

Art Commission Update

City of Merced

May 21, 2018

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 and March 19, 2018
- Stakeholder meetings to solicit input – March 9, April 17 and May 4, 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 City Council in the following areas:
 - Public art
 - Art projects
 - Cultural programs and activities
- Allow the City Council to do the following:
 - Foster arts within the City
 - Implement policy, programs and standards for public art

Membership

A community-wide commission with 7 members (6 district, 1 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 background
- Economic development, business, marketing, public relations
- Member of artistic, cultural, community organization
- Educational partner

Establishes 4 ex-officio, non-voting members that maybe non-city residents, who live in the sphere of influence demonstrating an area of expertise needed by the Arts Commission

Duties and Responsibilities

Provide recommendations to the City Council, other appointed bodies and City Departments for the following:

1. Displays of art within a public facility, or any public art within the City or exterior space for outdoor visual art, or promote the arts for city beautification and to enhance the quality of life;
2. Programs that promote art or enhance cultural development;
3. Act as a resource to the community and local arts and culture for mentorship, internships, facilitating process, marketing and advocating;

Duties and Responsibilities

4. Coordinate and collaborate with the Merced County Arts Council, and other individuals and groups, both private and public, to support, promote, enhance and recognize artistic endeavors and cultural activities that are reflective of the community across all cultures, races and stages of life;
5. Recommend funding options that maximize opportunities for sustainable projects that incorporate preventative maintenance for public arts projects and cultural activities throughout the City;
6. Recommend the establishment of artistic standards across disciplines; and
7. Such other duties as the City Council may proscribe.

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

- City Attorney to format ordinance for Council consideration
- Provide notice to the public of the hearing
- Hold a Public Hearing introduction of Ordinance
- Second Reading of Ordinance
- 30 day effective period
- Discuss Council appointment process