

VISUAL ARTS COMMITTEE WORK PLAN
Fiscal Year 2024-25

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 Council Policy K-5.	Continue to receive progress updates on Rengstorff Park Aquatics Center, Rengstorff Park Maintenance and Tennis Buildings, Transit Center Grade Separation and Access Project, Villa-Chiquita Park, and Evelyn Park. Coordinate grand opening and art unveiling for Rengstorff, Evelyn, and Villa-Chiquita Parks.	Rengstorff Aquatics— 2024 Rengstorff Maintenance— fall 2024 Villa-Chiquita Park— late 2024/early 2025 Evelyn Mini Park—late 2024/early 2025 Transit Center Grade Separation and Access Project—TBD TBD	

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	Recommend public art for Hope Street Park.	TBD	Project has not yet been brought forward.
	Recommend public art for the Public Safety Training Facility.	TBD	Project has not yet been brought forward.
	Recommend public art for Castro Street Bollards Interim Art Project.		
	Recommend public art for Boathouse Expansion at Shoreline Lake.		
C. Continue to collaborate with advisory bodies and other entities on visual arts opportunities.	Work with the Downtown Committee, Performing Arts Committee, and other bodies to support the promotion and display of visual arts.	Ongoing	

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
D. Increase outreach for Call for Artists opportunities.	Continue to expand list of local artist groups/ organizations interested in visual arts opportunities. Update the City's artist registry tool known currently as CaFÉ. Make more accessible/ visible sign-up list for artists seeking art opportunities from the City of Mountain View. Utilize partnership with SVCcreates to share Call for Artist opportunities to a wider audience.	Ongoing	

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Fiscal Year 2024-25 Work Items			
1. Develop a Public Art Strategy.	Review and discuss the draft Strategy. Provide input on the proposed Strategy. Assist with community outreach efforts. Incorporate Economic Vitality Strategy action items related to visual arts.	Fall/winter 2024	City Council Study Session targeted for October 2024.
2. Implement the Mountain View Public Art Strategy.	Develop a work plan for implementation of the Public Art Strategy. Review work plan timeline for consistency with the visual arts related action items within the Economic Vitality Strategy Matrix. Review Council Policy K-5 associated with capital improvement projects upon completion of Public Art Strategy to ensure alignment with Strategy recommendations.	Spring 2025 Spring 2025	Project has not been initiated yet. Project has not been initiated yet.

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	Review VAC responsibilities for consistency with Public Art Strategy to ensure alignment with recommendations.	Spring 2025	Project has not been initiated yet.
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 2025	
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 2025	
5. Collaborate with the Chamber of Commerce (Downtown Business Association) on advancing art in public and private places.	Identify opportunities to support the community through public art. Develop a Downtown Storefront Pilot Program. Explore Phantom Gallery opportunities for vacant downtown properties.	Ongoing Spring 2025 Spring 2025	