

CONSENT CALENDAR

SUBJECT: LONG-TERM WORK PLAN FOR THE ARTS COMMISSION

SOURCE: COMMUNITY DEVELOPMENT DEPARTMENT


COMMENT: The Arts Commission was established in August 2012, with their primary duties identified as making recommendations to the City Council regarding development and promotion of practices and policies pertaining to the arts and fostering the development and enjoyment of visual, cultural, performing, and other arts in the city of Porterville.

On March 5, 2013, City Council approved a Short-Term Work Plan, as presented by the Arts Commission, to begin accomplishing their assigned duties. To date, the Arts Commission has accomplished all of the set goals with the exception of mailing a Request for Proposal to engage an artist to paint the mural on Oak Avenue funded through the Transportation Enhancement Program. The Short-Term Work Plan accomplishments are included in this report as Attachment 1.

The draft of the Long-Term Work Plan approved by the Arts Commission on February 26, 2014, is attached to this agenda for your review and approval (Attachment 2). The Chairman of the Arts Commission is planning to attend the Council meeting to present the plan.

RECOMMENDATION: That the City Council approve the proposed Long-Term Work Plan as presented by the Arts Commission.

ATTACHMENT: 1. Short-Term Work Plan Accomplishments  
2. Draft Long-Term Work Plan

DD   
Acting

APPROPRIATED/FUNDED N/A CM 

ITEM NO. 4

## **Arts Commission Short-Term Work Plan Accomplishments**

The Arts Commission Short-Term Work Plan and accomplishments are as follows:

Develop a Policy for Mural and Public Art Selection

- A policy has been set in place and approved by the Arts Commission.

Mail Request-For-Proposal (RFP) to artists to secure a contract to paint the mural at 134 E. Oak Avenue

- The Commission is awaiting word from Public Works department to proceed with RFP.

Develop Bylaws

- A procedure handbook has been written and approved by the Arts Commission.

Develop Website

- Staff has assisted in the development of the Arts Commission web-page which is up and running.

Develop Resource Directory (to be posted on website)

- A list of artists has been developed and it is posted on website for public use.

Develop a Long-Term Work Plan

- The plan is being presented to City Council on March 18, 2014.

**Draft**  
**Arts Commission Long-Term Work Plan**

**One (1) year goals:**

- Support local arts organizations and artists
  1. Continue to identify artists
  2. List events on Art Commission's Calendar
- Raise awareness of the arts in the community through communication and marketing
  1. Directory – set goal to ----- printed copy
  2. Insert in City of Porterville's utility bill
  3. Marketing on website
  4. Collaborate with Chamber of Commerce
- Assess existing arts facilities and encourage future facility development
  1. Use business license data information to identify facilities such as parks, schools, and venues where events can be held
- Liaison with other agencies (local, county, state, and national)
  2. Arts Consortium
  3. Quilters Guild
  4. Sub-committee will identify State & National groups

**One (1) to Two (2) year goals:**

- Create partnership with local businesses
  1. Share directory with local businesses
  2. Display art at different businesses
  3. Approach businesses to advertise in directory
- Facilitate partnerships between schools and the community;  
Create arts and cultural events to involve participation from all schools; and  
Partner with the local colleges to bring art into the community and to enhance arts students' education
  1. Organize a City of Porterville sponsored Arts Exhibit (Spring) targeting PUSD, BUSD, and Porterville City College
  2. Organize Art Showcase

**Two (2) to Three (3) year goals:**

- Conduct needs assessments of the community as it relates to arts and culture
  1. Map points of interest (i.e. Murals, Statues, Museums, etc.)
- Expand Arts opportunities and programming to increase economic impact
  1. Increase art appreciation and awareness in the community

**Three (3) year goals:**

- Develop a community-wide approach to funding and resources
  1. Request “specific event” grants from local businesses
  2. Seek monetary support from public and other agencies
  3. Request funds from City Council