



STAFF REPORT

March 11, 2024
Agenda Item No.: 3

SUBJECT

PUBLIC ART MASTER PLAN AND ART SOLICITATION PROCESS

DEPARTMENT

Community Services Department

RECOMMENDATION

Request the Public Art Commission receive and file the update of the Public Art Master Plan and Art Solicitation Process.

Staff Recommendation: Receive and File (Community Services: Jennifer Schoeneck)

Presenter: Jennifer Schoeneck, Director of Economic Development

FISCAL ANALYSIS

None

PREVIOUS ACTION

At the January 8, 2024 Public Art Commission voted to form a Public Art Master Plan Subcommittee with Commissioners Rogers and Spann.

BACKGROUND

City staff is working with the Public Art Commission Subcommittee on completing the Public Art Master Plan. Staff has met with the subcommittee and gathered the initial feedback needed to complete the plan. Staff will also hold two public meetings in collaboration with MAGEC for additional final input and feedback on the plan to ensure it reflects the needs of the local art community. The first meeting will be Wednesday, March 27th at 9am at the Ritz theater on Grand Avenue located at 301 E Grand Ave, Escondido, CA 92025.

Simultaneously, staff has been researching and meeting with other public entities such as the City of Carlsbad, City of Oceanside, City of Encinitas, City of San Diego including the town of La Jolla to understand better local best practices for implementing a sustainable public art program that will be able to meet the goals of the public art master plan. Staff will work to present a final draft of the public art master plan in conjunction with recommended policies and municipal code language to the Public Art Commission in May for additional feedback and recommendations to the City Council.



CITY *of* ESCONDIDO

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ATTACHMENTS

- a. None