



City of
Santa Rosa
Recreation & Parks

ART IN PUBLIC PLACES COMMITTEE
Steele Lane Community Center, 415 Steele Lane, Santa Rosa, CA

Monday, July 6, 2009
3:30 p.m.

Agenda

1. Call to Order
2. Roll Call
3. PUBLIC COMMENTS: Except for public hearing agenda items, the public may comment on all agenda items and on items not on the agenda but within the jurisdiction of the Art in Public Places Committee at this time. Comments will be heard on specific agenda items at the time the item is called.
4. Approval of Minutes- June 1, 2009
5. Chairperson's Comments/Announcements
6. Scheduled Items Presented for Possible Decisions at this Meeting
 - 6.1 Art Program Budget

On June 2, 2009, City Council approved changes to the Public Art Policy allowing a broader range of expenditures. With that change, Council directed that the Art in public Places Committee and City staff develop a process for establishing annual expenditure priorities. Staff will present a proposed calendar for considering an expenditure plan for fiscal year 2010-2011 and present an overview of previous commitments and obligations established by the Art in Public Places Committee. To assist with this discussion, the following three documents are attached to this agenda: 1) Arts Program Implementation Guidelines – draft, June 2009; 2) Projected Arts Program Budget – 09/10; and, 3) Arts Program Budget/Value – 09/10.
Recommendation: staff is seeking direction from the Art in Public Places Committee to formalize the process for considering project and programming requests.

- 6.3 Staff Updates:
- A. Arts District Business Plan and Amended Art Policy Adoption
 - B. Phantom Gallery
 - C. Arts District Projects

7. Adjournment

The next meeting of the Art in Public Places Committee is scheduled on Monday, August 3, 2009, at 3:30 p.m. at the Steele Lane Community Center in Santa Rosa, CA.



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This information can also be accessed via the internet at: <http://srcity.org/default.aspx?PageID=650>

Any writing or documents provided to a majority of the Board of Community services regarding any item on this agenda will be made available for public inspection in the Recreation and Parks Department's Administrative Offices at 415 Steele Lane, Santa Rosa, CA. during normal business hours.

Arts Program Implementation Guidelines- DRAFT 6/09

We have an opportunity to develop a more cohesive art program with the revised Art Policy and new funds from private development in lieu fees. The staff and committee will work towards defining the various aspects of the program and their goals; demonstrate how they work together; budget and prioritize the allocation funds for various projects on a fiscal year bases; and set guidelines for public grants/co-sponsorships.

Sources of funding:

- 1% for Art from City CIP Fund - directed by the Public Art Policy
- 1% for Art from Park Development Fees - directed by the Public Art Policy, restricted to park applications
- 1% for Art from Private Development Fund - directed by the Public Art in Private Development Ordinance, governs the action of the developer and directs in lieu fees to be administered according to the Public Art Policy
- 1% for Art from Redevelopment Fund - directed by the Art in Redevelopment Policy and restricted to redevelopment projects
- Economic Development Projects - as they arise
- Grants and Community Donations - usually project driven
- Program fees and rentals - Art exhibition fees, gallery membership, gallery rentals, facility rentals etc.

Priority Evaluation process:

Funds will be used for public art, cultural programming and staffing. When allocating funds, staff and committee will consider the sustainability of the program, needs in the community and fund restrictions.

Expenses:

Public Art Projects-

Artist

Artwork

Maintenance / signage / installation / permits

Cultural Programming-

Marketing

Artists / Event

Equipment

Venue

Staffing-
Administrative
Event staffing
Outside services

Reserves should be held over from one year to the next for-
Staffing
Major projects
Maintenance or conservation of artwork

Budget and appropriation process:

1. Available funds are identified for the next fiscal budget-
 - Considering staffing needs, reserves for future, needs in the community, and fund restrictions
2. A selection process will be established “Call for Art Projects”-
 - Time line
 - Projects, priorities and criteria
 - Allocations for sculpture, events and programs
 - A review panel to select the art projects according to establish criteria.
3. Selected Art Projects will be approved by the APPC and City Council-
 - Set up a process with Accounts Payable with appropriated projects
4. Any requests for funding projects during the year will be advised to apply for the next open competition or fiscal budget session

Program Guidelines:

Create tools for public to apply for funds for the Art Projects. Deadlines for application timeline should correspond to the City’s Budget Process.

1. Public Art Program
2. Special Event Program
3. First Friday Program
4. Phantom Gallery Program
5. Mural Program
6. Street Performer Program
7. Banner Program

**Projected Arts Program Budget
09/10**

Revenue Sources

Acct #		
8442	City CIP Art fund	46,184
0204-3818	Art In lieu fund	193,313
4367	Arts District (carry over)	25,451
0880-2126	Arts District Trust (from program fees and donations)	1,839
0880-2164	Art Exhibition Trust (donations for National Arts Program)	1,875
0880- 2142	Public Art Trust (for artstart, maintenance, installations etc)	4,000
	Total	272,662

Application of Expenditures

Arts District Projects & Event Support	First Friday	admin
	Book Festival	1,000
	Handcar Regatta	5,000
	Dias De Los Muertos	1,000
	Winter Blast	1,000
	Imaginists Theater	1,000
	Seth Minor	2,500
	Projection Project- Wardells	1,000
	American Philharmonic	1,200
	Marketing	5,000
	Phantom Gallery	5,000
Public Art Sculptures	Artstart (allocated at March meeting) Biaggi Hamilton	25,000 13,800 13,000
Administration	Art Coordinator and Art Specialist	100,000
	Total	175,500

**Reserves for
Fiscal Year 10/11**

	Installations / maintenance / pool for future major projects 10/11 Salaries	97,162
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**09/10
Arts Program
Budget / Value**

Project	Description	Actual Budget	Value
Public Artwork			
Artstart	Youth employment program to produce public benches, murals and sculptures	25,000	100,000
Biaggi sculpture	Final payment for sculpture on Prince Greenway	13,800	35,000
Hamilton sculpture	Final payment for sculpture on Prince Greenway	13,000	35,000
Civic Art Walk	Continue with this art on loan city wide exhibition, tours and distribution of brochures.	Admin	Valuable art (100,000) at a fraction of the cost.
Cultural Programming			
City Wide Art Programs			
Art Exhibitions- STL, FIN and CH National Arts Program Awards and Scholarships	Visual Art Exhibition in Community Centers and City Hall This program raise funds from entry fees and provides valuable exhibition space which is lacking in this area.	Admin	3,000 revenue generation Art Exhibition space
	National Art Program gives awards and scholarships to artists of all ages. Funds are supported in whole by sponsorships.	Admin	6,000 in awards
Public Art in Private Development	Working with Community Development, staff, advises and process developers art application and work with APPC to allocate the in- lieu funds.	Admin	
Public Artist Registry	Maintain a registry of qualified artists to refer to developers	Admin	\$6,000 revenue Provides opportunities for artists and assists developers
Public Art Consulting	Provide a consulting service for developers		
Mural Program	Application process for public to place a mural in Santa Rosa provided on the website. Funds will be project driven with pubic and private fundraising.	Admin	Provides opportunities for community to site murals.
Arts District -Downtown Santa Rosa			
Marketing	Ongoing outreach with website, print material and radio	5,000	10,000 w/match
Phantom Galleries	Art Galleries in vacant retail spaces- We occupy spaces in which the space is free of rent, we pay utilities, provide insurance and facilitate the artists activities, Arts District Headquarters, This helps to mitigate blight and provides exhibition and performance space for artists.	5,000	30,000 project
First Fridays on Fourth Partner with businesses, Economic Development, artists Arts Council	Refreshed event with artists and concerts in Courthouse Square and Railroad Depot Parks fees will be charged and private businesses will s	Admin	30,000 event

Street Performer Program Partner with artists, businesses	Paid performers will perform on First Friday and Saturdays to establish a standard of professionalism. Manage street performer Program permit process with a \$2 a day fee or \$25 a month	2,000	Create a lively downtown and an opportunity for musicians to legally busk
Winterblast Partner with South A Street Galleries and Studios	South A Street block party with 40 artists showing their work and 3,000 public participants	1,000	6,000 event
Book Festival Partner with the Library	8 th Annual Book festival- 4,000 public participants	1,000	15,000 event
Handcar Regatta Partner with the event organizers	2 nd Annual festival with kinetic art on the railroad tracks. 4,000 participants last year/8,000 predicted for this year.	5,000	45,000 event
Dias De Los Muertos	Mexican Day of the Dead 3 days of community prayer and remembering those who have passed	1,000	8,000 event
Community Projects	American Philharmonic, Seth Minor, Wardells and Imaginists	5,700	10,00 w/ match
Leadership 09/10			
1 Full time Art Coordinator	Manage the Arts District-Coordination of Public Artwork installations and Cultural Programming projects – 50% of time	100,000	
1 Three/ Quarter Time Art Specialist	Creation of partnerships and collaborative efforts with private partners – 5% of time Fundraising – 10% of time Outreach campaign for Arts District and City Wide Program (marketing, newspaper calendar, webpage, identity-building, forums, etc)- 20% Coordinate the Art in Private Development projects working with Community Development. – 10% Strategic planning efforts and implementation of the Business Plan –5% of time		
Total		175,500	
Reserves	For Installations, maintenance, pool for major projects and for next fiscal years salaries	97,163	