

Amended Public Art Policy

Presentation to City Council
April 12, 2016

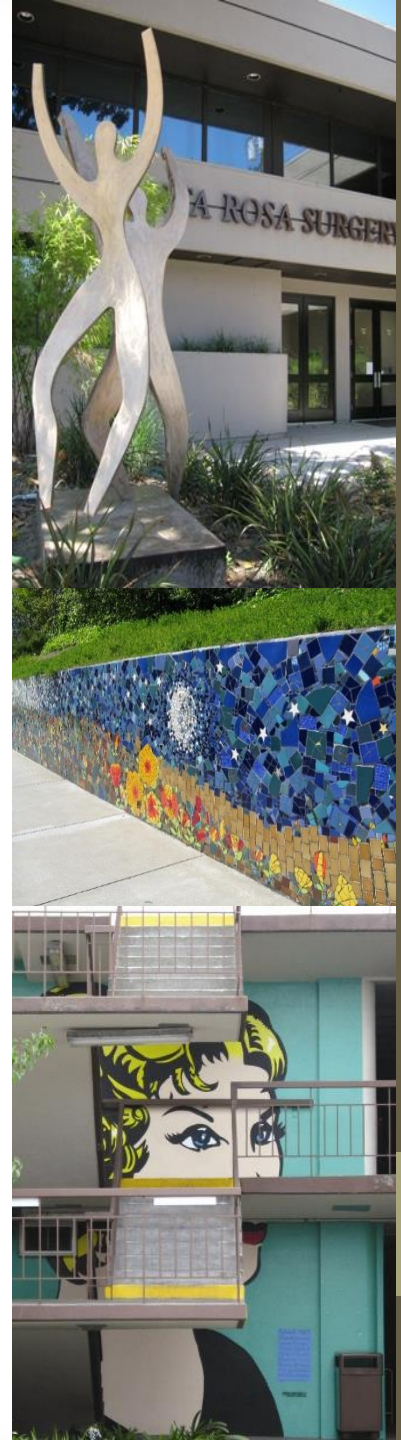


Background

- Public Art Master Plan (adopted Feb 2015)
- Recommended revisions for the Public Art Policy:
 - Purpose
 - Definitions
 - Composition and duties of Art in Public Places Committee
 - Processes for developing Annual Work Plans and Project Plans
 - Criteria for reviewing public art projects, gifts, loans, and deaccessioning artworks
- Public Art Policy 000-42 was last amended in 2009

Purpose

The Public Art Program is intended to enrich civic life, give voice to the unique spirit of Santa Rosa, and galvanize the City's reputation as an arts destination. The Program integrates a wide range of art into public spaces, creating a livable community and contributing to economic development.



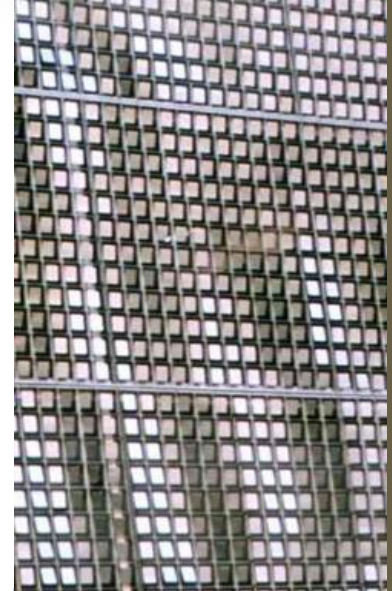
Project Development Process

- Annual Work Plan
 - Outlines which Creative Zone the Program will focus on
- Public Art Project Plan
 - Developed for each public art project
 - Guides planning and execution



Project Approval Process

- Provides clarity for the following:
 - Artist Solicitation
 - Artist Selection
 - Selection Criteria
- Additional Guidelines may be developed by APPC/staff as needed

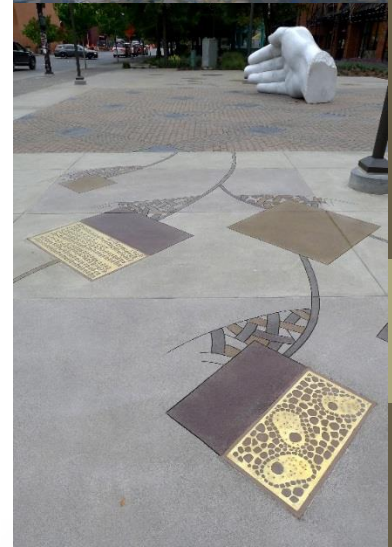


Project Approval Process

- Curators
 - Alternative to issuing a call directly to artists
- Selection Panel
 - APPC may serve or opt to form separate panel
 - Select one or more artists and forward recommendation to APPC for approval
- Artist Agreement
 - Includes scope of work, fee, schedule and relevant terms and conditions
 - Director of Recreation & Parks approval

Gifts and Loans

- Technical Review
 - Arts Coordinator
- Aesthetic Review
 - APPC using established criteria
- Director of Recreation & Parks approval



Relocation or Deaccession

- Criteria
 - Site, security, safety, maintenance
- Review
 - APPC using established criteria; forward recommendation to City Council for approval



Art in Public Places Committee

Possess professional experience in the field of visual or public art, including, but not limited to, artists, arts administrators, curators or producers of public art, scholars or teachers;

OR

Possess experience and knowledge of environmental design, placemaking, economic development, tourism, or a background or general interest in other aspects of the arts.

Art in Public Places Committee

Recommended by APPC 1/4/16

7 at-large members

Residency within city limits

Applicant pool pre-qualified by APPC

Appointed by individual Council Members from pre-qualified applicant pool

Chair appointed by Mayor

Vice Chair elected by APPC



Art in Public Places Committee

Alternate Version 1

7 at-large members
Residency within city limits
Selected by City Council
Appointed by full Council
Chair appointed by Mayor
Vice Chair elected by APPC

Alternate Version 3*

9 at-large members
No residency requirements
Selected by APPC
Appointed by full Council
Chair and Vice Chair elected
by APPC

* Most like current

Alternate Version 2

9 at-large members
Residency within city limits
Selected by City Council
Appointed by full Council
Chair appointed by Mayor
Vice Chair elected by APPC

Alternate Version 4

7 members
Residency within city limits
Appointed by individual Council
Members
Chair appointed by Mayor
Vice Chair elected by APPC

Recommendation

It is recommended by the Art in Public Places Committee and the Recreation & Parks Department that Council, by resolution, adopt the Amended Council Policy 000-42 “Public Art”, or in the alternative, adopt the Amended Council Policy 000-42 “Public Art” as revised to include Council’s preferred method of appointment of members to the Art in Public Places Committee.

