

# Memorandum

**TO:** ARTS COMMISSION

**FROM:** Paul Krutko

**SUBJECT:** SEE BELOW

**DATE:** April 4, 2007

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**Council District: City-Wide**

**SUBJECT: AUTHORIZATION OF PUBLIC ART COMMITTEE TO MAKE  
RECOMMENDATIONS**

## **RECOMMENDATION**

Adopt a Resolution authorizing the Public Art Committee of the Arts Commission to review and make recommendations directly to the City Manager or City Council, as appropriate, on artist selection, Public Art project review and Public Art contracts.

## **BACKGROUND**

On March 13, 2007, the City Council adopted *Public Art NEXT!*, a Public Art Master Plan that will guide the City's Public Art Program over the next five to ten years. The Plan includes recommendations about funding, priorities for future projects and procedural changes to streamline the stakeholder involvement process and make it more inclusive. One of those recommendations is to modify the Arts Commission process for review of public art, by authorizing the Public Art Committee (PAC) of the Arts Commission to review and recommend directly to the City Manager on certain elements of the Public Art Program.

## **ANALYSIS**

*Public Art NEXT!* recognizes that the multiple layers of review in the current Public Art process have proven to be obstacles in creating the highest quality of public art for San José. Stakeholders have advised Public Art Staff on artist selection and project design and, following their involvement, additional review and approval has taken place twice at the Arts Commission level — in the Public Art Committee and the Arts Commission itself. These layers of review and approval have slowed down the progress of public art projects, occasionally compromised the quality of artworks, and frustrated both artists and stakeholders. *Public Art NEXT!* recommends that the Arts Commission authorize its Public Art Committee to review and make recommendations directly to the City Manager or City Council on artist selection, project review and contracts. It further recommends an appeal to the Arts Commission in the event there is a dispute between the Public Art Committee and the stakeholder group; or if a PAC decision is

made by split vote of only a bare quorum of Committee members. Recognizing that the Arts Commission has a more significant role to play in forming the Public Art Program, the Plan recommends that the Commission assume greater responsibility for the review and approval of Public Art policies, work plans and focus plans.

## **PUBLIC OUTREACH**

The OCA has included public outreach as a key component throughout the development of the Public Art Master Plan. The following is a list of community meetings that occurred during the development of the draft plan. Public meetings, including all meetings of the Arts Commission, Public Art Committee and Strong Neighborhoods Initiative Project Advisory Committee, were posted on the City's website and notices were mailed to a broad group of stakeholders.

<u>Date</u>	<u>Location</u>	<u>Purpose</u>
1/17/06	City Hall	Public Art Committee Meeting
1/18/06	City Hall	Steering Committee Meeting
2/21/06	City Hall	Public Art Committee Meeting
2/22/06	MLK Library	Steering Committee Meeting
4/19/06	MLK Library	Public Art Task Force Focus Group
4/20/06	MACLA	Multi-Cultural Organizations Focus Group
5/16/06	City Hall	Public Art Committee Meeting
6/20/06	City Hall	Public Art Committee Meeting
6/21/06	City Hall	Steering Committee Meeting
8/15/06	City Hall	Public Art Committee Meeting
8/16/06	City Hall	Steering Committee Meeting
9/27/06	City Hall	SNI Project Advisory Committee Meeting
10/17/06	City Hall	Public Art Committee Meeting
10/28/06	California Theatre	Arts Commission Retreat
11/8/06	City Hall	Arts Commission Meeting
11/13/06	City Hall	Public Art Committee Meeting
11/27/06	City Hall	Driving a Strong Economy Committee Meeting
11/29/06	Alma Senior Center	SNI Project Advisory Committee Meeting
12/13/06	City Hall	Arts Commission Public Hearing
2/14/07	City Hall	Arts Commission Meeting
3/13/07	City Hall	City Council Review and Adoption of Master Plan

ARTS COMMISSION

April 4, 2007

**Subject: Authorization of Public Art Committee to Make Recommendations**

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**BUDGET REFERENCE**

N/A

**CEQA**

Not a project.

A handwritten signature in black ink that reads "Paul Krutko". The signature is written in a cursive, slightly slanted style with a long horizontal stroke at the end.

PAUL KRUTKO  
Chief Development Officer  
City Manager's Office