

Parks Arts Recreation & Culture Commission 2024 Work Plan

Impact	Objective	Deliverables	Leadership	Status
Community Outreach	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"> • Everyone is an artist 		
		Partnership Grant Program – Call for Art <ul style="list-style-type: none"> • Develop process/program 		
		PR Outreach: Work with City PR support for communications outreach and Commission charter <ul style="list-style-type: none"> • Brochure • Commission program signage 		
		PARC representation at City and community special events <ul style="list-style-type: none"> • Farmers Market • Concerts • Family Fun Days 		
Expand existing public arts “footprint”	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"> • Create/update sculpture walking tour map and brochure 		
		Call for public art (Art Without Walls)		
		Placing art within a reasonable distance to the public. (Art Near Me)		
Art Conservation and Stewardship	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.		
		Work with staff to manage and monitor: <ul style="list-style-type: none"> • Current values of city-owned sculptures 		

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

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