

DATE: June 14, 2023

TO: Visual Arts Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: Visual Arts Committee Work Plan—Fiscal Year 2023-24

RECOMMENDATION

Per City Council Policy A-23, adopt the Fiscal Year 2023-24 Visual Arts Work Plan.

BACKGROUND AND ANALYSIS

City Council Policy A-23, Work Item Referral Process for Council Advisory Bodies and Councilmember Committees, requires all Council advisory bodies to annually prepare work plans for City Council review and approval. Based on the direction provided by the City Manager's Office, the format of the Visual Arts Committee's proposed work plan requires identification of key milestones and dates to plan and monitor the Visual Arts Committee's process in achieving its ongoing work items and the specific fiscal year tasks and responsibilities assigned to the Visual Arts Committee by the City Council.

A draft Visual Arts Committee work plan for Fiscal Year 2023-24 was discussed at the May 10, 2023 Visual Arts Committee meeting. The Committee proposed some additional edits which have been incorporated and attached (Attachment 1). The proposed work plan integrates the role and responsibilities of the Visual Arts Committee and includes ongoing work items the Visual Arts Committee oversees on an annual basis, upcoming projects and programs which require review and discussion by the Committee, and specific work items for the new fiscal year.

~~JL/S/CDD~~
~~819-06-14-23M-1~~

Attachments:

1. Draft Visual Arts Committee Work Plan—Fiscal Year 2023-24
2. Visual Arts Committee Work Plan—Fiscal Year 2022-23

**VISUAL ARTS COMMITTEE WORK PLAN
Fiscal Year 2023-24**

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
Ongoing Work Items			
A. Recommend visual art for the Center for the Performing Arts (CPA) Visual Arts exhibition. Promote the CPA visual arts exhibit to the community.	Review and select artists. Promote art exhibitions.	Review and selection of new artists— 2024 Season.	
B. Provide the City Council with recommendations on the selection of art and artists for qualifying capital improvement projects under the K-5 policy.	Continue to receive progress updates on Fayette Park, Rengstorff Park Aquatics Center, Rengstorff Park Maintenance and Tennis Buildings, and Transit Center Grade Separation and Access Project.	Fayette—June 2023. Rengstorff Aquatics— Winter 2023. Rengstorff Maintenance— July 2024.	

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
	<p>Coordinate grand opening and art unveiling for Fayette and Rengstorff Parks.</p> <p>Recommend public art for Hope Street Park.</p> <p>Recommend public art for Villa Street Park.</p> <p>Recommend public art for the Public Safety Training Facility.</p> <p>Recommend public art for Evelyn Mini-Park (21-60).</p>	<p>Transit Center Grade Separation and Access Project—2025.</p> <p>TBD</p> <p>TBD</p> <p>TBD</p> <p>TBD</p> <p>September 2023</p>	<p>Project has not yet been brought forward.</p> <p>Project has not yet been brought forward.</p> <p>Project has not yet been brought forward.</p>
<p>C. Continue to collaborate with advisory bodies and other entities on visual arts opportunities.</p>	<p>Work with the Downtown Committee, Performing Arts Committee, and other bodies to support the promotion and display of visual arts.</p>	<p>Ongoing</p>	

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
D. Increase outreach for Call for Artists opportunities.	<p>Continue to expand list of local artist groups/ organizations interested in visual arts opportunities.</p> <p>Update the City's artist registry tool known currently as Café.</p> <p>Make more accessible/ visible sign-up list for artists seeking art opportunities from the City of Mountain View.</p>	Ongoing	
Fiscal Year 2023-24 Work Items			
1. Develop a Public Art Strategy.	<p>Review and discuss the draft Strategy.</p> <p>Provide input on the proposed Strategy.</p> <p>Assist with community outreach efforts.</p>	Fall/Winter 2023 (December 12 Target)	
2. Implement the Mountain View Public Art Strategy.	Develop a work plan for implementation of the Public Art Strategy.	Spring 2024	Project has not been initiated yet.

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
	Develop Phase 2 of the Sidewalk Studio pilot program, including locations.	Spring 2024	Project has not been initiated yet.
	<p>Review Council Policy K-5 associated with capital improvement projects upon completion of Public Art Strategy to ensure alignment with Strategy recommendations.</p> <p>Review VAC responsibilities for consistency with Public Art Strategy to ensure alignment with recommendations.</p>	<p>Spring 2024</p> <p>Spring 2024</p>	<p>Project has not been initiated yet.</p> <p>Project has not been initiated yet.</p>

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
3. Understand the protocols, procedures, and opportunities for potential acceptance of City receiving grants or endowments that could support Mountain View art activations and installations.	Develop strategy(ies) to secure additional funding for art activations and installations.	Spring 2024	
4. Update the Public Art book from 1996 in support of the Public Art Strategy	Add new art installations information and details making all available public art in Mountain View known, including updating the Public Art online map.	Spring 2024	
5. Collaborate with the Chamber of Commerce (Downtown Business Association) on advancing art in public and private places.	<p>Identify opportunities to support the community through public art.</p> <p>Develop a Downtown Storefront Pilot Program.</p> <p>Explore Phantom Gallery opportunities for vacant downtown properties.</p>	<p>Ongoing</p> <p>Spring 2024</p> <p>Spring 2024</p>	

VISUAL ARTS COMMITTEE WORK PLAN
Fiscal Year 2022-23

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
Ongoing Work Items			
<p>A. Recommend visual art for the Center for the Performing Arts (CPA) Visual Art exhibition. Promote the CPA visual arts exhibit to the community.</p>	<p>Review and select artists.</p> <p>Promote art exhibitions.</p>	<p>Review and selection of new artists—fall 2022.</p>	<p>Revised the process and sent emails to artist distribution list.</p>
<p>B. Provide the City Council with recommendations on the selection of art and artists for qualifying capital improvement projects.</p>	<p>Continue to receive progress updates on Pyramid Park, Fayette Park, Rengstorff Park Aquatics Center, and Rengstorff Park Maintenance and Tennis Buildings.</p>	<p>Pyramid—summer 2022.</p> <p>Fayette—winter 2022.</p> <p>Rengstorff—spring 2023.</p>	<p>Pyramid Park opened in September 2022.</p> <p>Fayette Park art installation scheduled for May 2023.</p> <p>Rengstorff Park and Maintenance and Tennis Building Bid documents June 2023.</p>

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
	<p>Coordinate grand opening and art unveiling for Fayette, Pyramid, and Rengstorff Parks.</p> <p>Recommend public art for Hope Street Park.</p> <p>Recommend public art for Villa Street Park.</p> <p>Recommend public art for the Public Safety Training Facility.</p>	<p>TBD</p> <p>TBD</p> <p>TBD</p> <p>TBD</p>	<p>Pyramid Park opened in September 2022.</p> <p>Project has not yet been brought forward.</p> <p>Project has not yet been brought forward.</p> <p>Project has not yet been brought forward.</p>
<p>C. Continue to collaborate with private and nonprofit organizations on visual arts opportunities.</p>	<p>Discuss and provide recommendations on partnership opportunities.</p>	<p>Ongoing</p>	<p>Continue to build partnership with the Chamber of Commerce to enhance/arts organizations/activate downtown storefronts.</p>
<p>D. Increase outreach for Call for Artists opportunities.</p>	<p>Continue to expand list of local artist groups/organizations interested in visual arts opportunities.</p>	<p>Ongoing</p>	<p>Continue to market and expand list of artists available to participate in requests for art.</p>

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
	Update the City's artist registry tool.		
Fiscal Year 2022-23 Work Items			
1. Develop a Public Art Strategy.	<p>Review and discuss the draft Strategy.</p> <p>Provide input on the proposed Strategy.</p> <p>Assist with community outreach efforts.</p>	Winter 2022	Committee has been working on developing policy and guidelines to support a Public Art Strategy. An ad hoc committee and staff are researching the remaining elements for drafting the Public Art Strategy.
2. Implement the Mountain View Public Art Strategy.	Develop a work plan for implementation of the Public Art Strategy.		Project has not been initiated yet.
	Develop Phase 2 of the Sidewalk Studio pilot program, including locations.	Spring 2023	Project has not been initiated yet.

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
	<p>Review, select, and promote the artwork/program.</p> <p>Review Council Policy K-5 associated with capital improvement projects upon completion of Public Art Strategy to ensure alignment with strategy recommendations.</p> <p>Review VAC responsibilities for consistency with Public Art Strategy to ensure alignment with recommendations.</p>	<p>Spring 2023</p> <p>Spring 2023</p> <p>Spring 2023</p>	<p>Project has not been initiated yet.</p> <p>Project has not been initiated yet.</p> <p>Project has not been initiated yet</p>
<p>3. Collaborate with the Downtown Committee and Chamber of Commerce (Downtown Advisory Board) on recovery initiatives.</p>	<p>Identify opportunities to support the community recovery process through public art.</p> <p>Develop a Downtown Storefront Pilot Program.</p> <p>Explore Phantom Gallery opportunities for vacant downtown properties</p>	<p>Ongoing</p> <p>Fall 2022</p> <p>Spring 2023</p>	<p>Continue to build partnership with the Chamber of Commerce to enhance/activate downtown storefronts.</p>

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
4. Identify different funding opportunities and options (grants, donations, sponsorships, and in-lieu funds) available to support art activations and installations.	Develop funding strategy(ies) to support the implementation of public art programs identified in the Public Art Strategy.	Spring 2023	Staff has explored Federal grant opportunities for future art opportunities.