

DATE: April 12, 2023

TO: Visual Arts Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: **Ad Hoc Committee Related to Public Art Strategy**

PURPOSE

At the March 8, 2023 Visual Arts Committee meeting, Committee members expressed an interest in supporting City staff with researching and developing content for the development of the Public Art Strategy as well as conduct research on improving the Call for Artists process, a central aspect to the work of the Visual Arts Committee.

BACKGROUND

Staff has compiled a list of items that would aid in contributing to the Public Art Strategy development should an ad hoc committee wish to further investigate.

- Local artists' quotes, testimonials, and stories for callouts;
- Append and update Mountain View's public art inventory (both public and private that is publicly accessible) with information and pictures;
- Determine metrics and impact of the Mountain View art community; and
- Research graphic designers and text editors.

Additionally, Committee members have expressed an interest in better defining the Call for Artists process, which includes both a checklist and platform evaluation. Staff welcomes an ad hoc committee's interest in researching and proposing such process improvements to the full Committee.