ITEM NO. 26

STAFF REPORT

CITY OF OCEANSIDE

DATE: September 13, 2006

TO: Honorable Mayor and City Councilmembers

FROM: Library Department

SUBJECT: **APPROVAL OF ARTS COMMISSION WORKPLAN FOR FY 2006-08**

SYNOPSIS

The Arts Commission has prepared a workplan of proposed activities for FY 2006-08 for consideration by the City Council. Staff and the Arts Commission recommend approval of the Arts Commission FY 2006-08 Workplan (Attachment).

BACKGROUND

All City Boards and Commissions prepare an annual or biennial workplan outlining goals and tasks to be accomplished.

The mission of the City of Oceanside Arts Commission is to encourage and promote the development and enjoyment of a broad spectrum of performing, visual and other arts in the City of Oceanside and make recommendations to the City Council on the development and promotion of strategies, programs, facilities and policies pertaining to the Arts and Cultural Enhancement.

ANALYSIS

The Arts Commission submits a biennial workplan to the City Council for review and approval. This plan provides a vision and direction for arts initiatives and development strategies for the next two years.

FISCAL IMPACT

There is currently $25,000 appropriated in the Public Facilities Fees Fund in FY 2006-07 and FY 2007-08 for the purpose of public art. As the Arts Commission identifies and prioritizes specific projects within the framework of the workplan, those projects will be brought back to the City Council for formal approval,

COMMISSION REPORT

The Arts Commission unanimously adopted their biennial workplan for FY 2006-08 on August 7, 2006.

CITY ATTORNEY'S ANALYSIS

City Attorney analysis does not apply.

RECOMMENDATION

Staff and the Arts Commission recommend approval of the Arts Commission FY 2006-08 Workplan.

PREPARED BY:

Deborah Polich
Library Director

SUBMITTED BY:

Barry E. Martin
Interim City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Assistant to the City Manager

Nita McKay, Financial Services Director

Attachment: Arts Commission FY 2006-08 Workplan

CITY OF OCEANSIDE
LIBRARY DEPARTMENT

ARTS COMMISSION
FY 2006-2008 WORKPLAN

MISSION STATEMENT

The mission of the City of Oceanside Arts Commission is to encourage and promote the development and enjoyment of a broad spectrum of performing, visual and other arts in the City of Oceanside and make recommendations to the City Council on the development and promotion of strategies, programs, facilities and policies pertaining to the Arts and Cultural Enhancement (shorthanded as "Arts" in the balance of this Workplan).

The City wishes to expand its citizens' appreciation of art, reflect the City's aspiration to improve the quality of life, and to enhance and identify Oceanside as a unique community. The City seeks to develop its various Arts initiatives so that they are woven into the physical and social fabric of the City. They should reflect a broad range of community input as well as involvement by artists and art professionals, and, they should expose its citizens and visitors to a wide variety of artistic visions, viewpoints, perspectives, sounds and voices. The City wishes to carry out arts initiatives and strategies that are culturally and ethnically diverse, of the highest quality and reflect and enhance the human spirit.

The Commission has defined "arts" broadly and inclusively to encompass traditional arts, newer art forms (e.g., graphic arts), and the artistic element inherent in many human endeavors. The Commission will reach out to various communities of artistic interest and encourage each such community to identify its very "best." We will work with a variety of communities of artistic interest/expression to put their best foot forward to the people of Oceanside and surrounding communities in a variety of settings and venues.

In developing the goals and objectives that make up this Workplan, the Commission asked: "How could the City envision and strategize its mission so as to benefit all of Oceanside's citizens; to include and involve as many people as possible; and, to integrate its Arts strategies with City's other primary objectives such as economic development, jobs, education, safety, etc., with the ultimate goal being to build a unique, world-class city?"

COMPOSITION OF COMMISSION

The Commission is composed of nine (9) regular voting members and two (2) alternate members appointed by the City Council.

John McDonald (Chair)	James Horvath (Vice-chair)
Eloise Gutierrez	Carolyn Mickelson
Kathleen Oberjat	Karen Williams-Graham
Betty Jane (BJ) Witz	Vacancy (Penny Hill is serving until filled)
Vacancy	
Geoffrey Cunningham (Alternate 1)	Mariarosa (Daniela) Marshall (Alternate 2)

City Council Liaison:	Councilmember Jack Feller
City Staff:	Library Department (Deborah Polich, Director)

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

STRUCTURE

In carrying out this FY 2006-2008 Work Plan, the Arts Commission will:

- Combine individual future Public Arts & Aesthetic Enhancement Projects under a single committee.
- Create a series of Arts Initiative Ad Hocs (one or more for each of the Goals described below)
- Review, refine and publish policies and associated procedures regarding how:
  - the Commission carries out its role regarding specific Public Art and Aesthetic Enhancement projects (e.g., call for artists, community input, etc.)
  - the City would accept donated art (to be reviewed/approved by City Council).

The Commission will periodically review this Workplan and make recommendations to the City Council regarding changes, if necessary, to accomplish its goals.

GOALS AND OBJECTIVES

Goal: Assist the City and City Council in identifying and carrying out Public Art and Aesthetic Enhancement projects; and, where requested by the City or other public or private sector entities operating within the City, provide similar assistance on non-City sponsored projects

Objectives:

- *On-going assistance:* Provide on-going assistance with art selection and design and gather public input regarding Public Art and Aesthetic Enhancement elements (shorthanded as "Public Art" in the balance of this Workplan) in all City-sponsored projects and endeavors.
- *New Public Art projects:* 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 re same).
- *Private-sponsored "public" art projects:* Identify and promote new visual arts and aesthetic enhancement 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:

- *Information:* Inform citizens of arts initiatives, projects and programs under consideration and request their assistance and participation.
- *Advocacy:* Advocate citizen involvement in civic issues related to the Arts.
- *Involvement:* 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:

- *Understanding:* 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.
- *Decision-making:* 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.
- *Priority projects:* 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 [abbreviated here as "hot jobs-cool community"]

Objectives:

- *Linking strategies:* Identify and carry out various linking strategies (through consultation with appropriate City departments, educational institutions and other resources).
- *Implementation:* Recommend and carry out 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 parts of our city]

Objectives:

- *Infrastructure:* Identify and promote both public and private infrastructures that help artists and Arts-related businesses operate successfully in Oceanside.
    - Promote the creation of a multi-purpose internet infrastructure that supports all of the objectives in this Workplan.
- *Policies, procedures and processes:* 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.
- *Venues:* Encourage new Arts and Arts-related venues and 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).
- *Outlying areas of the city:* 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 and coordination among Arts and Arts-related groups and other stakeholders

Objectives:

- *Collaboration and partnering:* Identify and help implement various collaboration mechanisms and partnerships related to arts and cultural enhancement initiatives with the ultimate goal 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-private collaboration (e.g., volunteers, not-for-profits, religious and secular groups, companies, etc.); and
    - public-public collaboration (e.g., with public entities such as educational, military (Camp Pendleton), transportation, surrounding cities, Sister Cities, etc.)
- *Event coordination and cross-marketing:* Identify and help implement coordination strategies among various public and private entities around major Arts events and initiatives.
- *Advice and support:* Provide Arts-related advice and support to key public and private entities on policies, issues and projects within the Commission's purview.

Goal: Improve communication regarding, and promotion of, all arts and arts-related initiatives, events and projects

Objectives:

- *Message/identity: Help* create a highly visible Arts identity/message for the City, define its arts and culture niche, and communicate these messages widely.
    - Assist the appropriate City departments and private sector entities in recruiting "taste makers" as well as other Arts leaders.
- *Communication strategy:* Help design and implement a comprehensive communication and promotion strategy regarding all aspects of Arts in Oceanside.
- *Buy-in:* Help obtain community participation and buy-in regarding the city's Arts identity and strategies and help promote a clear understanding as to the true value of Arts in Oceanside.
- *Artist recognition:* Help recognize and promote the accomplishments of outstanding local artists.