City of
Mountain View

DATE: April 10, 2024

TO: Visual Arts Committee

FROM: Kirstin Hinds, Economic Development Strategist

SUBJECT: **Discussion on Public Art Content within the Economic Development Website**

PURPOSE

Discuss website content related to visual arts, including public art located within the Economic Development website (econdev.mountainview.gov/public-art).

RECOMMENDATION

Provide direction to staff on content to include within the Economic Development website related to public art.

BACKGROUND

The Economic Development website includes information about Public Art (Figure 1) within the City of Mountain View, including information about public art in the City generally, the drafted public art strategy, a public art map, and information on the Visual Arts Committee (VAC).
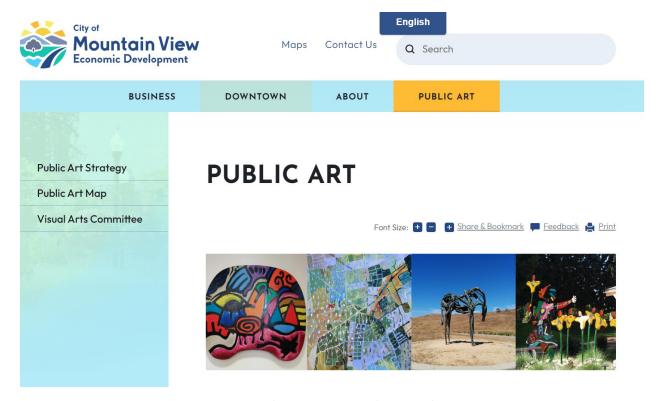
Figure 1: Screenshot of Public Art Page for City of Mountain View

ANALYSIS

There are several subpages on Public Art, including:

1. Public Art main page—A brief outline of public art in Mountain View, the City of Mountain View's Two Percent for Public Art Program, and the Call for Artist process.

2. Public Art Strategy—An overview of the work done on the public art strategy, including drafted goals and strategy items.

3. Public Art Map—An interactive Google map of public art pieces installed within the City of Mountain View (updated March 2024).

4. Visual Arts Committee—Link to the City's main webpage for boards, commissions, and committees. The VAC webpage includes general Committee functions, the work plan, public art strategy, link to sign up for Call for Artists, and meeting and agenda information.

There is also a page on Call for Artists drafted that staff uses to link current Call for Artists and provide brief overviews of recently closed Call for Artists. The page is not currently published since there are no open Call for Artists.

The Economic Development team posts public art spotlight posts to the Instagram account [@mved.biz](#). The Instagram account was created in January 2024, and there have been three posts on public art since the inception.

The Mountain View Center for the Performing Arts (CPA) [website](#) (managed by the Center for the Performing Arts staff) includes information about the artists displaying in the lobby. Joy Broom, who displayed November 28, 2023 to March 3, 2024, and Renee Bott, who is currently displaying until April 22, 2024, can be viewed on the CPA website now. Economic Development staff collaborates with the CPA staff to regularly update the photos with works of local artists on display at the CPA's lobby.

For comparison, below are examples of public art content on the websites of several of Mountain View's neighboring communities:

City	Website Links	Description
Cupertino	Public Art Projects	Photos and descriptions of public art in the city; Link to ART, our map of public art.
	Cupertino Arts and Culture Commission	Information about commission and commissioners.
Los Altos	Los Altos Arts and Culture Commission	Public Arts Commission details, meeting information, and work plan. Descriptions and map of public sculptures and art-related programs (current and past).
Palo Alto	Public Art Program	Includes links to artist opportunities; Public art within Palo Alto; Art-related programs; and Public Art-related policies.
	Public Art Commission	
Redwood City	Public Art	Links to Public Art Master Vision and public art projects.
	Arts Commission	Commission and member information, information on a grant funding opportunity.
Santa Clara	Cultural Commission	Cultural Commission information; Art-related programs; Google map of public art in the City of Santa Clara.
Sunnyvale	Public Art	Public art collection; PDF map of art pieces; Link to subscribe to public art updates, including Call For Artists; and Public Art Master Plan.
San Jose	Cultural Affairs	The Cultural Affairs Department houses all public art information, including public art programs, special events, and arts commission and committees.

Based upon the information currently shared on the website, the City's existing art-related program and capabilities, and in reviewing what other cities are sharing related to public art, staff seeks feedback from the VAC on other public art content to be added to the website.

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