



Legislation Text

File #: 18-309, **Version:** 1

Report Prepared by: Mike Conway, Assistant to the City Manager

SUBJECT: Ordinance Establishing an Arts and Culture Advisory Commission for the City of Merced

REPORT IN BRIEF

Asking the City Council to establish a Public Arts and Culture Advisory Commission in the City of Merced.

RECOMMENDATION

City Council - Adopt a motion introducing **Ordinance 2489**, an Ordinance of the City Council of the City of Merced, California, adding Chapter, 2.54 "Arts and Culture Advisory Commission," to the Merced Municipal Code.

ALTERNATIVES

1. Approve, as recommended by staff; or,
2. Approve, subject to other than recommended by staff (identify specific findings and/or conditions amended to be addressed in the motion); or,
3. Deny; or,
4. Refer to staff for reconsideration of specific items (specific items to be addressed in the motion); or,
5. Continue to a future meeting (date and time to be specified in the motion).

AUTHORITY

Article VII, Sections 700, 702, 702.1, 707 and 708 of the Merced City Charter.

CITY COUNCIL PRIORITIES

As provided for in the 2018-19 Adopted Budget

DISCUSSION

On August 7, 2017, Council Member Martinez presented the concept of establishing an Arts Commission within the City of Merced. Council provided staff direction to explore the necessary steps to move forward. On November 6, 2017 staff presented the research that took place, including what other jurisdictions have done to establish and implement a local Arts Commission and the benefits to the community. Staff received direction from the Council to reach out to local partners and explore options.

Staff held three meetings with stakeholders: March 9, April 17 and May 4. The group discussed elements that were needed to draft an ordinance including: purpose, membership, duties and

responsibilities and funding.

Council was given an update March 19, 2018 and further direction was provided to staff. The information from the Council was incorporated into the next meeting with the stakeholders on April 17, 2018, which was held after regular work hours.

After the first two stakeholder meetings staff created a draft ordinance forming an Arts Commission using the information and framework provided by the group and the Council. The proposed ordinance was presented to the group at the May 4, 2018 meeting. The stakeholders reviewed the document and provided comments. They decided that arts and culture were inter-related and that the commission's scope should be broadened to encompass both. In addition, the group spent time focusing the responsibilities of the Commission to seven areas.

Staff presented the draft ordinance to the City Council at the May 21, 2018 meeting for review. Council requested that a Council member be added to the Commission as a non-voting member and that the ordinance include that the Commission can draw upon staff support.

The final draft of the ordinance has been circulated to the stakeholders for review and no changes were received.

It was the goal of the ordinance to capture the intent of the City Council and the stakeholders group who:

Believe that the arts serve an important role in establishing and enhancing the quality of life in the community;

Believe that the arts instill in the community civic pride and a sense of cultural identity and serve to bring together the people of the city; and

Believe that the arts should be supported and sustained for the betterment of the community; and

Believe that public art and the performing arts have a multitude of benefits to the community and that the City has supported public art and the performing arts through such projects as the Merced MultiCultural Arts Center, the murals on the MainPlace Merced Theatre, the murals on the G Street Undercrossing, the Merced Open Air Theatre and the Merced Theatre; and

Believe that the Merced County Arts Council has inspired and nurtured the arts in the community for four decades, and that the City of Merced Arts and Cultural Advisory Commission should work in collaboration with the Merced County Arts Council and other community arts groups; and

Believe that an Arts and Culture Advisory Commission can further the Council's goal of promoting public art and cultural activities within the City, provide oversight in public art and enrich the community's appreciation of arts and culture.

IMPACT ON CITY RESOURCES

No appropriation of funds is needed at this time.

ATTACHMENTS

1. Arts and Culture Advisory Commission Ordinance