



# 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, March 18, 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. [21-218](#)      **SUBJECT:** Arts and Culture Advisory Commission Minutes of January 21, 2021

### REPORT IN BRIEF

Arts and Culture Advisory Commission Minutes from the meeting of January 21, 2021.

### RECOMMENDATION

**Arts and Culture Advisory Commission** - Adopt a motion approving and filing the Arts and Culture Advisory Commission minutes of January 21, 2021.

## F. REPORTS

- F.1. [21-232](#)      **SUBJECT:** Recommendation to the City Council Selecting Artists for the Utility Box Art Project

### REPORT IN BRIEF

Provide a recommendation to the City Council selecting artists for the utility box art project.

### RECOMMENDATION

**Arts and Culture Advisory Commission** - Adopt a motion recommending artists to the City Council for the utility box art project.

- F.2. [21-060](#)      **SUBJECT:** Discussion on Establishing an Arts and Cultural District in Downtown Merced

**REPORT IN BRIEF**

Discuss the Background and Processes Associated with the Formation of an Arts and Cultural District.

**RECOMMENDATION**

Direct staff to investigate further and provide additional information on the application requirements.

**F.3.**    [21-221](#)

**SUBJECT:** Informational Presentation on the City Council Budget Process and Discussion Future Funding Options for Consideration to Support Local Public Art Projects

**REPORT IN BRIEF**

Informational Presentation from the Finance Officer on the City Council Budget Process and future funding options for consideration to support local Public Art Projects.

**RECOMMENDATION**

For Information-Only.

**F.4.**    [21-222](#)

**SUBJECT:** Discussion and Approval of an Arts and Culture Advisory Commission Project Work Plan

**REPORT IN BRIEF**

Discussion and approval of an Arts and Culture Advisory Commission Project Work Plan.

**RECOMMENDATION**

**Arts and Culture Advisory Commission** - Adopt a motion approving the project work plan.

**G. BUSINESS**

**G.1.**    [21-219](#)

**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.2.**    [21-220](#)

**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 #:** 21-218

**Meeting Date:** 3/18/2021

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

**SUBJECT:** Arts and Culture Advisory Commission Minutes of January 21, 2021

### REPORT IN BRIEF

Arts and Culture Advisory Commission Minutes from the meeting of January 21, 2021.

### RECOMMENDATION

**Arts and Culture Advisory Commission** - Adopt a motion approving and filing the Arts and Culture Advisory Commission minutes of January 21, 2021.

### ATTACHMENTS

1. Arts and Culture Advisory Commission minutes January 21, 2021



# CITY OF MERCED

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

## Minutes

### Arts and Culture Advisory Commission

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Thursday, January 21, 2021

4:00 PM

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#### A. CALL TO ORDER

Chair DENNIS called the Virtual Meeting to order at 4:00 PM.

#### B. PLEDGE OF ALLEGIANCE

#### C. ROLL CALL

**Clerk's Note:** Commissioner SAINI arrived to the Virtual Meeting at 4:07 PM.

Present Ex-Officio Members:

Kim GARNER - Arrived at 4:07 PM

Patricia PRATT

Eddie RODRIGUEZ

Bertha PEREZ

**Present:** 7 - Chairperson Colton Dennis, Dob Francise, Vice Chair Rob Hypes, Monika Saini, Diana Odom Gunn, Maria Del Zaragoza and Michelle Morgante

**Absent:** 0

#### D. PUBLIC COMMENT

There were none.

#### E. CONSENT CALENDAR

##### E.1.

**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.

A motion was made by Member Odom Gunn, 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 Odom Gunn  
Member Del Zaragoza  
Member Morgante

**No:** 0

**Absent:** 1 - Member Saini

## F. REPORTS

**F.1.** **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.

City Manager Stephanie DIETZ gave a slide show presentation on the proposed artwork for the El Capitan Hotel.

Commissioners and MS. DIETZ discussed the process of bringing art projects to the commission and adding local artist to development agreements.

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

**Aye:** 7 - Dennis  
Member Francise  
Vice Chair Hypes  
Member Saini  
Member Odom Gunn  
Member Del Zaragoza  
Member Morgante

**No:** 0

**Absent:** 0

**F.2.** **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

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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.

City Manager Stephanie DIETZ and Chair DENNIS gave a brief presentation on the 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.

Commissioners, Ex-Officio Members, and Ms. DIETZ discussed creating a panel for review of applications, developing qualifications, cost of the project, materials, funding options and use, prep work on the electrical boxes, and a ranking system. They also discussed fundraising process and the theme of the art project.

**A motion was made by Member Odom Gunn, seconded by Member Francise, to develop a Request for Qualifications. The motion carried by the following vote:**

**Aye:** 7 - Dennis  
Member Francise  
Vice Chair Hypes  
Member Saini  
Member Odom Gunn  
Member Del Zaragoza  
Member Morgante

**No:** 0

**Absent:** 0

Commissioners and Ex-Officio Members made nominations for a selection committee to review the request for qualifications responses.



**A motion was made by Member Francise, seconded by Chairperson Dennis, to nominate Commissioner Francise, Vice-Chair Hypes, and Ex-Officio Members Garner and Pratt to a selection committee. The motion carried by the following vote:**

**Aye:** 7 - Dennis  
Member Francise  
Vice Chair Hypes  
Member Saini  
Member Odom Gunn  
Member Del Zaragoza  
Member Morgante

**No:** 0

**Absent:** 0

**A motion was made by Member Francise, seconded by Vice Chair Hypes, to approve the criteria for the request for qualifications to include: the elements of the art policy, graffiti prevention, achieve economies of scale, and a ranking system for local preference. The motion carried by the following vote:**

**Aye:** 7 - Dennis  
Member Francise  
Vice Chair Hypes  
Member Saini  
Member Odom Gunn  
Member Del Zaragoza  
Member Morgante

**No:** 0

**Absent:** 0

**F.3.**

**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 programming the remaining grant funding for a future Art Maintenance project.

City Manager Stephanie DIETZ gave a brief update on the remaining funds, the cost of maintenance, and a list of art pieces that need maintenance.

Ex-Officio Members and Ms. DIETZ discussed the priority list of art pieces needing maintenance.

**A motion was made by Member Francise, seconded by Member Del Zaragoza, to spend the remaining funds to restore the Jazz Mural. The motion carried by the following vote:**

**Aye:** 7 - Dennis  
Member Francise  
Vice Chair Hypes  
Member Saini  
Member Odom Gunn  
Member Del Zaragoza  
Member Morgante

**No:** 0

**Absent:** 0

## **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.

Noelle CHANDLER from the Merced County Office of Education gave a slide show presentation on the Merced County Strategic Arts Plan.

Commissioners, Ex-Officio Members, and Ms. CHANDLER discussed the Merced County Strategic Arts Plan.

**Clerk's Note:** No formal vote was taken, this item was for information only.

### **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.

Ex-Officio Member PRATT requested to add an item on a project work plan and the budget process.

Chair DENNIS requested to add an item on how to get art involved with development agreement with developers and an item on the arts district.

**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 spoke on the inauguration incorporating arts and culture and grant opportunities.

**H. ADJOURNMENT**

**Clerk's Note:** The Virtual Arts and Culture Commission Meeting was adjourned at 5:33 PM.

**A motion was made by Vice Chair Hypes, seconded by Member Francise, to adjourn the Virtual Arts and Culture Commission Meeting. The motion carried by the following vote:**

**Aye:** 7 - Dennis  
Member Francise  
Vice Chair Hypes  
Member Saini  
Member Odom Gunn  
Member Del Zaragoza  
Member Morgante

**No:** 0

**Absent:** 0



## ADMINISTRATIVE REPORT

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**File #:** 21-232

**Meeting Date:** 3/18/2021

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**SUBJECT:** Recommendation to the City Council Selecting Artists for the Utility Box Art Project

### REPORT IN BRIEF

Provide a recommendation to the City Council selecting artists for the utility box art project.

### RECOMMENDATION

**Arts and Culture Advisory Commission** - Adopt a motion recommending artists to the City Council for the utility box art project.

### 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.

At the January 21, 2021 Arts and Culture Advisory Commission meeting, the Commission approved moving forward with a request for qualifications (RFQ) to solicit local artists to paint utility boxes on Main Street. The RFQ was established based on the adopted criteria outlined in the Public Art Policy. A section committee was nominated and approved with the following ACAC members serving on the panel: Dob Francise, Robert Hypes, Kim Garner and Patricia Pratt.

The RFQ was released on February 2, 2021 and closed on March 8, 2021. A total of 15 proposals were received. The Selection Committee reviewed and ranked the proposals based on the criteria outlined in the RFQ.

Attached for the ACAC's consideration are the Proposals. On Thursday, a summary of the rankings will be provided to the Commission for recommendation to the City Council.

### ATTACHMENTS

1. Applications



## ADMINISTRATIVE REPORT

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**File #:** 21-060

**Meeting Date:** 3/18/2021

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**SUBJECT:** Discussion on Establishing an Arts and Cultural District in Downtown Merced

### REPORT IN BRIEF

Discuss the Background and Processes Associated with the Formation of an Arts and Cultural District.

### RECOMMENDATION

Direct staff to investigate further and provide additional information on the application requirements.

### DISCUSSION

On February 8, 2019, the Arts and Culture Advisory Commission reviewed the attached documents that outline the process for establishing a local Arts and Culture District within the City of Merced. In addition, the following background information was provided to the Commission:

In 2015, AB 189 was adopted allowing the formation of local Arts and Cultural Districts to be put in place to further the development, support and preservation of arts and cultural assets within California through the existing California Arts Council. Fourteen districts were created through a competitive application process as part of the initial pilot program in 2017. Included for the Arts and Cultural Advisory Commission's consideration is the text of AB 189, the application used to solicit district formations in 2017 and additional background information. Staff is presenting this information to allow for the continued discussion and recommendation of the development of a local district within the City of Merced. It is anticipated that this pilot program will be re-opened sometime in 2019.

During that discussion, it was decided to focus on performing and adopting a local Arts Inventory by which to reference during the district formation discussions. Unfortunately, due to COVID-19, the statewide pilot was not re-opened as anticipated.

It has been requested that the district formation discussion be brought back to the Arts and Culture Advisory Commission to provide direction on the desire to move forward with the development of art districts within the City of Merced outside of the statewide pilot program.

The previous attachments have been provided to the Commission as background for the intended discussion.

### ATTACHMENTS

1. AB 189

- 2. Application
- 3. Background Information

## **Assembly Bill No. 189**

### **CHAPTER 396**

An act to add Chapter 9.2 (commencing with Section 8758) to Division 1 of Title 2 of the Government Code, relating to state government.

[Approved by Governor October 1, 2015. Filed with  
Secretary of State October 1, 2015.]

#### **LEGISLATIVE COUNSEL'S DIGEST**

AB 189, Bloom. Arts Council: cultural districts.

The Dixon-Zenovich-Maddy California Arts Act of 1975 establishes the Arts Council, consisting of 11 appointed members, sets forth the duties of the council, and authorizes the council to accept federal grants and unrestricted gifts, donations, bequests, or grants of funds from private sources and public agencies for the purposes of encouraging artistic awareness, promoting the employment of artists, and providing for the exhibition of art works in public buildings, among others.

This bill would additionally require the Arts Council to establish criteria and guidelines for state-designated cultural districts, as defined. The bill would require the council to establish a competitive application system for certification, provide technical and promotional support for certified state-designated cultural districts, and collaborate with public agencies and private entities to maximize the benefits of state-designated cultural districts. The bill would provide that a geographical area within the state may be certified as a state-designated cultural district by applying to the council for certification, as provided. The bill would also provide that certification as a state-designated cultural district is effective for 5 years, after which the district may renew certification every 3 years.

This bill would authorize the council to solicit and receive gifts, donations, bequests, grants of funds, or any other revenues, from public or private sources and to expend those moneys, upon appropriation by the Legislature, for a state-designated cultural district program and for any other purpose it deems necessary to implement these provisions.

*The people of the State of California do enact as follows:*

SECTION 1. Chapter 9.2 (commencing with Section 8758) is added to Division 1 of Title 2 of the Government Code, to read:

## CHAPTER 9.2. STATE-DESIGNATED CULTURAL DISTRICTS

8758. (a) As used in this chapter, “state-designated cultural district” means a geographical area certified pursuant to this chapter with a concentration of cultural facilities, creative enterprises, or arts venues that does any of the following:

- (1) Attracts artists, creative entrepreneurs, and cultural enterprises.
- (2) Encourages economic development and supports entrepreneurship in the creative community.
- (3) Encourages the preservation and reuse of historic buildings and other artistic and culturally significant structures.
- (4) Fosters local cultural development.
- (5) Provides a focal point for celebrating and strengthening the unique cultural identity of the community.
- (6) Promotes opportunity without generating displacement or expanding inequality.

(b) The Arts Council shall establish criteria and guidelines for state-designated cultural districts. In executing its powers and duties under this chapter, the council shall do all of the following:

- (1) Establish a competitive application system by which a community may apply for certification as a state-designated cultural district.
- (2) Provide technical assistance for state-designated cultural districts from, among others, artists who have experience with cultural districts and provide promotional support for state-designated cultural districts.
- (3) Collaborate with other public agencies and private entities to maximize the benefits of state-designated cultural districts.

(c) A geographical area within the state may be certified as a state-designated cultural district by applying to the council for certification. Certification as a state-designated cultural district shall be for a period of five years, after which the district may renew certification every three years.

8758.1. The council may solicit and receive gifts, donations, bequests, grants of funds, or any other revenues, from public or private sources, and expend those moneys, upon appropriation by the Legislature, for a state-designated cultural district program and for any other purpose it deems necessary to implement this chapter.





# CALIFORNIA CULTURAL DISTRICTS

## 2017 PILOT PROGRAM: APPLICATION OVERVIEW AND INSTRUCTIONS

The California Arts Council (CAC) is pleased to announce the availability of the open application process for the pilot year of the new California Cultural Districts program. Please read through this document and the California Cultural Districts website for detailed information about the program: [www.caculturaldistricts.org](http://www.caculturaldistricts.org)

### CALIFORNIA CULTURAL DISTRICTS OVERVIEW

The CAC's new California Cultural Districts program aims to cultivate authentic and sustainable cultural districts that reflect the breadth and diversity of California's extensive cultural assets. A cultural district is generally understood as a well-defined geographic area with a high concentration of cultural resources and activities. The California program seeks to identify, support and connect centers of arts and cultural activity through the designation and certification process.

In this pilot year, a cohort of 10-15 Cultural Districts will be selected through an open application process. Selected districts for the first California Cultural Districts cohort will receive a host of benefits and will participate in a developmental evaluation process to refine the program for the future. Selected districts will help shape the final Cultural District certification process and will help to define the most relevant and effective services for state-designated districts.

### PILOT CULTURAL DISTRICT PROGRAM BENEFITS

Benefits of participating in the pilot cohort include the following:

- Official state certification
- California Cultural Districts branding materials
- Technical assistance
- Joint marketing support
- Participation in developmental evaluation of the program
- Stipend of \$5,000 for evaluation participation

### APPLICATION PROCESS

The California Arts Council seeks qualified organizational partnerships to apply through a multi-tiered process adjudicated by a review panel that will include the following:

1. Submission of a Letter of Intent (LOI): **Due March 29, 2017 at 5:00 PM PST.**
2. Site visits for semi-finalists
3. Finalists will be invited to submit a full application.

### TIMELINE

January 31, 2017	Open Call for Applications Released
February 15, 2017	Informational Webinar* – 11:00 AM PST
<b>March 29, 2017</b>	<b>LOI Submission Deadline</b>
April 17-19, 2017	LOI Review Panel (Semi-Finalists Selected)

## UPDATED 2/3/2017 – NOTE NEW LOI DEADLINE

May 1-19, 2017	Site Visits for Semi-Finalists
May 31, 2017	Finalists Selected
May 31, 2017	Full Application Released to Finalists
June 23, 2017	Full Application Deadline
July 17, 2017	Final Application Review Panel (Pilot Cohort Selected)

\*Webinar registration link: <https://attendee.gotowebinar.com/register/4539358324894472194>

## ELIGIBILITY

To be eligible to apply during this pilot round, the following minimum requirements must be met:

- Only organizational partnerships are eligible to apply.
  - At a minimum, the partnership must include three organizations: a cultural non-profit or artist collective; a local business or business association; and a branch of local government and/or a community development corporation.
- The majority of organizations in the partnership must be located in the district.

## REQUIREMENTS

- Evidence of partnership: Memorandum of understanding or letter of agreement between partnering entities, or local government resolution acknowledging partnership
- Map indicating the boundaries of the proposed district
- Evidence of community support: (3) Three letters of support from individual community members or artists located in the proposed district (do not include participating partners)
  - Support letters from the following groups are encouraged: individual artists, low-income residents, social service organizations, local elected officials, etc.
- Cultural asset survey or inventory: A narrative description of cultural assets is necessary for LOI and a completed preliminary cultural asset survey or inventory is required at the time of final application.
- One organization must serve as the lead applicant for the purposes of completing the application.
- The cultural non-profit or artist collective partner must have a two-year history of arts programming or activities.

## SELECTION CRITERIA

The pilot cohort will collectively represent emerging and established, rural, urban, and suburban districts, and will include a focus on cultural production, cultural heritage, or cultural consumption. Districts will be asked to identify according to this broad typology during the application process. (A glossary of terms is available at this link:

<https://www.caculturaldistricts.org/glossary>.) For example, a district might be rural, focused on cultural consumption, and established. At each stage of the process, applicants will be grouped and reviewed separately by distinct district types based on the following flexible matrix:

CONTEXT	FOCUS	LIFE-CYCLE
urban	cultural production	emerging
suburban	cultural consumption	mid-point
rural	cultural heritage	established

Urban and Rural geographic boundaries are described as such:

- **Urban and suburban** cultural districts are generally expected to be a contiguous geographic area that is walkable.
- **Rural** districts do not need to be walkable or even contiguous, but will need to make the case for how the participating areas/entities are complementary and synergistic.

The pilot districts will be selected based on the strength with which they demonstrate the following:

- Quality, diversity, and commitment of participating partners
- Authentic community engagement from diverse stakeholders
- A strong understanding and concentration of the cultural assets present
- Clarity and thoroughness of vision, goals and objectives, and budget
- Clearly defined and qualified leadership
- Anticipated impact of the cultural district designation
- Effectiveness of expected contribution to pilot cohort

## REVIEW PROCESS

Letters of Intent and subsequent findings from the invited site visits will be reviewed by a multi-disciplinary and multi-sector selection panel, along with representatives from other state agencies that are partnering on the initiative. The panel will review each phase and select a group of finalists will be invited to submit a full application.

## LETTER OF INTENT (LOI) SUBMISSION INSTRUCTIONS

LOIs are accepted online only and several required attachments must be prepared prior to submission. Your online submission must be started and completed in one sitting. You will NOT be able to save, exit, and re-enter the online application in your web browser.

**LOI Submission Link:** <https://cacapplications.wufoo.com/forms/cac-201617-california-cultural-districts-loi/>

You will be asked to enter basic organizational information including contact information for lead organizational applicant, as well as the FEIN and DUNS number of lead applicant organization.

Applicants must upload a PDF file of their LOI with the following information. Use 12-point font, single spaced and limit your responses to a maximum of 10 pages.

The Letter of Intent must include the following:

- **Applicant Organization Information**  
Brief mission and history of lead applicant organization. *Include the operating budget for current and immediate past fiscal year.*
- **Partnership Information**  
Briefly describe each of the partners and the role each plays in the proposed district including anticipated resources, and how each aligns with the issues and opportunities facing the district. *Include the operating budget for current and immediate past fiscal year for each partner.*
- **Cultural District Typology**  
Describe whether the district is established, emerging, or at some other point in its life cycle, and describe the primary focus or emphasis of the district (i.e. cultural production, cultural

consumption or cultural heritage). If other, please explain.

- **Location Information**

Identify whether the district is Urban, Rural, or Suburban, and provide the location and basic demographic and socio-economic statistics. List the types of public infrastructure and amenities that support the district. Provide information on any district overlap with other local, regional, or federal designations such as locally-designated cultural districts, Main Street, Business Improvement District, Historic District, Federal Empowerment Zone, etc.

- **Budget**

Identify the total budget estimate, and budget sources, for discrete activities proposed to take place under the umbrella of the district (i.e. event expenses, marketing expenses, personnel expenses, etc.).

- **Narrative Questions**

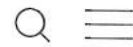
- Describe the types of space for artists, arts organizations, and cultural activities currently present in the district, and any potential plans for additional space creation. Include the facilities, activities, events, and history that make the district distinct.
- Identify the key issues and opportunities facing the district and how the cultural district designation will address them.
- Describe the ways in which the community is currently engaged in the district and its activities.
- Discuss how the community's existing residents will benefit from district designation.
- List any anticipated district stakeholders beyond the core partners and how you intend to collaborate with each.
- Describe the specific anticipated local benefits of a state designation of this district.
- Identify the personnel who will be dedicated (full or part-time) to district operations and planning. Provide the name(s), affiliation(s), experience, and role(s) of the individual(s).

- **Additional Materials Upload**

- IRS Determination Letter of applicant organization
- Map indicating the boundaries of the proposed district
- Letter or resolution from the local government and/or a community development corporation partner acknowledging the partnership
- (3) Three letters of support from individual community members or artists located in the proposed district (do not include participating partners).

#### **STAFF ASSISTANCE**

CAC staff is available on a limited basis to offer guidance and clarification in preparing your Letter of Intent. We recommend that you contact staff well in advance of the deadline to ensure you can be accommodated. Contact Caitlin Fitzwater at [caitlin.fitzwater@arts.ca.gov](mailto:caitlin.fitzwater@arts.ca.gov)



# Certification

The cultural district certification process, managed by the California Arts Council, will be the core of the California Cultural Districts program. It will start with a two-year pilot in which a small representative cohort will actively participate in shaping the final certification process and related benefits and services. This initial group will be selected through an open application process, and will play a critical role in ensuring, through their feedback and experience, that the full program, once launched, is accessible and supportive. And that it works for various types of cultural centers, in a wide variety of urban, suburban and rural settings.



## District Benefits

It is expected that the pilot cohort of certified cultural districts receive an



array of benefits that will include the following:

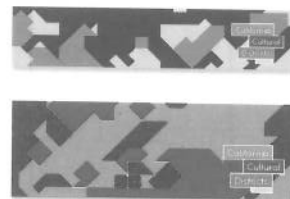
- Official state certification – each district will enter into a memorandum of understanding (MOU) with the CAC certifying state designation as a cultural district for a period of five years and granting the district the right to use the state cultural district brand in its marketing
- Branding materials – including the state cultural district logo, as well signage and banner templates
- Technical assistance – including at a minimum an annual convening session, as well as peer to peer and other group learning opportunities given available resources
- Joint marketing support – leveraging resources from state tourism partners
- A stipend – \$5,000 per district per year, for two years, to be used to support participation in the pilot process that will lead to the refinement of the design of the cultural districts program
- Participation in developmental evaluation – the pilot cohort will receive support from the

consulting team conducting the developmental evaluation of the cultural districts program, including at a minimum one site visit per year

## Pilot Cohort Approach

An initial cohort of ten to fifteen districts will be selected through an open application process. Applications will be solicited in early 2017 with the goal of identifying a small well rounded group of communities that are diverse in make-up, geography and purpose, and that represent the many possible manifestations of cultural districts present in California.

The pilot districts will represent a typology that includes the general categories listed in the table below. It is important to note that in regard to the cultural focus, it is likely that many districts will include aspects of each, but will have a higher concentration of one of the three categories. So, for example, a district might be rural, focused on cultural consumption and established, etc. Districts will be asked



to identify according to this broad typology during the application process.

CONTEXT	FOCUS	LIFE-CYCLE
urban	cultural production	emerging
suburban	cultural consumption	mid-point
rural	cultural heritage	established



#cultureca

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# CITY OF MERCED

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

## ADMINISTRATIVE REPORT

---

**File #:** 21-221

**Meeting Date:** 3/18/2021

---

**SUBJECT:** Informational Presentation on the City Council Budget Process and Discussion Future Funding Options for Consideration to Support Local Public Art Projects

### REPORT IN BRIEF

Informational Presentation from the Finance Officer on the City Council Budget Process and future funding options for consideration to support local Public Art Projects.

### RECOMMENDATION

For Information-Only.

# City of Merced Budget Process





# Budget Process

- ▶ December - Budget Calendar distributed
- ▶ January/February – Town Hall meetings
- ▶ February/March
  - Council Priority Setting session
  - Department Heads submit budgets for consideration
- ▶ April
  - City Manager meets with Departments
  - City Manager meets with Finance Officer
  - City Manager changes are finalized
  - City Manager meets with Finance Officer to Review
- ▶ May
  - Finalize City Manager Recommended Budget
  - Print and distribute City Manager Recommended Budget to City Council



# Options for Funding

- ▶ Public Facility Financing Program
  - ▶ A designated amount paid by developers designated for Public Art
  - ▶ Or requiring development to commission Public Art
- ▶ Future Annexation Designation
  - ▶ As the City grows, establishing an on-going budget allocation from the General Fund



# CITY OF MERCED

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

## ADMINISTRATIVE REPORT

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**File #:** 21-222

**Meeting Date:** 3/18/2021

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**SUBJECT:** Discussion and Approval of an Arts and Culture Advisory Commission Project Work Plan

### REPORT IN BRIEF

Discussion and approval of an Arts and Culture Advisory Commission Project Work Plan.

### RECOMMENDATION

**Arts and Culture Advisory Commission** - Adopt a motion approving the project work plan.



# CITY OF MERCED

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

## ADMINISTRATIVE REPORT

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**File #:** 21-219

**Meeting Date:** 3/18/2021

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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 #:** 21-220

**Meeting Date:** 3/18/2021

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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 Commssion 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.