



CITY OF SANTA ROSA ART IN PUBLIC PLACES COMMITTEE

Special Meeting

November 9, 2020 | 3:00 PM – 4:30 PM

Online

MEETING OBJECTIVE

This special meeting will be a candid conversation among Committee members to explore the purpose and function of the Public Art Program and APPC's role in the strategic plan for the next several years.

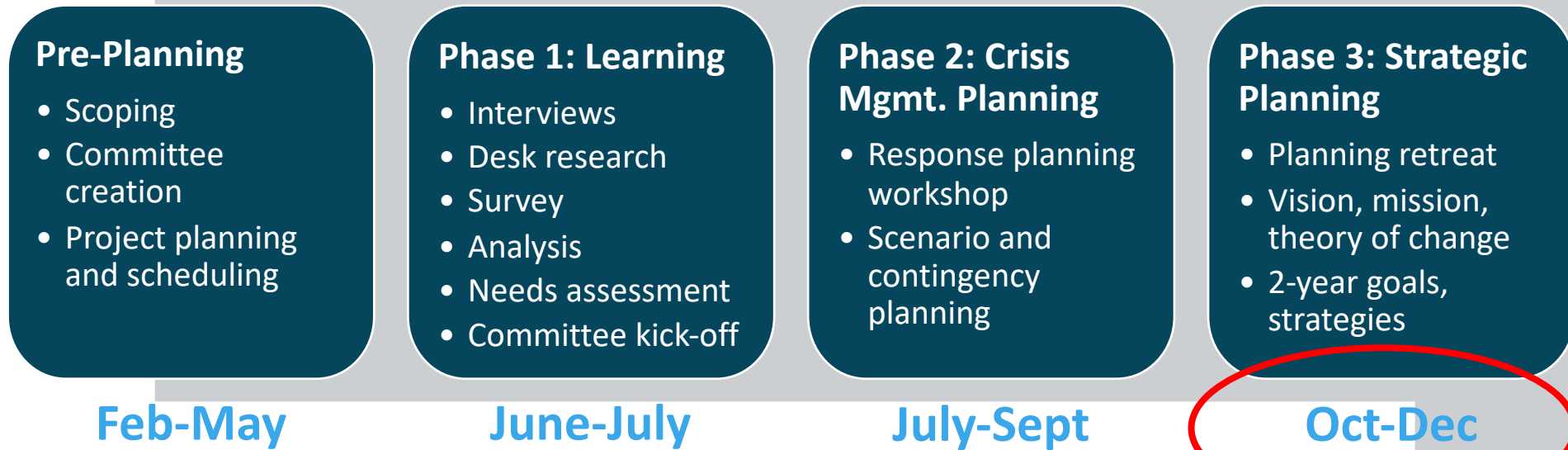
DESIRED OUTCOMES

- Understand the Public Art Program's strategic planning work done this year.
- Gain insights from the committee on the purpose and direction of the Public Art Program.
- Explore the purpose, role, and future of APPC vis a vis the proposed strategic goals.

AGENDA

3:00 – 3:10 PM	Official Business
3:10 – 3:25 PM	Welcome, Planning & Research Overview
3:25 – 3:55 PM	Mission, Vision, and Goals
3:55 – 4:20 PM	Purpose and Role of APPC
4:20 – 4:30 PM	Closing and Next Steps

PROCESS OVERVIEW



STAGES OF STRATEGIC PLANNING





RESEARCH OVERVIEW

METHODS & METHODOLOGY

To inform the City of Santa Rosa Public Art Program's strategic planning process, Third Plateau engaged in a series of interconnected research efforts across the field, user, and organizational levels to answer key questions facing the Program. The questions were:

- What can we learn from the public art field?
- Who are the City of Santa Rosa's public arts users?
- What are the city's structural and operational needs and opportunities to best support public arts?

At the **field level**, Third Plateau conducted secondary web-based desk research on the impacts of public art, public art paradigms and goals, and common challenges in municipal art programs. We also researched other cities, examining their respective approaches to public art. At the **user level**, Third Plateau spoke with 19 public arts users. We interviewed seven artists, six members of the general public, three arts organizations, and three staff members from the City's core public arts machinery. Third Plateau also carried out a survey for Santa Rosa area creatives, receiving more than 100 responses. At the **organizational level**, Third Plateau spoke with 11 stakeholders in the City Public Art network, to gain a sense of what stakeholders perceive to be the strengths, weaknesses, opportunities, and threats facing the Program.

KEY TAKEAWAYS

The following outlines key takeaways across the field, user, and organizational research levels. These include findings about public art users and City stakeholders' needs, goals, motivations, and current pain points as well as opportunities to address them.

- **Public art paradigms such as creative placemaking and creative economies offer approaches to create community identity and foster development.** In the public art field, art in public spaces is a tried and true approach that seeks to improve the aesthetic of a city through the presence of predominantly visual arts. While the presence of art in public spaces often contributes positively to a city's identity, it often falls short of fully facilitating a sense of place and community. Creative placemaking centers community needs and focuses on how creativity in public spaces can result in positive impacts for the broader community. Creative economies also are grounded in community needs, but focus more on economic impacts rather than social ones as they work toward culture-driven workforce and economic development.
- **Look to the community and prioritize strategic collaborations.** Communities want a say in their art. There are artists and organizations in Santa Rosa already doing highly engaged

community-involved art. The City does not necessarily need to own or reinvent the wheel to get art into communities. The Program can further develop relationships with arts organizations as well as individual artists who already have a strong community footprint.

- **Santa Rosa's creative community is vast and varied:** More than 100 creatives responded to the survey representing arts across various areas of creative work to include visual arts, performing arts, immersive/experiential, and literature. While many creatives were involved in more traditional public art such as sculpture and mural work, there were also a lot of respondents who were involved in music, pop-ups, festivals/events, arts education, as well as various forms of literature.
- **Embrace a diverse arts community inclusive of innovative and alternative art and creatives.** Santa Rosa's arts community is diverse, but the public art does not always reflect the community. Many local creatives fall outside the realm of permanent or installation-based work or even mural arts. With any opportunities, cast a broad and inclusive net that will invite all creatives in.
- **Remove red tape to create space for public art and projects from local artists.** While some artists certainly need financial relief, many artists and stakeholders we spoke with shared stronger need for access to public space and opportunities to create. The Public Art program could consider how to streamline processes, shorten turnaround times, and limit the administrative burden of using public space for self-funded work. In these evolving times, consider facilitating or creating space for more temporary, 'of-the-moment' projects that are responsive to current events.
- **Foster art as a connector and unifier during a time of challenge and change.** Members of the public, artists, and stakeholders noted the potential for art to heal and create community. In a time where people have to social distance, art can serve as a means to safely and creatively connect. Public arts users also noted art's historical role in rising to the challenges of collective trauma and social change. Recently, in many cities, public art has played an important and widely visible part in racial justice movements. In a time of youth-led movements, there may be opportunity to engage creatively with young area artists, specifically with opportunities that let them take their own creative direction.
- **Lean into the Public Art Program's role in Economic Development in recovery.** Stakeholders spoke positively of the Public Art Program's move to the Planning and Economic Development Department. During this time of uncertainty and looking at the pathway to recovery, public art can support economic development efforts. Some members of the general public noted people might be more consumed with personal financial losses and failing businesses rather than art right now, but also called out an opportunity for the City to work closely with businesses and incorporate public art in efforts to revitalize downtown.



VISION, MISSION, THEORY OF CHANGE - DRAFT

OUR PURPOSE

Vision

Option 1: An empowered and inclusive Santa Rosa community connected through the power of art.

Option 2: A Santa Rosa where creative and cultural expression is embedded into the fabric of our community.

Option 3: We envision a Santa Rosa where public art expression cultivates an inclusive sense of place and community for all.

Mission

Option 1: The Public Art Program amplifies community voice and enables diverse and culturally relevant expressions of art into community spaces.

Option 2: Santa Rosa's Public Art Program champions artistic expression through community-based strategies that infuse an array of art experiences into public spaces.

Option 3: Santa Rosa's Public Art Program fosters public art experiences that reflect the rich culture and history of its community.

THEORY OF CHANGE

Our theory of change, presented on the following page, articulates how the Public Art Program will fulfill the vision of a thriving and inclusive Santa Rosa region. It outlines the logic behind how the Program's mission and activities will produce outputs and outcomes that lead to our vision.

Note: the mission and vision in the draft theory of change below are placeholder versions that will be replaced once final versions are created.

THEORY OF CHANGE

{ Santa Rosa's Public Art Program champions artistic expression through community-based strategies that infuse an array of art experiences into public spaces. }

To serve our community, artists, and stakeholders, the Public Art Program, with the support of the Arts in Public Places Committee, will take a strategic three-pronged approach to public art programming.

CONNECT

We will amplify our messaging to increase community engagement

CHAMPION

We will provide voice and platform for diverse community expression

CATALYZE

We will empower community through equitable and accessible programming

ARTISTS

Connect artists to city resources and services and demystify governmental regulations and processes

A more diverse group of artists are engaged and empowered to find new opportunities to create public art

COMMUNITY

Bring public art programming to neighborhoods throughout Santa Rosa

Santa Rosans have access to art experiences that reflect their culture and sense of place

PARTNERS

Engage with City departments and community partners to amplify our reach and capacity

Public art is embedded into the fabric of the City and opportunities to support community art expand key strategic partnerships

{ A Santa Rosa where public art expression cultivates an inclusive sense of place and community for all. }



2021-2022 GOALS - DRAFT

2021-2022 GOALS

To advance towards our vision and mission, the Public Art Program will work toward three key goals over the next three years:

Goal 1: Prioritize diverse voices within the programming, process, outreach, and infrastructure of the Public Art Program

Goal 2: Infuse art into all city areas and recruit community leaders to champion arts programming.

Goal 3: Increase awareness and familiarity with the Public Art Program and the Arts in Public Places Committee.

Goal 4: Identify and secure bigger funding streams with more flexibility and less restrictions.