

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: TARA THOMPSON, ARTS COORDINATOR  
RECREATION & PARKS DEPARTMENT  
SUBJECT: AMEND PUBLIC ART POLICY 000-42

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Art in Public Places Committee and the Recreation & Parks Department that the 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.

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EXECUTIVE SUMMARY

The amended Public Art Policy provides clarity for the operation of the Public Art Program, and increases the effectiveness of the Art in Public Places Committee. The recommended action relates to Council Goal 4: "Maintain and Enhance Our City's Historical, Cultural and Recreational Assets."

BACKGROUND

On February 24, 2015, the City Council, by Resolution No. 28610, adopted the Santa Rosa Public Art Master Plan. The Master Plan includes recommendations for revisions to the Public Art Policy that support the purpose, mission and projects described in the Plan. Amending the Policy is an essential step in the implementation of the Master Plan.

PRIOR CITY COUNCIL REVIEW

On November 19, 1996, the City Council, by Resolution No. 22931, adopted a Public Art Policy, Council Policy #000-42.

On November 10, 1998, the City Council, by Resolution No. 23756, approved an amendment expanding committee membership.

On February 8, 2000, the City Council, by Resolution No. 24278, approved an amendment further expanding committee membership.

On July 24, 2001, the City Council, by Resolution No. 24924, approved an amendment increasing annual appropriations from the CIP and PDF from one half percent to one percent.

On June 11, 2002, the City Council, by Resolution No. 25269, approved an amendment modifying committee membership.

On June 2, 2009, the City Council, by Resolution No. 27397, approved an amendment expanding eligible uses of public art funds to include physical artwork, cultural programming and facilitation of the Public Art Program.

### ANALYSIS

The Public Art Policy provides direction for the operation of the Public Art Program and establishes the composition and duties of the Art in Public Places Committee (APPC). The proposed amendment rewrites the Policy in total.

Proposed revisions include:

- Restating the purpose, and establishing core functions, of the Public Art Program.
- Establishing definitions for terms used in the Policy.
- Revising the composition of the Art in Public Places Committee:
- Establishing duties for the Art in Public Places Committee.
- Establishing a project development process, including an Annual Work Plan, Public Art Project Plans, and collaborations with other City Departments.
- Revising the project approval process, including artist selection, selection criteria, curators, selection panels, and artist agreements.
- Establishing procedures for gifts and loans, including technical and aesthetic review.
- Revising procedures for the relocation or deaccession of art, including criteria and review process.

While the Public Art Master Plan identifies a proposed model for the composition of the Art in Public Places Committee, staff and the APPC received feedback that there was interest in creating an advisory board that would have attributes of some of the City's other boards and commissions. The Art in Public Places Committee considered five versions of this section, drafted to provide a range of possibilities. The recommended version is incorporated into the Policy. It changes the current composition from representatives from four City boards and commissions, two City Council members and four members of the general public to all at-large members of the public, and changes the manner of appointment for public members from application and recommendation by the Recreation & Parks Department to City Council, to individual Council appointments from a pre-qualified pool of candidates. The alternate versions are

attached to this staff report for Council consideration and if the Council prefers one of the alternatives, Council may opt to adopt their preference. Staff recommends that members possess knowledge of, or interest in, public art.

### FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund.

### ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

On January 4, 2016, the Art in Public Places Committee approved the Policy revisions, with a recommendation for the committee composition, which is incorporated.

### NOTIFICATION

Not applicable.

### ATTACHMENTS

- Attachment 1 - Alternate Version 1-APPC composition/duties
- Attachment 2 - Alternate Version 2-APPC composition/duties
- Attachment 3 - Alternate Version 3-APPC composition/duties
- Attachment 4 - Alternate Version 4-APPC composition/duties
- Resolution/Exhibit A (Amended Council Policy 000-42 "Public Art")

### CONTACT

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