



## CIVIC ARTS COMMISSION AGENDA REPORT

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October 4, 2021  
Item 4

**SUBJECT: REVIEW MUNICIPAL CODE SECTION 2.39.020 REGARDING CIVIC ARTS COMMISSION DUTIES AND THE LIBRARY AND RECREATION STRATEGIC PLAN 2019-2024**

### **SUMMARY**

The Civic Arts Commission duties are outlined in the Pleasanton Municipal Code (Attachment 1). Staff and commissioners have worked together over the years to collaborate on providing excellent programs and services in the arts. This collaboration is demonstrated through the Library and Recreation Department Strategic Plan 2019-2024 (Attachment 2).

### **RECOMMENDATION**

Review Municipal Code Section 2.39.020 regarding Civic Arts Commission duties and the Library and Recreation Strategic Plan 2019-2024.

### **FINANCIAL STATEMENT**

There is none.

## **BACKGROUND**

The Pleasanton Municipal Code (Muni Code) lists the duties of the Civic Arts Commission (commission) in section 2.39.020. This section was amended on December 1, 2015, following a commission recommendation to amend Muni Code Chapter 2.39, Civic Arts Commission. The commission recommended the changes so that the Muni Code would accurately describe the current duties and membership of the commission and meet Goal 9, Strategy 9:1 in the City of Pleasanton 2014 Cultural Plan (Attachment 3).

The Library and Recreation Department Strategic Plan 2019-2024 (strategic plan) was co-created with Civic Arts staff, departmental staff, and consultants, to be the guiding document for five years. It includes mission, vision, and values statements as well as high-level goals. Goal A of the strategic plan includes a strategy to implement the 2014 Cultural Plan.

## **DISCUSSION**

The Civic Arts Commission duties are outlined in the Pleasanton Municipal Code Chapter 2.39 Civic Arts Commission, Section 2.39.020 "Duties". For each section, different ways the commission duties have been performed are detailed.

### **2.39.020 Duties**

**The commission shall have the power and duty to:**

**A. Act in an advisory capacity to the city council in all matters pertaining to the arts and culture of the city.**

The Civic Arts commission provides recommendations to City Council and City staff in several ways. The commission's participation in budget and service planning comes primarily through the two-year City Council priority-setting and the five-year Library and Recreation Department strategic planning processes. The commission and staff collaborate to craft the high-level mission, vision, values, and goals. Staff then builds the specific budget that is approved by City Council. Staff executes programs and services that fall within the parameters of both the budget and the strategic plan.

**B. Recommend to the city council the adoption of such ordinances, rules and regulations as it may deem necessary for the administration and preservation of fine arts and performing arts.**

Ordinances, rules, and regulations would be recommended by the commission to ensure that the City arts programs and policies continue to meet the needs of the community. These recommendations are co-authored using commission recommendations and staff technical expertise.

**C. Work cooperatively with city boards and commissions, city departments, and other public and private organizations in creating and promoting art and cultural programs and activities within the city.**

Commission and staff partner on the promotion of art and cultural programs and activities. In the past, this has included staffing booths at community events, leveraging social networks and community connections to talk about programs and services, collaborating with art leagues and cultural groups, providing outreach to local schools, and helping to plan arts and community events.

**D. Review and recommend grant funding to arts-related, non-profit organizations in the community that are providing additional non-competitive arts programming.**

The commission participates in the Civic Arts grant process, reviews applications, and makes recommendations for funding of arts-related, non-profit organizations at the March meeting each year. The commission has approved grants that have brought music and art opportunities to Pleasanton schools.

**E. Serve as the art and culture ambassadors to the general public.**

Commissioners act as arts and culture ambassadors through their work in the community connecting with residents, and through involvement in endeavors such as the Teen Poet Laureate subcommittee and the Little Free Library subcommittee.

**F. Advocate to the public about the city's arts programs and policies.**

Commissioners attend monthly meetings, subscribe to Firehouse newsletters, participate in programs, volunteer, and attend arts events to stay informed of programs and services. With this knowledge they in turn advocate for the community to become involved in the arts and cultural community of Pleasanton.

**G. Review and make recommendations upon all works of art to be acquired by the city, either by purchase, gift, or otherwise pursuant to art in public places Chapter 13.16.**

The commission provides this review process through the Public Art Selection Subcommittee (P.A.S.S.). The subcommittee makes a recommendation to the commission regarding the location of the piece. Following a vote, the commission may make a recommendation to the City Council for acceptance of the work of art.

**H. Review and make recommendations with reference to any existing work of art in the public art collection in connection with: (1) the relocation or alteration thereof; or (2) the removal of; pursuant to the deaccession policy generally described in the Pleasanton Downtown Public Art Master Plan, as may be amended.**

Staff brings recommendations on existing works of art for review by the commission, in coordination with the professional assessment of the city's contracted art conservator.

**I. Recommend the promulgation of policies and procedures for the development and implementation of public art in the city.**

As the City began to procure public art in the early 2000's, the commission established P.A.S.S. to make procedural recommendations for the review process of public art. Through the recommendations of P.A.S.S. and the commission, the city procured 35 pieces of public art over a six-year period from 2012 through 2018, with the most recent art piece installed in the oak woodland section of Bernal Community Park.

**J. With city council approval, apply for and accept gifts, grants, funds, contributions and bequests from individuals and public and private entities, agencies, foundations, trusts, corporations and other organizations or institutions that are arts and culture related.**

Gifts, grants, funds, contributions, and bequests are accepted by the commission on behalf of the City. Funding is used to provide programs, performances, visual arts, technology, and services.

**K. Other powers and responsibilities as outlined in other sections of this chapter and as may be appropriate in carrying out the purposes and goals of this chapter and as set forth in reports or recommendations adopted by the city council. (Ord. 2132 § 1, 2016; Ord. 1819 § 1, 2001)**

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Attachment:

1. Municipal Code for Civic Arts Commission duties  
[https://qcode.us/codes/pleasanton/view.php?version=beta&view=mobile&topic=2-2\\_39-2\\_39\\_020](https://qcode.us/codes/pleasanton/view.php?version=beta&view=mobile&topic=2-2_39-2_39_020)
2. Library and Recreation Strategic Plan 2019-2024  
[www.cityofpleasantonca.gov/civicax/filebank/blobdload.aspx?BlobID=34104](http://www.cityofpleasantonca.gov/civicax/filebank/blobdload.aspx?BlobID=34104)
3. City of Pleasanton 2014 Cultural Plan  
<http://www.cityofpleasantonca.gov/civicax/filebank/blobdload.aspx?BlobID=24604>