

## Parks Arts Recreation & Culture Commission

### 2024 Work Plan

Impact	Objective	Deliverables	Leadership	Status
<b>Community Outreach</b>	Continue increasing community involvement in activity and the arts through programs and events	Continue search for opportunities for community involvement programs. <ul style="list-style-type: none"> <li>Everyone is an artist</li> </ul>		Open
		Partnership Grant Program – Call for Art <ul style="list-style-type: none"> <li>Develop process/program</li> </ul>		Closed
		PR Outreach: Work with City PR support for communications outreach and Commission charter <ul style="list-style-type: none"> <li>Brochure</li> <li>Commission program signage</li> </ul>		Open
		PARC representation at City and community special events <ul style="list-style-type: none"> <li>Farmers Market</li> <li>Concerts</li> <li>Family Fun Days</li> </ul>		Commission volunteers
<b>Expand existing public arts “footprint”</b>	Establish Los Altos as a “Destination” for experiencing public art	Walking and bike tour of business district sculptures: Planned tours, flyer, promotion <ul style="list-style-type: none"> <li>Create/update sculpture walking tour map and brochure</li> </ul>		Open
		Call for public art (Art Without Walls)		Open
		Placing art within a reasonable distance to the public. (Art Near Me)		Open
<b>Art Conservation and Stewardship</b>	Ensure a positive end-to-end experience with our city’s art installations including interaction	Work with staff to enter website updated with new sculpture information.		Open
		Work with staff to manage and monitor: <ul style="list-style-type: none"> <li>Current values of city-owned sculptures</li> </ul>		Open

	with artists, staff and community	<ul style="list-style-type: none"> <li>• Placement of sculptures</li> <li>• Loan sculptures insurance and extensions</li> <li>• Best practices of other cities regarding loan program</li> <li>• Proof of insurance through the life of the art loan (check with staff on this)</li> </ul>		
		Explore restoration possibilities for various City-owned artworks		Closed for 2024
		Catalog all art in public spaces (City and private)		Open
<b>Mange Los Altos Community Center and other public facility art programs</b>	Implement ongoing visual art exhibits that enhance community spaces	Community Center art gallery: Complete two calls for art each year <ul style="list-style-type: none"> <li>• Winter Call for Art</li> <li>• Fall Call for Art</li> </ul>		Closed
		Art for the Council Chamber entry steps: Scope project and seek community input		Closed
<b>Increase park and facility use</b>	Engagement events	Work with staff on: <ul style="list-style-type: none"> <li>• Art related event(s)</li> <li>• Recreation related event(s)</li> <li>• Gather feedback on events</li> </ul>		Open
	Assess use of current dog parks	Compile report with observations that were done by commissioners		Open
	DEI (Diversity Equity and Inclusion)	Apply DEI principles to everything we do		
<b>Increase participation in recreation programs</b>	Multi-cultural	Work with staff and partners to plan new cultural events		Open
	Performance	Be responsive to staff as they select performance activities		Open
	Scholarship Program	Work with staff to explore a scholarship program		Open
	Sponsorship	Work with staff to recommend a sponsorship program for summer concerts and events		Open

<b>Public Process</b>	Be conduit for public input and city transparency	Park improvement projects and public art purchases		
<b>Strategic Planning</b>	Approach parks planning in a holistic way	Update the City's Parks Plan		