ITEM NO. 6

STAFF REPORT

CITY OF OCEANSIDE

DATE: June 30, 2010

TO: Honorable Mayor and City Councilmembers

FROM: Library Department

SUBJECT: **APPROVAL OF THE ARTS COMMISSION FY 2010-2012 WORK PLAN**

SYNOPSIS

Staff and the Arts Commission recommend that the City Council approve the FY 2010-2012 Workplan.

BACKGROUND

As specified in the Arts commission Bylaws, the Arts Commission develops a workplan for consideration and approval by the City Council. The workplan outlines the objectives, tasks and guidelines both for the current fiscal year as well as the next one.

The Commission serves in an advisory capacity to the City Council, considering and making recommendations to the Council on cultural arts-related issues in the community. The Commission will continue to support the City Cultural Arts Plan and to foster the development and enjoyment of performing, visual, cultural and other arts in the City of Oceanside.

ANALYSIS

The Arts Commission consists of nine regular voting members and two alternates. On May 12, 2008, Council approved a revision to the Arts Commission by-laws to designate one regular member to represent Mira Costa Community College and one regular member to represent the Oceanside Museum of Art.

At the June 7, 2010, regular meeting, the Arts Commission approved the attached workplan for review and approval by the City Council. Commission goals and initiatives outlined in the proposed workplan are composed of broad, long-term initiatives which form the foundation of the projects undertaken each year.

FISCAL IMPACT

Allocated funds remaining in the FY 2009-2010 Arts Commission budget account number 907743200503 will be carried forward into FY 2010-2011 for the completion of designated projects. The Arts Commission does not have a new budget appropriation for FY 2010-2011.

INSURANCE REQUIREMENTS

Does not apply.

COMMISSION OR COMMITTEE REPORT

The Arts Commission unanimously approved the FY 2010-2012 Workplan at the June 7, 2010 meeting.

CITY ATTORNEY'S ANALYSIS

City Attorney analysis does not apply.

RECOMMENDATION

Staff and the Arts Commission recommend that the City Council approve the FY 2010-2012 Workplan.

PREPARED BY:

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Arts Commission Staff Liaison

SUBMITTED BY:

Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

Deborah Polich, Library Director

Teri Ferro, Financial Services Director

Attachment: Arts Commission FY 2010-2012 Workplan

CITY OF OCEANSIDE

ARTS COMMISSION
FY 2010-2012 WORKPLAN

MISSION STATEMENT

The mission of the City of Oceanside Arts Commission is

- to foster the development and enjoyment of performing, visual, cultural and other arts in the City of Oceanside;
- to make recommendations to the City Council on the development and promotion of practices and policies pertaining to the Arts; and
- to work cooperatively with City entities and other advisory commissions to include an Arts element in as many areas of City planning and development as possible.

INTRODUCTION

"Arts" has been defined broadly and inclusively to encompass traditional arts including but not limited to visual, performing and cultural arts, newer art forms (e.g., graphic arts), and the artistic element inherent in many human endeavors.

The City seeks to enhance the quality of life for residents and tourists alike through exposure to a wide variety of artistic visions, viewpoints, perspectives, sounds and voices, thus enhancing the identity of Oceanside as a unique community. The Arts goals described in this document were developed to serve Oceanside's culturally diverse community with the intention that the initiatives be woven into the physical and social fabric of the City. The initiatives depend upon an expected and continual breadth of community input, close cooperation with other City entities, and involvement by artists and art professionals.

In developing the goals and objectives that make up this Workplan, the Commission was interested in assisting the City to integrate Arts objectives with its other primary objectives such as economic development, jobs, education, public safety, etc., with the ultimate goal being to build a unique, world-class city. The Commission will periodically review this Workplan and make recommendations to the City Council regarding changes, if necessary, to accomplish its goals.

COMPOSITION OF COMMISSION

The Commission is composed of nine (9) regular voting members and two (2) alternate members appointed by the City Council. One regular member represents MiraCosta Community College, and a second regular member represents the Oceanside Museum of Art. A standard term for regular members is three years, staggered to ensure that not all expire at the same time. A standard term for alternate members is two years.

The Arts Commission meets on the first Monday of the month at 6:00 PM in the City Council Chambers.

GOALS AND OBJECTIVES

Goal: Assist the City and City Council in identifying and carrying out Public Art and Aesthetic Enhancement [abbreviated as "Public Art" hereinafter] projects; and, when requested by the City or other public or private sector entities operating within the City, provide similar assistance on non-City sponsored Public Art projects.

Objectives:

- Provide on-going assistance with art selection and design, incorporating public input regarding Public Art in all City-sponsored projects and endeavors.
- Identify additional opportunities where the City and other public entities operating within the city could add new Public Art projects (including suggesting public/private partnerships if applicable).
- Identify and promote Public Art projects that would be visible to the citizens and visitors to Oceanside, but would be created by private sector entities and individuals.

Goal: Encourage community participation in the decision-making processes regarding Arts and Arts-related endeavors.

Objectives:

- Inform citizens of arts initiatives, projects and programs under consideration and request their assistance and participation.
- Advocate citizen involvement in civic issues related to the Arts.
- Involve local community residents when a specific Public Art project is being proposed for a specific area in the city.

Goal: 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.

Objectives:

- Encourage all vested interests (public and private) in and around the City to better understand and appreciate the crucial link between Arts initiatives and economic prosperity, quality of life, improved jobs, etc.
- Encourage all such interests to consider both of the following in all of their decisions including:
    - the impact their decisions have on meeting the City's Arts goals
    - the power of a pervasive Arts element itself to raise the quality of life and the economic status of our City.
- Identify a limited number of high priority, current and upcoming projects/initiatives where a strong Arts element would have significant, widespread impact.
    - Make recommendations to the appropriate parties regarding such projects/initiatives.

Goal: Link the City's Arts strategy with public and private sector business and job recruitment programs and with the City's tourism strategies.

Objectives:

- Identify and carry out various linking strategies through consultation with appropriate City departments, educational institutions and other resources.
- Recommend and implement City Council-approved strategies.

Goal: Promote public and private infrastructures designed to support and enable Arts and Arts-related endeavors for all age groups, heritages, etc. and in all areas of our City.

Objectives:

- Identify and promote both public and private infrastructures that help artists and Arts-related businesses operate successfully in Oceanside.
- Promote enhancements to the City's policies, procedures and processes related to the Arts, artists and Arts-related businesses to more effectively support the City's arts and cultural enhancement goals.
- Encourage new Arts and Arts-related venues and the enhancement of existing venues within the City to better meet the needs of community organizations, citizens and visitors. Work with the appropriate public and private entities immediately to address high priority venue areas (e.g., pier-amphitheater).
- Promote the expansion of Arts and Arts-related initiatives, projects and programs into all parts of the City and among all groups and communities.

Goal: Increase collaboration, coordination and communication among Arts and Arts-related groups and other stakeholders, and the promotion of all Arts and Arts-related initiatives, events and projects.

Objectives:

- Assist in the identification and implementation of various collaborative efforts and partnerships related to arts and cultural enhancement initiatives with the intent of enhancing efficiency, avoiding overlap, providing the City with much broader feedback on projects and policies, and supporting a more cohesive identity for the City:
    - both public-to-private collaboration (e.g., volunteers, not-for-profits, religious and secular groups, companies, etc.); and
    - public-to-public collaboration (e.g., with public entities such as educational, military (Camp Pendleton), transportation, surrounding cities, Sister Cities, etc.)
- Provide Arts-related advice and support to key public and private entities on policies, issues and projects within the Commission's purview.
- Assist in the design and implementation a comprehensive communication and promotion strategy regarding all aspects of Arts in Oceanside.
- Assist in obtaining community participation and buy-in with regard to the City's Arts identity and strategies and to promote a clear understanding as to the true value of Arts in Oceanside.
- Help recognize and promote the accomplishments of outstanding local artists.