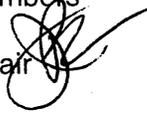




Internal Office Memorandum
Library Department – Arts Commission

To: Honorable Mayor and City Councilmembers

From: John McDonald, Arts Commission Chair 

Date: February 6, 2007

Subject: Recommendations regarding Arts and cultural enhancement overlay strategy

The Arts Commission has been very gratified by the support of the City Council in recognizing the critical role of the Arts in enriching our community.

In the Arts Commission's FY 2006-2008 workplan that was approved unanimously by the City Council, the Arts Commission was tasked, among other things, to "make recommendations to the City Council on the development and promotion of strategies, programs, facilities and policies pertaining to the Arts and Cultural Enhancement..." This memorandum specifically targets "strategies" and "policies" that address the portion of the workplan that says: "The City seeks to develop its various Arts initiatives so that they are woven into the physical and social fabric of the City" and the related goal to: "Overlay an arts and cultural enhancement element on various aspects of the City and encourage a similar approach by other public and private sector interests affecting the city."

After extensive discussion both within and outside the Arts Commission and consideration of various options, the Commission presents the following recommendations. We believe that together they represent the most effective and efficient approach to achieving the stated mission of the Arts Commission and, more importantly, the stated desires of the Council.

- o City Council Agenda Staff Report
 Recommend that the City Council request that the City Manager's Office establish guidelines for City Council Agenda staff reports which provide for a separate section that directly discusses an Arts Component for any significant Agenda item. Such a section would not directly or indirectly mandate that any resulting decision regarding projects, policies and initiatives include an Arts component, but rather only require that this critical component be explicitly discussed in the staff report.

The Arts Commission believes that directly addressing this issue in a consistent and visible manner within the City's decision-making process is crucial to achieving the City's stated goals. We are confident that asking the right question in this forum will ensure that concrete, innovative ideas for artistic enhancement of City projects, policies and initiatives will result and that they will receive Council's thoughtful consideration. Finally, we believe that this approach will ensure that planning for such enhancements takes place at the earliest possible stage (rather than as an afterthought).

- City Goal Setting Processes
Urge the City Council to keep Arts and cultural enhancement issues in the forefront of your broader discussions and deliberations and respectfully request that you explicitly include this important component in your various strategic planning and goal setting exercises. Such a step would also serve as an acknowledgment and reminder that aesthetic and cultural enhancement elements are ultimately critical to the quality of life and economic progress of our community.

- Commitment from City Department Directors
Recommend that the City Council request that the City Manager ask that all Department Directors identify ways in which the Arts and cultural enhancement strategies can be woven into their projects, policies and activities and, additionally, that they utilize the Arts Commission (and the artistic resources that the Commission identifies) as a primary resource whenever feasible in such considerations.

On behalf of the Arts Commission, we thank you for your consideration of this important issue. We deeply appreciate your commitment to the Arts and to insuring that we can carry out the Commission's mission for you and all of the citizens of our city.

cc: Michelle Skaggs-Lawrence, Deputy City Manager
Deborah Polich, Library Director