

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: JILL SCOTT, ACTING DEPUTY DIRECTOR ECONOMIC
DEVELOPMENT, PLANNING AND ECONOMIC DEVELOPMENT
SUBJECT: FIFTH AMENDMENT TO PROFESSIONAL SERVICES
AGREEMENT F002029 WITH JESSICA RASMUSSEN

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by resolution, approve the Fifth Amendment to Professional Services Agreement Number F002029 with Jessica Rasmussen, to continue art programming and project management services for the Public Art Program and Economic Development Division through June 30, 2024, and increase compensation in the amount of \$20,000 for a total amount not to exceed \$320,680 over the Agreement Term which began in 2019, with no impact to the General Fund.

EXECUTIVE SUMMARY

The proposed Fifth Amendment to the Professional Services Agreement with Jessica Rasmussen includes a revised scope of work and increases total compensation. The revised scope of work includes additional, higher-level duties and responsibilities needing attention with the Arts and Culture Coordinator position being vacant, while also allowing for the continuation of services necessary to fulfill the current Public Art Program workplan element of the Economic Development Division, as well as the PED Work Plan Priority reflected in the City Council Work Plan to implement the Public Art Strategic Plan (Strategy 4i). In the absence of additional FTEs, the continued utilization of contracted services is imperative to implement the current Public Art Program Strategic Plan over the remainder of FY 23-24. The proposed amendment increases compensation by \$20,000 for a total Consultant compensation not to exceed \$320,680. Funding for the continuation of these contracted services comes from the savings to the SRTBIA Fund created by the vacant Arts & Culture Manager position, with no impact to the General Fund.

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BACKGROUND

The City of Santa Rosa Public Art Program consists of a variety of programs and projects including, community art programs such as exhibits, competitions, and temporary installations; public art projects including those funded by private development in-lieu fees; cultural events, including Live at Juilliard Concert Series; marketing and outreach for related programs and projects; and support to the Art in Public Places Committee; particularly related to implementing the Public Art Strategic Plan. With only one regular employee assigned to the Public Art Program and the prior elimination of the program assistant position, contracted services are now required to support the delivery of these programs. The Arts & Culture Coordinator position in the Economic Development division has been vacant since November 28, 2023. During this time, Jessica Rasmussen has taken on higher-level duties such as, serving as the staff liaison for the Art in Public Places Committee, working with the department Administrative Services Officer and Director to develop and manage the Art Fund budget for FY 24-25, supervising Art Program consultants, and overseeing Street Performer Permits. The Economic Development Division originally entered into a Professional Services Agreement with Jessica Rasmussen in 2019 in order to retain her expertise when the Public Art Program's relocation to the Economic Development Division in 2018 and the temporary employee classification use outside of the Recreation and Parks Department was disallowed.

PRIOR CITY COUNCIL REVIEW

On July 12, 2022, the City Council, by Resolution No. RES-2022-146 approved the Third Amendment to Professional Services Agreement with Jessica Rasmussen.

ANALYSIS

Jessica Rasmussen has provided quality service to the Public Art Program since 2014 and has met the program needs for art programming and project management services. The Public Art Program desires to continue to receive services from this contractor, as their familiarity with the program will be beneficial in their continuing work with the City of Santa Rosa. In the absence of additional FTEs, the continued utilization of contracted services is imperative to implement the current Public Art Program Strategic Plan per expectations outlined in the City Council Work Plan and the Planning and Economic Development Work Plan Priority List. Funding for the continuation of these contracted services comes from the Public Art Fund and the SRTBIA Fund with no impact to the General Fund.

Deliverables & Performance Metrics

Implementation of the Public Art Strategic Plan through services including:

- Project management for assigned public art projects, such as the upcoming Fire Station 5 Public Art Project.
- Community art exhibit coordination – in 2022-23, this involved partnerships with

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several organizations to bring free public exhibits to the Finley Community Center and the Person Senior Wing.

- Cultural event coordination, including Live at Juilliard Concert series.
- Marketing and outreach for assigned programs and projects.
- Support of the SRTBIA-funded destination awareness/tourism related campaigns through social media for destination marketing campaign, Out There SR.
- Support of the ARPA-funded Small Business Support Program through application and grant management for Façade Improvement Grants and Placemaking Improvement contracts

Benefit to City

While the economic impacts of public art can be difficult to quantify precisely, studies point to public art's contributions to economic growth, community development, tourism and overall vibrancy, e.g.:

- Areas with well-designed public art are perceived as more attractive and desirable places to live, work, and visit, which can contribute to increased property values and real estate development in those areas, as well as more foot traffic for local businesses.
- Investing in arts and culture is a contributing factor to attract the creative class and entrepreneurs in high wage occupation areas.

Additional Information

- With only one regular employee assigned to the Public Art Program and the prior elimination of the program assistant position, contracted services are now required to support the delivery of these programs.
- The Economic Development Division originally entered into a Professional Services Agreement with Jessica Rasmussen in 2019 in order to retain her expertise when the Public Art Program's relocation to the Economic Development Division in 2018 and the temporary employee classification use outside of the Recreation and Parks Department was disallowed.

FISCAL IMPACT

Funds for this expense are included in the Fiscal Year 2023-2024 Public Art Fund and SRTBIA Fund budgets. There is no impact to the General Fund.

- **1204-390001** – Public art in-lieu revenue related to Ord. No. 3805 (no GF used)
 - Ord. No. 3805 identifies the Public Art Fund as established for the purpose of funding public art and cultural programming consistent with the Public Art Policy and administered by the Art in Public Places Committee.
 - The Public Art Policy (Council Policy 000-42) establishes eligible uses of public art funds to include public art projects, cultural programming,

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maintenance of the collection, and fees for consultants.

- **1285-42118** – SR Tourism BIA assessment revenue related to Ord. No. 3946 (no GF used)
 - Ord. No. 3946 stipulates revenue must be used toward services, activities, and programs that promote and encourage tourism.
 - This PSA supports the City’s arts and culture programs linked to destination awareness/tourism related locational assets.

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 Guidelines Section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A - Fifth Amendment to PSA F002029 with Jessica Rasmussen

PRESENTER

Jill Scott, Interim Deputy Director, Economic Development