



**CITY OF SALINAS
PUBLIC ART COMMISSION
STAFF REPORT**

DATE: AUGUST 19, 2024
DEPARTMENT: LIBRARY & COMMUNITY SERVICES
FROM: KRISTAN LUNDQUIST, LCS DIRECTOR
BY: JOSE ARREOLA, ASSISTANT TO THE CITY MANAGER
TITLE: ANNUAL PUBLIC ART PLAN FISCAL YEAR 2025 AMENDMENT

RECOMMENDED MOTION:

A motion to receive the Annual Public Art Plan Fiscal Year 2025 Amendment and recommend the Salinas City Council adopt the Amendment including an increased appropriate of \$15,000 from the Municipal Art Fund.

BACKGROUND:

On May 16, 2017, the City Council adopted an ordinance establishing a Public Art Program. This ordinance created a Municipal Art Fund, funded exclusively by contributions from public construction projects. It requires the City to contribute an amount not to exceed one-half percent (0.5%) of the total project cost of each eligible capital improvement program (CIP) project to the Municipal Art Fund.

A key tool for the Public Art Commission (PAC) is the Municipal Art Fund, which receives fees based on the value of qualified CIP construction projects funded by the General Tax, Measure G, and Measure E. On May 15, 2023, the Salinas City Council adopted Ordinance No. 2595 (N.C.S.), amending Section 5-01.08 of the Salinas Municipal Code to increase appropriations to the Municipal Art Fund. This amendment established an increased fee of 1% of qualified completed CIPs, along with a \$100,000 annual general fund allocation. Additionally, caps on any one project and the maximum amount per year were removed. Funds are deposited into the Municipal Art Fund every June at the end of the fiscal year.

One of the PAC's primary activities is the preparation of an Annual Public Art Plan, which includes specific activities promoting public art and recommending the release of funds from the Municipal Art Fund to cover the costs of the activities described in the annual plan. Per ordinance, the Public Art Annual Plan must be submitted to the City Council annually no later than April 1.

At the August 21, 2023, PAC meeting, an Annual Plan subcommittee was established. The subcommittee met three times (on October 19, 2023; January 22, 2024; and February 20, 2024) to prepare a draft plan. At the time the subcommittee was finalizing the draft, staff understood that the balance of the Municipal Art Fund was \$22,942.46. Based on this balance, the subcommittee recommended continuing the grant program to support new or existing art-centered events, requiring a match of funds, and prioritizing new or expanded events. The subcommittee recommended allocating \$10,000 for the grant program and suggested a defined submission period to allow for simultaneous review of all applications. The subcommittee also recommended allocating an additional \$5,000 for conducting the biennial maintenance survey of the municipal art collection, as required by the “Art in Public Places Policies and Procedures Manual.” In total, the subcommittee initially recommended that the PAC request \$15,000 for Fiscal Year 2025.

The City Council adopted the Fiscal Year 2024-2025 Public Art Plan at its meeting on March 12, 2024; however, concerns were raised regarding the actual available funds. Following additional consultation with the Finance Department, an email was sent to the PAC and City Council on March 28, 2024, clarifying that the \$100,000 general fund allocation approved by the City Council on May 15, 2023, had been accounted for. An initial \$50,000 was added to the Municipal Art Fund in December 2023, and a second installment of \$50,000 was transferred to the fund in June 2024.

While the ordinance requires an Annual Public Art Plan to be submitted to the City Council each year by April 1, this does not preclude the PAC from recommending adjustments to the City Council. The PAC approved reconvening the Annual Plan subcommittee at their May 20, 2024, meeting to evaluate the current approved plan and funding to determine if changes should be recommended to the City Council. The current cash balance of the Municipal Art Fund is \$213,458.13. Of this balance, \$100,000 was specifically allocated by the City Council on November 1, 2022, for a public art project. This project is being planned separately from the annual public art plan. The project currently being planned is a series of prefabricated hearts that will be individually decorated by local artist. The amount available for consideration in the Annual Plan is \$113,458.13.

The Annual Plan subcommittee met on July 1, 2024, to reevaluate the plan. Discussions included developing a mural grant program and an annual city art collection show. Staff also recommended funding for a public art installation at Closter Park, which is currently an unfunded component of the Closter Park renovation project due to inflation. The subcommittee expressed concerns about whether this was the appropriate type of project for the Municipal Art Fund, indicating that these ideas require more preparation, and that staff should further develop them for the next fiscal year's Annual Plan. Additionally, the subcommittee prioritized saving funds for future projects and expanding the Public Art Event Grant, leading to the following recommendations for an amendment to the Fiscal Year 2025 Public Art Annual Plan:

- **\$20,000 Public Art Event Grant Program**

- Double the previous allocation of \$10,000.
- **\$10,000 Art Maintenance Inventory**
 - Double the previous allocation \$5,000.
 - This will determine the feasibility of city exhibits.

DEPARTMENTAL COORDINATION:

LCS staff have been in communication with the Finance Department to provide an up-to-date cash balance of the Municipal Art Fund to the City Council and PAC.

ATTACHMENTS:

PowerPoint Presentation