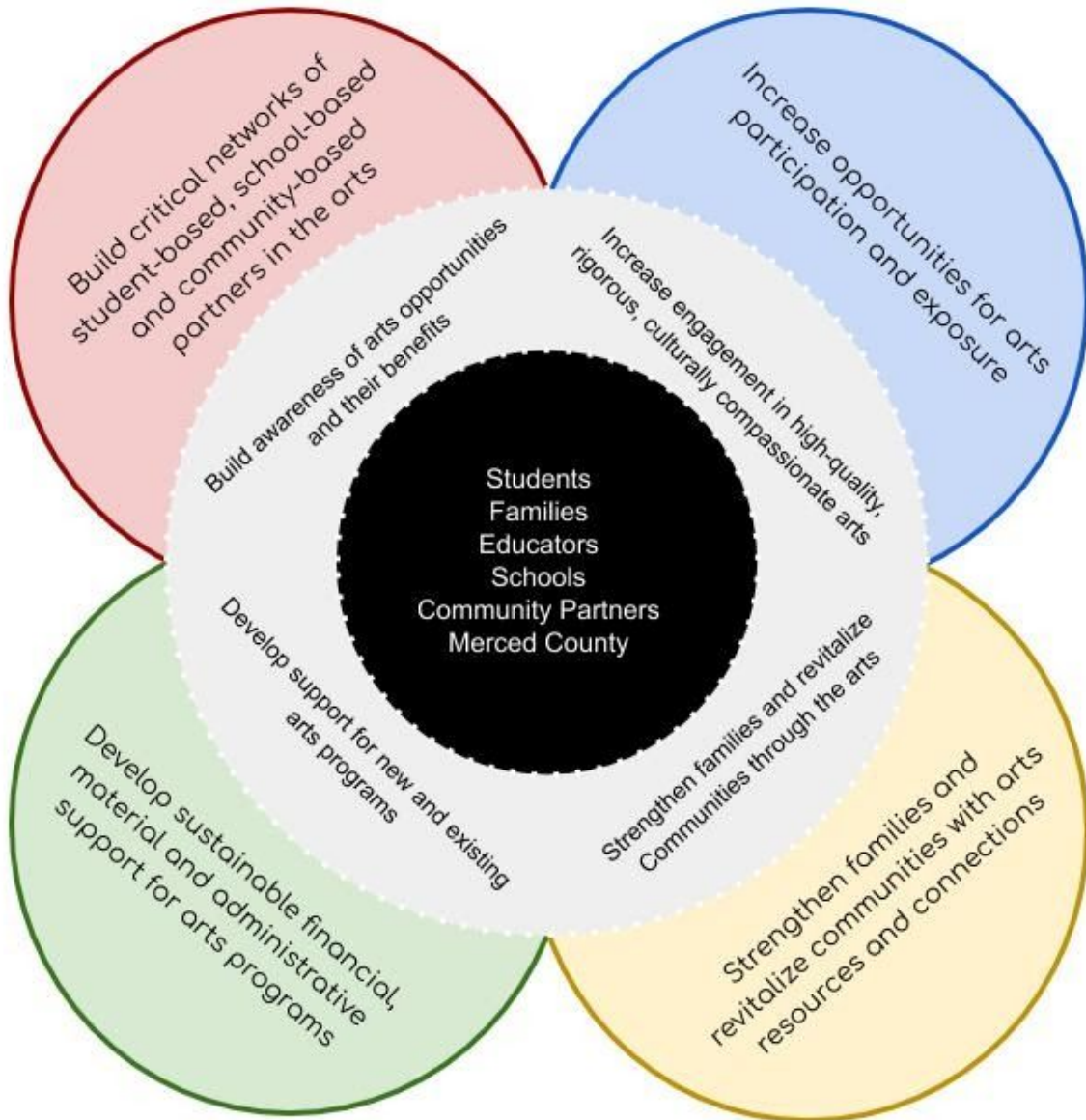
## Core Value #4

Strengthen families and revitalize communities through the arts



# The Visual Blossom

*An interpretation of the Merced County strategic arts plan structure,  
supporting **our home, our art, and our pride of place.***



# Goals for Our Art

*What are we aiming for, and how does our work serve our population?*

## Strategic Direction #1 - *Networks*

Build critical networks of student-based, school-based and community-based partners in the arts

### Core Value #1

Build awareness of arts opportunities and their benefits

#### Goal for Students

Launch and sustain Merced County Young Artists Network (Merced CYAN)

#### Goal for Teachers and Schools

Launch and sustain Arts Now MCOE, an Arts Now Community

#### Goal for Partners and the Community at Large

Launch and sustain Merced County Student Arts Council, a branch of Highway 99 Youth Arts Council and a student arm of the Merced County Arts Council

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## Strategic Direction #2 - *Opportunities*

Increase opportunities for in-school and after-school arts participation and exposure

### Core Value #2

Increase engagement in high-quality, rigorous, culturally compassionate arts

#### Goal for Students

Offer flexible, creative opportunities which appeal to all students

#### Goal for Teachers and Schools

Improve teacher access to high-quality, culturally relevant arts curriculum, and professional development

#### Goal for Partners and the Community at Large

Develop a digital hub of free arts resources

### Strategic Direction #3 - Sustainability

Develop sustainable financial, material and administrative support for school- and community-based arts programs

#### Core Value #3

Develop support for new and existing arts programs

#### Goal for Students

Enhance current funding sources for arts programming through Merced County Education Foundation (Merced COE)

#### Goal for Teachers and Schools

Implement arts-based fundraising opportunities through the Merced County Office of Education

#### Goal for Partners and the Community at Large

Offer administrative support for community arts partners

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### Strategic Direction #4 - Community

Strengthen families and revitalize communities with youth-led arts resources and connections

#### Core Value #4

Strengthen families and revitalize the community through the arts

#### Goal for Students

Leverage countywide partnerships to bring student art into public spaces

#### Goal for Teachers and Schools

Support schools in their role as hubs of community engagement

#### Goal for Partners and the Community at Large

Prioritize and celebrate artists' contributions

# Strategic Direction # 1 - Networks

Build critical networks of student-based, school-based and community-based partners in the arts

	For Students	For Teachers & Schools	For Partners and the Community at Large
Goal	Launch and sustain Merced Countywide Young Artists Network (Merced CYAN)	Launch and sustain Arts Now MCOE, an Arts Now Community	Launch and sustain Merced County Student Arts Council, a branch of Highway 99 Youth Arts Council and a student arm of the Merced County Arts Council
Actions and Tasks for Project Success  <i>(for a full task breakdown, see Appendix A of the <a href="#">Making Our Home</a> document)</i>	<ul style="list-style-type: none"> <li>- Identify and invite interested students</li> <li>- Collaborate with the Merced County Arts Council on themed, collaborative, open-ended programming</li> <li>- Reflect and incorporate feedback to create sustainable systems</li> </ul>	<ul style="list-style-type: none"> <li>- Identify and invite interested schools, districts or community representatives</li> <li>- Share knowledge and support communities in building their arts capacity</li> <li>- Reflect and incorporate feedback on continued support protocols</li> </ul>	<ul style="list-style-type: none"> <li>- Assist with and observe Highway 99 Youth Arts Council creation</li> <li>- Adapt the model created by Highway 99 Arts to fit Merced County Arts Council</li> <li>- Identify and invite interested students</li> <li>- Develop protocol for eventual establishment as an art of the Merced County Arts Council, independent of the County Office</li> </ul>
Measurable Outcomes	All <b>students</b> can access a <b>network</b> structured across multiple disciplines, with wide-ranging student benefit and a countywide reach	All <b>teachers</b> benefit from a <b>network</b> of successful Arts Now Communities who benefit from County Office guidance	All <b>families and community partners</b> interact with the work of a respected student arm of the Merced County Arts Council
...and Merced County <b>builds an awareness of arts opportunities and their benefits.</b> <b>(Core Value #1)</b>			

## Strategic Direction # 2 - Opportunities

Increase opportunities for in-school and after-school  
arts participation and exposure

	For Students	For Teachers & Schools	For Partners and the Community at Large
Goal	Offer flexible creative opportunities which appeal to all students	Improve teacher access to high-quality, culturally relevant arts curriculum and professional development	Develop a digital hub of free arts resources for families
Actions and Tasks for Project Success  (for a full task breakdown, see Appendix A of the <i>Making Our Home</i> document)	<ul style="list-style-type: none"> <li>- Unite with arts partners to provide and promote options for discrete arts participation in all five arts disciplines</li> <li>- Fill in gaps with individualized programming utilizing Merced COE resources</li> </ul>	<ul style="list-style-type: none"> <li>- Research and identify culturally relevant arts resources, curriculum, partners and data for sharing</li> <li>- Conceive and develop an annual event with vendors, arts partners, curriculum examples, and research studies on the arts</li> <li>- Invite and incorporate feedback to continuously grow the event</li> </ul>	<ul style="list-style-type: none"> <li>- Conceptualize with media department at Merced COE a discrete website with downloadable resources for community members</li> <li>- Gather and/or create an Arts4Families series to encourage whole families to nurture the whole child by engaging in the whole community through art</li> </ul>
Measurable Outcomes	All <b>students</b> have the <b>opportunity</b> to participate in free activities in all five arts disciplines	All <b>educators</b> have the <b>opportunity</b> to attend an annual Arts & Culture in Education Fair in Merced County	All <b>families and community partners</b> have the <b>opportunity</b> to access high-quality free online arts resources
<p>...and Merced County <b>increases engagement in high-quality, rigorous, culturally compassionate arts.</b> (Core Value #2)</p>			

## Strategic Direction # 3 - Sustainability

Developing sustainable financial, material and administrative support for school- and community-based arts programs.

	For Students	For Teachers & Schools	For Partners and the Community at Large
<b>Goal</b>	Enhance current funding sources for arts programming through Merced County Education Foundation (MCEF)	Implement arts-based fundraising opportunities through the County Office	Offer administrative support for community arts partners
<b>Actions and Tasks for Project Success</b>  <i>(for a full task breakdown, see Appendix A of the Making Our Home document)</i>	<ul style="list-style-type: none"> <li>- Conceptualize additional events with the Events and Community Engagement with Merced COE to raise more funds for VAPA programming through Merced County Education Foundation</li> <li>- Set high goals and fundraise on behalf of Merced County Education Foundation</li> <li>- Promote the MCEF Annual Arts Grants for arts programs at schools across the county</li> </ul>	<ul style="list-style-type: none"> <li>- Collaborate with other Merced COE departments to develop fundraising opportunities for schools</li> <li>- Promote specific fundraising opportunities and oversee the project completion</li> <li>- Invite and incorporate feedback on the projects for further program growth</li> </ul>	<ul style="list-style-type: none"> <li>- Collaborate with Merced COE Events and Community Engagement to continue to offer efficient, affordable administrative support to arts partners</li> <li>- Approach new arts partners with support options to aid in their future success</li> <li>- Promote arts partners using administrative support services on the online arts resource hub for families</li> </ul>
<b>Measurable Outcomes</b>	All <b>students</b> in Merced County benefit from additional <b>support</b> for their in-school arts programs	All <b>educators</b> have access to fundraising <b>support</b> with Merced COE programs	All <b>families and community partners</b> experience the benefits of additional <b>support</b> for arts partner success
	<i>...and Merced County <b>develops support for new and existing arts programs.</b></i> <b>(Core Value #3)</b>		

# Strategic Direction # 4 - Community

Strengthen families and revitalize communities  
with youth-led arts resources and connections

	For Students	For Teachers & Schools	For Partners and the Community at Large
<b>Goal</b>	Leverage countywide partnerships to bring student art into public spaces.	Support schools in their role as hubs of community engagement.	Prioritize and celebrate artists' contributions.
<b>Actions and Tasks for Project Success</b>  <i>(for a full task breakdown, see Appendix A of the <a href="#">Making Our Home</a> document)</i>	<ul style="list-style-type: none"> <li>- Connect with Merced County Arts &amp; Culture Commission to develop a protocol for proposing and completing public art projects</li> <li>- Collaborate with Merced County Wide Youth Arts Network (Merced CYAN) to develop a proposal process for choosing work to take to the Arts &amp; Culture Commission</li> <li>- Establish a tradition and a general timeline for new pieces of student-supported public art</li> </ul>	<ul style="list-style-type: none"> <li>- Identify and interact with schools for the purpose of understanding family engagement needs</li> <li>- Offer schools information on the SEL benefits of family engagement in the school community environment</li> <li>- Develop free, downloadable resources giving schools a framework for supporting community engagement</li> <li>- Promote resources and gather school and community feedback for further growth</li> </ul>	<ul style="list-style-type: none"> <li>- Support Merced CYAN and Arts Now MCOE arts partners by promoting work virtually</li> <li>- Profile local artists in digital newsletter</li> <li>- Support and promote cultural tourism work such as art tours, pop-up galleries and performance pieces</li> </ul>
<b>Measurable Outcomes</b>	All <b>students</b> can interact with student-supported art as part of a <b>strong community</b> .	All <b>schools</b> are supported in being a part of/hub of a <b>strong community</b> .	All <b>families and community partners</b> feel proud of themselves and their local artists represented as part of a <b>strong community</b> .
	<i>...and Merced County <b>strengthens families and revitalizes communities through the arts</b> (Core Value #4)</i>		

# Want to Come?

## Find Yourself in the Merced County Strategic Arts Plan

### Finding Yourself

Check out our visual interpretation of the strategic arts plan (“The Blossom”) and determine where you fit in the center of the blossom. Each population is called out specifically within each strategic direction; skip to the strategic direction you’d like to read about and find the goal we’ve set to support you.

### Coming Along

Follow along with the questions below to find out how the Merced County Strategic Arts Plan intends to improve your access to the arts, then decide how you’d like to interact in the future.

**We need you on board to make arts in Merced County thrive!**

Observe with us. Identify the goal we’ve set to support you. What does it say?

Respond to us. How does that goal (and the associated tasks/actions) make you feel?

Interpret for us. Why do you think this goal is important? When this goal is achieved, how will your life and business be better?

Plan on us. How would you like to interact with this plan in the future?

☐ I’d like to receive an email newsletter

☐ I’d like to gather a team and help my site/district to become an Arts Now Community

☐ I’d like to donate time or funds to the Arts @ MCOE efforts to implement the plan

☐ I’d like to connect directly about how I believe I can make a difference

**Noelle Chandler, Arts Program Specialist 209.386.6047 [NChandler@mcoe.org](mailto:NChandler@mcoe.org)**



## *Thank You!*

The following people joined us at Strategic Planning meetings in November 2019 and January 2020 to identify strategic directions for this work.

Kate Stover, *Tulare County Office of Education, Arts Consultant (Facilitator)*  
Noelle Chandler, *Merced County Office of Education, Program Specialist (Writer)*  
Rob Baptie, *Cressey Elementary, Principal*  
Dr. Elaine Keeley, *Merced City School District, Director of Curriculum and Instruction*  
John Albano, *Merced College, Dean of Fine Arts*  
Lisa Gilliland Viney, *Merced County Arts Council, ARTree Program*  
RaShanna Johnson, *Merced Human Services Agency*  
Naomi Sukenik, *Merced Play Adventures*  
John Magneson, *Merced County Office of Education, Assistant Superintendent*  
Kim Garner, *UC Merced, Arts Director*  
Karla Paul, *Merced County Office of Education, Credentialing Program Coordinator*

The following people gave notes and guidance during revisions of this Strategic Arts Plan.

Michelle Symes, *Merced County Office of Education, Director of District Support Services*  
Karla Paul, *Merced County Office of Education, Credentialing Program Coordinator*  
Kate Stover, *Tulare County Office of Education*  
Peggy Burt, *California Alliance for Arts Education*  
Kim Garner, *UC Merced, Arts Director*



# CITY OF MERCED

Merced Civic Center  
678 W. 18th Street  
Merced, CA 95340

## ADMINISTRATIVE REPORT

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**File #:** 21-054

**Meeting Date:** 1/21/2021

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**SUBJECT:** Request to Add Item to Future Agenda

### REPORT IN BRIEF

Provides members of the Boards/Commissions to request that an item be placed on a future Boards/Commissions agenda for initial consideration by the Boards/Commissions.



# CITY OF MERCED

Merced Civic Center  
678 W. 18th Street  
Merced, CA 95340

## ADMINISTRATIVE REPORT

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**File #:** 21-055

**Meeting Date:** 1/21/2021

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**SUBJECT:** Commission Comments

### REPORT IN BRIEF

Provides an opportunity for the Chair and/or Member(s) to make a brief announcement on any activity(ies) she/he has attended on behalf of the Commission and to make a brief announcement on future community events and/or activities. The Brown Act does not allow discussion or action by the legislative body under this section.