



**TOWN OF LOS GATOS
ARTS AND CULTURE COMMISSION
AGENDA REPORT**

MEETING DATE: 09/18/2024

ITEM NO: 2

DATE: September 15, 2024
TO: Arts and Culture Commission
FROM: Ryan Baker, Library Director
SUBJECT: Discuss Public Arts Master Plan Public Input

RECOMMENDATION:

Discuss public arts master plan public input.

DISCUSSION:

The Commission should discuss if the following format is acceptable, or if changes should be made:

Title and messaging for workshop:

Public Arts Masterplan Public/Community Input Session

Main takeaway goals for the Arts Commission:

1. To take away enough community ideas to define and craft the next step of the Arts Master Plan.

Main communication for Public:

Engaging the community in the creation of a municipal public arts master plan is essential for ensuring that the plan reflects the diverse voices, values, and cultural heritage of the entire community of Los Gatos. Public art plays a vital role in shaping the identity and vibrancy of a city, and the success of such initiatives depends on the active participation of residents, local artists, and stakeholders. By gathering input from the community, the plan can be tailored to meet the unique needs and aspirations of the people Los Gatos, fostering a sense of ownership and pride in the public spaces that are enriched through art. This collaborative approach not only enhances the cultural landscape but also strengthens the social fabric, making the community more inclusive and cohesive.

PREPARED BY: Ryan Baker
Library Director

Ground Rules:

- These responses will shape the Arts Master Plan and the next steps in the process.
- All ideas are welcome. We want this to be a firehose of ideas.
- Don't shoot down anyone else's ideas, build upon them.
- Ideas can be general or specific.
- Foster an environment of creative cooperation.
- For the purpose of this workshop, public arts is defined as physical arts or performing arts in any form that is freely accessible to the public in open public spaces.
- The timeline for the Arts Master Plan is one year from now, with additional opportunities for public input and draft review in fall, winter, and spring.

Format for input gathering:

Each question will have a station. Attendees will divide into five groups and move from station to station. Five stations will have butcher paper and one station will have a map of the Town. An ACC Commissioner or staff person will facilitate each station. Attendees will discuss and write ideas onto sticky notes to add to butcher paper.

Ask the following five questions of participants (one per station):

1. What are ideas for incorporating public arts into the Town's public parks and infrastructure such as sidewalks and streets?
2. What does Los Gatos currently lack for public arts?
3. Where are the best locations in Town for public arts (using map board and pins)?
4. Who are the stakeholders for public arts in Los Gatos? Who are we missing?
5. What are opportunities for public arts? What kinds of public arts would you like to have in Town?

Upon exiting, a survey card will be given asking:

1. Do you want to be added to a mailing list for the Arts Master Plan?
2. Would you be willing to be an active volunteer as this process continues (time commitment of 10 hours total)?
3. What question should we have asked today that we didn't?

Advertising for the workshop could be done through:

Direct contact/invitation to Town Commissions, and arts agencies in Town

Town social media and Nextdoor

Press releases for local newspapers

KCAT

Chamber

NUMU

Arts contact list compiled by Commissioner Jensen

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SUBJECT: Discuss Public Arts Master Plan Public Input

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Answers for Public Communications:

What is the purpose of a public arts plan?

The purpose of a public arts plan is to guide the development, implementation, and maintenance of public art in a community, enhancing its cultural, aesthetic, and social environment. It outlines a vision and strategic framework to integrate art into public spaces, ensuring that art reflects the community's values and enriches the lives of its residents and visitors.

Why does Los Gatos need one?

The Town of Los Gatos approved a condensed arts plan in 2016, and is need of updating the existing 8-year old goals as well as creating a more comprehensive public arts plan that looks at future public art opportunities.

What will it cost?

The plan is a guidance document, not a funding request.

Will residents have any influence on what artwork will be installed?

The method, process, and scope of community participation on selection of public artwork will be created as part of the plan.

What funding is available?

With the passage of the Town's Public Art Fund Ordinance in 2022, a percentage of new private developments in Town will contribute to creating public art.