

**DATE:** May 8, 2024

**TO:** Visual Arts Committee

**FROM:** John Lang, Economic Vitality Manager

**SUBJECT:** Discussion on City Council Study Session Related to a Public Art Strategy

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**PURPOSE**

Provide an update on the planned Study Session with the City Council on the Public Art Strategy and seek initial input from the Visual Arts Committee in advance of the June 12, 2024 Visual Arts Committee meeting.

**BACKGROUND**

Beginning in January 2022, Economic Development staff began to have conversations with the Visual Arts Committee (VAC) on reengaging and developing a public art strategy that was postponed with the onset of the COVID-19 pandemic. The original focus of developing an art strategy was to create a strategy for public art in private development per the 2017-19 City Council Work Plan. Recognizing the desire to further grow art in Mountain View from the VAC, staff began to expand the best practice research associated with established Bay Area public art programs. Many public art programs in the Bay Area have a range of policies to support Public Art in their respective communities. Staff utilized the monthly VAC meetings to help inform the VAC on art policies and seek feedback and guidance from the VAC. The four types of policies discussed with the VAC included a percent for art on private development policy (original work plan item), a maintenance policy, a donation policy, and a deaccessioning policy. As the VAC discussed policy considerations, the VAC formed an ad hoc committee to explore developing goals and other strategies that would support public art in Mountain View.

A City Council Study Session on public art is planned for October 8, 2024. Staff is proposing to present best practices around public art programs and policies and seek Council feedback on various elements to be considered in developing a Public Art Strategy for Mountain View.

**ANALYSIS**

The Visual Arts Committee has researched best practices and has identified additional opportunities to expand and grow public art in Mountain View.

At the next regularly scheduled VAC meeting on June 12, 2024, staff would like to conduct a working session with the Committee to seek feedback on specific elements or actions that they would like to see as consideration within a Public Art Strategy. Feedback from VAC would be included as part of the Council Study Session items on Public Art.

Staff is seeking some preliminary feedback on potential items to be further discussed at the June 2024 VAC Regular Meeting.

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