

Art Commission

City of Merced
November 6, 2017

Statutory Authority

Government Code Section 8753 – Statewide Art Council

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

AB 189 – formation of State-designated local Cultural Districts

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

Other Jurisdictions

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

Draft Community Stakeholder

Arbor Gallery

Art Hop

Building Health Communities

Citizens for the Betterment of South Merced

Main Street Association

Merced City School District

Merced College

Merced County Regional Arts Council

Merced Theatre

Merced Union High School District

Multi-Cultural Arts Center

Paint the Town

Playhouse Merced

UC Merced

City of Merced – Previous Support

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

Direction to Establish Art Commission

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

Purpose

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

Membership

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

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

Duties and Responsibilities

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

Funding Options

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

Next Steps for Implementation

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