

October 4, 2021
Item 6

**TITLE: SELECT MOBILE WALLPAPER AND VIRTUAL BACKGROUND ART
SUBCOMMITTEE**

SUMMARY

This project was identified by the Civic Arts Commission (commission) as a potential avenue for community outreach, following a recommendation from a community member to provide a virtual background art contest. Developing a subcommittee allows the commission to explore this opportunity further.

RECOMMENDATION

Select three members of the commission to create a Mobile Wallpaper and Virtual Background Art subcommittee to work with City staff.

FINANCIAL STATEMENT

There is none.

BACKGROUND

As part of the commission goals discussion, the commissioners spoke about participating with the community to create an art contest for virtual backgrounds and to increase awareness of the arts in the community through innovative opportunities.

The 2014 Cultural Plan (Attachment 1) identifies the following:

- Goal 4 - Evolve the public art program to better serve the needs of the entire community, match the aesthetic standard of the city and enhance its artistic reach and scope

Through the pandemic, the community has pivoted to working from home and relying on electronic devices. Goal 4 would be achieved by creating a contest or program for local artists to submit designs for virtual backgrounds and mobile wallpaper designs that could be shared with the community for their devices.

DISCUSSION

Staff anticipates that the time commitment involved for this subcommittee would be minimal, (two to three meetings, one hour in length each, via Zoom.) If a contest is created, there would be a follow up meeting to determine awards/prizes. The subcommittee will meet with co-staff liaison, Michele Crose.

Submitted by:


Lia Bushong
Assistant Director


Michele Crose
Assistant Director

Attachment:

1. 2014 Cultural Plan

<http://www.cityofpleasantonca.gov/civicax/filebank/blobdload.aspx?BlobID=24604>