



# **Sonoma County Public Art Plan and Policy Workshop**

**Board of Supervisors**

**July 16, 2024**



# Recommended Action

**Provide direction to staff on the development of a County Public Art Program, and consider the adoption of the proposed Sonoma County Public Art Plan.**



# Background

- **June 2014:** Board forms Creative Sonoma by adopting an Arts Action Plan
- **2018-present:** Creative Sonoma completes multiple public art projects
- **2019-2021:** Creative Sonoma engages in research on best practices in public art
- **2021:** Public Art Policy Ad Hoc Committee established
- **2022:** Creative Sonoma contracts with consultant Todd W. Bressi
- **Fall 2023:** Creative Sonoma experiences leadership staffing changes



# Community Engagement

- Ad Hoc Committee Meetings
- Public Art Steering Committee Meetings
- Focus Group Meetings
- One-on-One Interviews
- Presentations
- City/Town meetings
- Presentation to the Department and Agency Head Association



# Inspirations for Public Art in Sonoma County

- **Our History**
- **Our Landscape**
- **Our Creative Practices**
- **Our Diversity**
- **Our Resilience**
- **Our Hunger for Connection**



# Plan vs. Policy

- **Public Art Plan:** a strategic document that outlines the overall vision and direction for public art within a community.
- **Public Art Policy:** a set of guidelines and rules that operationalize the objectives outlined in the plan.



# Plan Elements

- **What We Do:** Project Types
  - Capital Projects
  - Partnership Projects
  - Curated Projects
- **How We Do It:** Implementation
  - Project Planning
  - Program Administration
  - Funding Options
  - Governance: Roles & Responsibilities
- **Where We Are Going:** Opportunities



# Direction on Funding

Options for Board Consideration:

- **Annual appropriations**
  - Capital Outlay budget and/or
  - Transient Occupancy Tax
  
- **Project-specific allocations**
  
- **In-lieu fees from developers**
  
- **Grants**
  - Programmatic and/or
  - Public art-specific





# Direction on Governance

Staff Recommendation for Board Consideration:

- Economic Development Board Executive Director
- Creative Sonoma Division Director
- Public Art Committee



# Questions

## Direction Recap