



Memorandum

TO: RULES AND OPEN
GOVERNMENT COMMITTEE

FROM: Kim Walesh

SUBJECT: ARTS COMMISSION
FY 2010-11 WORKPLAN

DATE: April 7, 2011

Approved

Date

4/8/11

RECOMMENDATION

It is recommended that the Rules and Open Government Committee approve the Arts Commission (AC) workplan for FY 2010-2011.

OUTCOME

With the acceptance of these priorities for FY 2010-11, the AC would continue its work related to advising the City Council and the Cultural Affairs division of the Office of Economic Development on matters pertaining to arts and culture. As a result of this work plan, the Commission informs the City's existing arts, public art and events programs and policies, as well as new programs and policies that would further the City's goals related to arts and culture. The Commission also advises City Council and the City Administration regarding the development and implementation of *Cultural Connection: San Jose's Cultural Plan for 2011-2020*.

BACKGROUND

In September 2007, staff was directed to return with an analysis on all existing boards and commissions, and costs to staff each, looking at redundancies and opportunities for consolidation, efficiency, and elimination.

As part of the efforts to streamline efficiencies, the City Council approved the recommendation to use a new workplan template that each Board/Commission would prepare and focus on specific priorities, allowing direct and concise direction to the members of the bodies, while managing the time of the City support staff. The new workplan template will provide the City Council with clear detail about board and commission activity.

ANALYSIS

In FY 2009-10, Cultural Affairs staff worked with the Arts Commission to evaluate the Arts Commission's structure, bylaws and subcommittees. As a result of this effort, the bylaws were updated to reflect current practices. The Commission's subcommittee, the Programs Committee, was consolidated into the Executive Committee for increased efficiencies. Furthermore, in FY 2010-11, the AC reduced its meetings from 12 per year to 10 per year. Staff and the AC have found these changes to be effective.

Cultural Affairs staff has worked with the Arts Commission to develop this workplan. The FY 2010-11 draft workplan was approved for recommendation to Council by the Arts Commission's Executive Committee at its meeting on Monday, November 29, 2010, with an update to the full Commission at its meeting on January 12, 2011. The attached workplan lists the priorities discussed and agreed to by the Commission.

/s/
KIM WALESH
Director of the Office of Economic Development

For more information call Kerry Adams Hapner, Director of Cultural Affairs, at (408) 793-4333.

Attachment – Arts Commission Workplan for 2010-11

ARTS COMMISSION
Workplan for FY 2010-11

Objective for FY 2010-11	Actions	Timeframe
1. Monitor and advise on City's funding for arts and culture	<ul style="list-style-type: none"> - Review budget resources for public programs - Receive reports about impacts to the programs and services of the OCA - Make recommendations for annual allocation of funds for arts and culture - Advise on the Allocation of City's Transient Occupancy Tax funding 	<ul style="list-style-type: none"> - Spring 2011 and as needed - Ongoing, and during City's budget process - Spring 2011 - Spring 2011
2. Implementation of Cultural Connection Plan	<ul style="list-style-type: none"> - Recommend final draft of Cultural Connection to Council - Study session to prioritize elements from Cultural Connection for strategic implementation - Present Cultural Connection strategic implementation workplan to Community Economic Development Committee - Review and take action on recommended budget items for implementation 	<ul style="list-style-type: none"> - Fall 2010 - April 2011 - Spring 2011 - Ongoing
3. Monitor and advise on the Cultural Funding Portfolio: Investments in Art, Creativity and Culture comprised of 3 core grant programs: a. Festival, Parade & Celebration Grants b. Arts & Cultural Project and Program Grants, and c. Arts & Cultural Operating Grants	<ul style="list-style-type: none"> - Review and make recommendations to annual grant programs' guidelines, policies and procedures - Review and make recommendations for annual allocation of funds between arts grant programs and the policies for such allocations - Approve appointments to grant review panel pools and include Commission representation on such panels - Review grant panel recommendations and make final recommendations to Council for annual grant awards 	<ul style="list-style-type: none"> - Ongoing - Spring 2011 - Spring 2011 - Spring 2011
4. Review actions of the Executive Committee	<ul style="list-style-type: none"> - Receive regular reports on the matters reviewed by and actions of the Executive Committee, to include program updates and special issues 	<ul style="list-style-type: none"> - Ongoing
5. Review actions of the Public Art Committee	<ul style="list-style-type: none"> - Receive regular reports on the matters reviewed by and actions of the Public Art Committee 	<ul style="list-style-type: none"> - Ongoing
6. Action on Annual Public Art Workplan	<ul style="list-style-type: none"> - Take action on the Annual Public Art Workplan as presented by OCA staff 	<ul style="list-style-type: none"> - Annually
7. Monitor Public Art Collection Maintenance & Conservation Plan	<ul style="list-style-type: none"> - Review annual Public Art Collection Maintenance & Conservation Plan - Receive staff reports on current status of public artworks and any related maintenance issues or concerns - Hear public comment and advise on specific projects including conservation of Millard Sheets Mural at SJ Airport, and Veterans Memorial 	<ul style="list-style-type: none"> - Annual - Ongoing - Periodic, as needed
8. Action on Five-Year Public Art Work Plan as part of the Fiscal Year 2011-15 Capital Improvement Program Budget allowance for public art	<ul style="list-style-type: none"> - Review and recommend inclusion of the Five-Year Public Art Work Plan as part of the Fiscal Year 2011-15 Capital Improvement Program Budget to Council - Receive reports on City's Capital Improvements Budget as it relates to public art 	<ul style="list-style-type: none"> - Annually and with updates as needed - Annually and with updates as needed
9. Action on the "At the Crossroads: Diridon Station Area Art Master Plan as an appendix to the Diridon Station Area Land-Use Plan"	<ul style="list-style-type: none"> - Receive presentation of draft Plan and take action to recommend to Council its inclusion in the Diridon Station Area Land-Use Plan 	<ul style="list-style-type: none"> - Fall 2010
10. Receive updates and provide input on the transition plan for Arts Express and related arts education programs	<ul style="list-style-type: none"> - Receive reports from Arts Express transition committee and from OCA staff - Provide input on recommendations for a sustainable program model 	<ul style="list-style-type: none"> - Fiscal year 2010-2011

ARTS COMMISSION: Annual Workplan FY 2010-11

Objective for FY 2010-11, cont.	Actions	Timeframe
11. Monitor and provide input on matters related to City's Special Events Program policies and services	<ul style="list-style-type: none"> - Receive reports on policy development, services and initiatives - Monitor efforts at containing City costs and increasing revenue generation opportunities for event organizers 	<ul style="list-style-type: none"> - Ongoing, but with emphasis during FY 2010-2011
12. Receive reports on key arts and cultural organizations and projects supported with City funds	<ul style="list-style-type: none"> - Receive presentations by made by various community organizations at Arts Commission meetings 	<ul style="list-style-type: none"> - Periodically throughout the year
13. Monitor continued relationship between Office of Cultural Affairs and Redevelopment Agency as regards projects of mutual interest	<ul style="list-style-type: none"> - Receive periodic reports and presentations from SJRA staff - Receive periodic reports from OCA staff and City officials 	<ul style="list-style-type: none"> - Quarterly or more frequently
14. Monitor 1stACT's strategic initiatives	<ul style="list-style-type: none"> - Receive reports from 1stACT on various strategic initiatives - Review and advise on support for partnership projects between 1stACT and the OCA 	<ul style="list-style-type: none"> - Periodically as needed. - Fall 2010 and as needed.
15. Monitor general status of arts and cultural sector and foster relationship between City and community	<ul style="list-style-type: none"> - Receive presentations by arts and cultural organizations on a regular basis - Attend arts and cultural events, board meetings and related activities for the purpose of monitoring and observation - Maintain relationships with key cultural organizations through Commissioner liaison assignments with regular reports from liaisons 	<ul style="list-style-type: none"> - Ongoing - Ongoing - Ongoing
16. Review and advise on support for ZER01 Biennial Arts & Technology Festival	<ul style="list-style-type: none"> - Receive reports on 2010 Festival development in terms of proposed program, participants, sponsors and related matters - Take action on request for City support of 2010 ZER01 Festival - Receive report & review festival outcomes 	<ul style="list-style-type: none"> - Timed with Festival development - Summer 2010 - Fall 2010
17. Monitor and advise on the Mexican Heritage Plaza transition	<ul style="list-style-type: none"> - Receive status reports from Mexican Heritage Plaza Steering Committee from staff and appointed committee members - Provide feedback to Committee on transition plan development. 	<ul style="list-style-type: none"> - Quarterly, & periodically throughout year - At key junctures.
18. Increase public involvement in and knowledge on matters related to cultural development within the City and within the community	<ul style="list-style-type: none"> - Receive reports from Ad Hoc Advocacy Committee - Develop outreach toolkit - Develop a plan for continued outreach by the Commission - Identify priorities and implement strategies for Commission's key areas of concern 	<ul style="list-style-type: none"> - Ongoing - January-February 2011 - Spring 2011
19. Represent, acknowledge and recognize achievements in public art and provide oversight for public art process	<ul style="list-style-type: none"> - Make presentations at dedications, grand openings, ground-breakings, and related events - Participate as observers in public/civic meetings for public art project design 	<ul style="list-style-type: none"> - Periodically throughout the year - Periodically throughout the year
20. Review priorities for Commission related to cultural development	<ul style="list-style-type: none"> - Develop priorities at annual retreat 	<ul style="list-style-type: none"> - Annual
21. Recognition of achievements	<ul style="list-style-type: none"> - Annual recognition event 	<ul style="list-style-type: none"> - Annual