



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 9/19/2023

To: Board of Supervisors of Sonoma County
Department or Agency Name(s): Economic Development Board
Staff Name and Phone Number: Kristen Madsen, 565-6120
Vote Requirement: Majority
Supervisorial District(s): Countywide

Title:

Public Art Policy

Recommended Action:

Provide direction to staff on the development of a Public Art Policy.

Executive Summary:

On February 1, 2022, a Public Art Policy Ad Hoc Committee was formed. On January 24, 2023, the Ad Hoc Committee was extended for one year. For the duration of the Ad Hoc Committee, the members have been Supervisor Susan Gorin and Supervisor David Rabbitt.

When Creative Sonoma was established in 2014 (https://sonoma-county.granicus.com/MediaPlayer.php?view_id=2&clip_id=410&meta_id=136813), developing and implementing a public art program was listed as a key priority in its Action Plan. Since then, Creative Sonoma staff has engaged in research on best practices in public art and a comparison of existing public art programs in the region. Additionally, Creative Sonoma has completed multiple public art projects, in partnership with county departments and community nonprofits, as learning opportunities for developing and managing a public art program.

Creative Sonoma contracted with public art consultant Todd Bressi to develop a process through which a Public Art Policy would be created. Since its creation, the Ad Hoc Committee met a total of seven times to review and advise on the elements of a Public Art Policy.

The ad hoc is recommending that implementation of the Public Art Policy begin in fiscal year 2024-2025 and to include an annual Board of Supervisors allocation of \$350,000 from Transient Occupancy Tax-Community Investment Fund (General Fund discretionary source) to create a Public Art Manager position as part of the governance structure described on page 2 of the Public Art Policy (Attachment A). Ad Hoc is also recommending that an amount be set from Discretionary Sources to create a new Public Art Fund that will assist with financing art aspects of eligible county projects and some community projects as recommended to the Board by the Committee described on pages 6 and 7 of the Policy.

Staff are seeking direction from the full board on other aspects of the policy as discussed in the enclosed presentation, and, pending direction, will return at a later date with a final Public Art Policy for Board

adoption.

Discussion:

Since February 2022, Creative Sonoma staff, with public art consultant Todd Bressi, conducted a robust community engagement process in order to gather feedback from a variety of stakeholders, including County department heads, affiliated entities, community nonprofits, artists, and residents. Together with the guidance of the Ad Hoc, this feedback has shaped the core content of a Public Art Policy. □

Public Art Ad Hoc Committee Agreements

The Public Art Policy Ad Hoc Committee members support the following aspects of the Public Art Policy:

1. The establishment of a Public Art Fund to finance Public Art projects and initiatives and related purposes, including to acquire, insure, design, plan, and develop, obtain permits or regulatory compliance, repair and maintain, and remove Public Art.
2. The governance structure described on page 1 of the Public Art Policy (Attachment A) including the creation of Public Art Committee, Public Art Manager position, and a Project Task Force when reviewing specific projects, funded with an increased allocation from the Community Investment Fund of \$350,000 annually. Based on Transient Occupancy Tax collections experienced over the last 3 fiscal years, CAO staff has determined that the Community Investment Fund has experienced sufficient baseline growth that this allocation can be made without reducing other existing programmatic allocations.

Key discussion points:

1. Source of funding and accumulation for the Public Art Fund
2. Application of Public Art Policy

Source of funding:

Two scenarios are currently under discussion for how to allocate funds to the Public Art Fund: by project budget or by a percentage of available discretionary funding.

- a. An allocation equal to 1% of the General Fund participation of eligible Capital Project budgets as the projects are approved. Annually the General Fund contributes \$5.5 million to this budget, which would equate to \$55,000/year. For purposes of this discussion, an estimate of what the annual 1% allocation would average can be made using the County's annual capital outlay from the General Fund as found in the Annual Comprehensive Financial Report (ACFR). The 6/30/2021 ACFR shows an expenditure capital outlay of \$9.5 million, so a maximum 1% allocation of up to \$95,000 before adjusting for non-eligible projects like major maintenance or repairs.
- b. An annual allocation based on Public Art Committee recommendations from available discretionary funds available during budget hearings.

Public Art Ad Hoc Committee Divergence

The Policy is not currently written to apply to private development. This is an area of divergence within the Ad Hoc. Staff did not complete due diligence or solicit stakeholder feedback regarding the application of a public art ordinance to private development. If directed, staff will continue to develop possible inclusion of private development projects in the future.

Strategic Plan:

N/A

Racial Equity:

Was this item identified as an opportunity to apply the Racial Equity Toolkit?

No

Prior Board Actions:

2/1/2022 - Formation of Public Art Policy Ad Hoc Committee (<https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=6011744&GUID=F3A14252-14A9-4402-8E62-54A27FDAA3C1&Options=&Search=>)

FISCAL SUMMARY

Expenditures	FY23-24 Adopted	FY24-25 Projected	FY25-26 Projected
Budgeted Expenses		\$450,000	\$450,000
Additional Appropriation Requested			
Total Expenditures		\$450,000	\$450,000
General Fund/WA GF			
State/Federal			
Fees/Other		\$450,000	\$450,000
Use of Fund Balance			
Contingencies			
Total Sources		\$450,000	\$450,000

Narrative Explanation of Fiscal Impacts:

The current recommendation is to add \$450,000, of which \$350,000 includes governance structure expenses. Staff will return with a final policy based on Board input and will outline final fiscal impact at that time. Based on policy options it is estimated that the final impact may be up to approximately \$450,000 annually.

Staffing Impacts:

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Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)
Program Manager	\$8,138.03 - \$9,892.95	1.0	0.0 <input type="checkbox"/>

Narrative Explanation of Staffing Impacts (If Required):

The current recommendation is to add a Public Art Manager (civil service title: Program Manager) position to support the governance structure as described on page 2 of the Public Art Policy and to manage the Public Art Fund.

Attachments:

Draft Public Art Policy

Related Items "On File" with the Clerk of the Board:

None