

Public Art Policy Review Ad Hoc Project Charter

Creation Date: February 1, 2022

Members: Supervisor Susan Gorin, Supervisor David Rabbitt

Project Description:

The purpose of the Public Art Policy Review Ad Hoc is to explore options for expanding public art in the community. The Ad Hoc will work with Creative Sonoma staff to guide the work of an outside consultant in developing a public art master plan and a percent-for-art ordinance for Board consideration. The process will include stakeholder interviews and community engagement activities designed to collect a wide range of input into the plan.

Project Background:

Creative Sonoma's original work plan, approved by the Board of Supervisors (Agenda Item Number: 47, June 24, 2014), includes as one of its core functions, implementing a public art plan and program for the County. Key actions to date have included:

Research and Benchmarking: Creative Sonoma has completed two public art studies since 2019 via outside consultants. The first (2019) is a broad outline of best practices and key factors to consider in establishing a public art program. The second (2021) is a benchmarking study to assess preliminary stakeholder impressions on public art in general and to compare existing programs in Sonoma County, the region, and model programs nationally.

Demonstration Projects: Starting in FY18-19, Creative Sonoma has produced or is in process on six small-scale public art projects with county department partners with the following objectives: assess internal capacity, beta-test processes on which to build a more formal program and trouble shoot through "real-world" examples.

Project Scope, Goals and Objectives:

Public Art Consultant, Todd Bressi, has been hired to develop a Public Art Plan and Percent-for-Art Ordinance, for review and potential approval by the Board of Supervisors. An overview of his work includes:

1. Project Intake - developing a roster of who will be involved in the information gathering process and how, including confirmation of goals and methodologies
2. Research and Analysis – to be finalized based on learnings from the Intake Process and to include:
 - Review of County priorities and strategic, infrastructure and programmatic plans
 - Review of County capital plans, funding sources, budgeting and project development processes and procurement processes
 - Review of existing public art and percent-for-art programs within Sonoma County
3. Stakeholder and Public Engagement
 - Understand what types of public art the users and employees at County facilities would like to see
 - Determine what connections/associations residents have with the County, and how that can be a foundation for public art
 - Assess networks of existing public art program managers
 - Build community awareness of and learning about public art
 - Obtain input and feedback on plan recommendations and drafts
 - Community Engagement Activities may include:

- Workshops, Roundtables, Questionnaires, Web-based platform for public input, events (Speaker Series), Interviews, Virtual Open Houses
- 4. Public Art Plan
 - Multiple Drafts of plans – for public and private development -- for varying levels of review and input
- 5. Ordinance, Supporting Tools & Implementation
 - Percent-for-Art Ordinance – focused on funding and governance processes for public art in County projects etc.
 - Policies and Guidelines (staffing, governance, annual work plans and project plans, management of public art funds including permitted and prohibited uses), collection management, maintenance, conservation, de-accessioning, donation and loan processes, etc.
 - Financial Plan – including recommendation for how administrative and maintenance costs should be funded, recommended funding sources, etc.
 - Work plan – a one-year plan for Creative Sonoma

Project Deliverables and Timelines:

To support the Ad Hoc, staff and consultant will collect input, county staff, business owners, other municipal staff within Sonoma County, arts community representatives, community partners, and residents. Quarterly updates to the full Board of Supervisors in an open and public meeting will be held throughout the year to obtain input from the other Supervisors.

Deliverables include:

- Summary of research findings
- Web page content, interview and roundtable summaries, questionnaire findings, workshop summaries
- Final Plans and Ordinance

Timeline:

February 2022: Project Intake

February-May, 2022: Research / Analysis

February-July 2022: Community Engagement

July-November: Plan Drafts and Revisions

November 2022-January 2023: Develop Ordinance in coordination with County Counsel, Guidelines, and Recommendations for Public Art in Private Development

Project Funding:

The consulting portion of this project is funded by a grant to Creative Sonoma from the Hewlett Foundation. No additional funding is requested. Staff will provide direct support for the Ad Hoc.

Project Roles and Responsibilities:

Kristen Madsen, Director Creative Sonoma (Project Co-Manager)

Samantha Kimpel, Program Officer Creative Sonoma (Project Co-Manager)

McCall Miller, CAO Analyst

Todd Bressi, Public Art Consultant