

Art Commission Update

City of Merced

March 19, 2017

Overview

- Council Member Martinez proposed the development of a Public Arts Commission – August 7, 2017
- Staff presented research and received direction to move forward – November 6, 2017
- Stakeholder meeting to solicit input – March 9, 2018

Community Stakeholders

Arbor Gallery

Art Hop

Building Healthy Communities

Citizens for the Betterment of
South Merced

Downtown Neighborhood
Association

Main Street Association

Mariposa Art Company

Merced Chamber of Commerce

Merced City School District

Merced College

Merced County Office of Education

Merced County Regional Arts
Council

Merced Theatre

Merced Union High School District

Multi-Cultural Arts Center

Paint the Town

Playhouse Merced

Realtor's Association

Shakespeare Festival

UC Merced

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

Purpose

- Act as a resource to the community and local arts for:
 - Mentorship
 - Internships
 - Facilitating Process
 - Marketing
 - Advocating
- Promote art that is reflective of the community across all cultures, races, and stages of life
- Support sustainable art projects that are environmentally and longevity sustainable

Membership

A community-wide commission with 11 members (6 district, 5 at-large) of city residents who serve a 4-year term with knowledge, expertise, or experience in one or more of the following areas:

- Visual, performing, literary, music or other types of art
- Planning, historical, preservation, architectural
- Economic development, business, marketing, public relations
- Member of artistic, cultural, community organization
- Educational partner

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
 - Variety of venue for performing arts
- Submit recommendations for funding to support programs
- Promote awareness and encourage private investment in arts
- Coordinate with individuals and organizations to support artistic and cultural activities

Duties and responsibilities

- Develop a community calendar that highlights local artistic events
- Develop maintenance plans that allow for sustainable works and long-lasting investments
- Establish artistic standards across disciplines
- Develop a plan to maximize opportunity for programs and works to be integrated throughout the City
- Establish a recognition program for local artists or groups that give back to the community

Funding Options

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

Next Steps for Implementation

- Follow up Stakeholder meetings:
 - April 11, 2018, from 5pm – 6:30pm
 - April 27, 2018, from 3pm – 4:30pm
- Work towards a draft ordinance vetted by Stakeholder group
- Present draft ordinance for Council consideration – target May 2018