

## Placerville Public Art Master Plan

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## **Executive Summary**

In 2022, Arts and Culture El Dorado (ACED) and Placerville City leaders agreed to commission a public art plan to establish a vision, standards, and funding strategies for art on public property that may come before the City Council. The plan would build upon elements of the City's planning documents, including 1990 community design standards and public art guidelines, and help fulfill an element of the City of Placerville's 2022 Strategic Plan -- to provide and maintain vibrant public spaces, events, and programs, ensure a well-designed and protected City infrastructure, and encourage and provide space for public art.

Based upon the City's interest in a public art plan, ACED applied for and received a grant from the National Endowment for the Arts to hire Art Builds Community (ABC), a California-based public art planning firm, to develop the plan. The City of Placerville also contributed financial support for the planning process.

ABC consulted with a wide cross-section of individuals and organizational representatives to develop a plan and a process to acquire and install public art at parks and other City sites. ABC's methods focused on broad community engagement and included historical research, site visits, interviews, focus groups, community meetings, and a popup event at the farmers' market. The ideas incorporated in this plan originated directly from the people who contributed to the conversation. The plan also includes detailed policies and protocols for review and adoption by the Recreation and Parks Commission, Planning Commission, and City Council.

ABC discovered that people have many things in common despite differing opinions about Placerville's character. The key takeaways were that community members love Placerville because of its hometown feel, its many fascinating stories, its beautiful natural landscape, its architecture, its artists, and its neighborhoods. Community members want local artists to create public art, and they want that art to reflect the things they love about Placerville.

The following vision and recommendations resulted from the planning process:

### **Mission:**

**The City of Placerville supports public art that celebrates its unique small-town character, its natural environment, and its historical role in the evolution of the region and the state.**

### **Guiding Principles**

- Tell all the stories.
- Respect the past, honor the present, and embrace the future.
- Celebrate the natural environment.

**Goals:**

- Support local artists.
- Create places for celebrations and performances.
- Enliven retail districts.
- Employ art as a navigation tool.

**Recommendations**

1. **Support local artists to create work in the public realm.**
2. **Commission art that illuminates Placerville's many histories, told and untold.**
3. **Integrate art with the natural environment.**
4. **Celebrate Placerville's historic architecture.**
5. **Commission art that enhances place and enlivens retail areas.**
6. **Build partnerships between ACED and other community-based organizations to expand engagement with public art.**
7. **Include art in the design of all public construction projects where feasible.**
8. **Adopt clear guidelines, policies, and procedures for developing art on public property.**
9. **Seek new funding sources to support public art.**

## Background

Placerville, California, is a city formed by its geology, its natural environment, and its people. Popularly known as “Old Hangtown” and, even earlier, as “Dry Diggins”, the city’s identity is defined by its Gold Rush history and culture. Like the mountains surrounding it, Placerville has a rugged past; and this is evident in its independent spirit, its history and its symbol, the hangman’s noose, a prominent feature on historic Main Street and in much of its retail marketing. The noose is a reminder of a historic event when “frontier justice’ was the town’s only form of governance. However, Placerville’s history is far richer and more nuanced than a single event. Placerville has a remarkable geologic history – its mountains and rivers led to the discovery and mining of gold. It also has a legacy of mechanical innovation, Indigenous people, environmental beauty, Victorian architecture, and long traditions of agriculture from apple orchards to wineries. Today Placerville is home to long-time residents whose families have lived in the area since the 19<sup>th</sup> Century, and newer and returning residents including a substantial artist community. It is the El Dorado County Seat, and it draws tourists who enjoy its charming Main Street, its natural beauty, history, arts, and wine culture. Community events, restaurants, and music are also an important feature of the town’s identity and economy.

Placerville residents are motivated to become involved in its cultural life. Many participate as active volunteers in community organizations. Celebrations at the historic Bell Tower, seasonal events and festivals create a lively place for visitors and residents alike. Its community spirit is evident in the enthusiastic and respectful way the town celebrates its many stories.

## Existing Art

Public art takes a variety of forms, and, for Placerville’s plan, it includes any art that is publicly available and free. As such, Placerville already hosts many public art projects and activities that serve its residents, workers, and visitors. Community organizations and individuals organize and fund these artworks, which explore a variety of themes. These programs include:

- **Community Pride:** This volunteer-led City committee has enriched Placerville for more than 30 years, through landscaping in public spaces throughout the City, promotion and support of volunteer public art efforts, and the recent completion of Monument Park honoring war veterans.
- **Save the Graves/Buried History:** This annual theatrical event portrays the stories of prominent, but often little known, people who shaped Placerville. Actors perform at or near the graves of the dead, reflecting on the events that shaped their lives and the times.
- **Barn Quilts of El Dorado County:** These painted portrayals of quilts adorn old barns, historic buildings, gardens, and other locations in El Dorado County. They draw people along the Farm Trails and tell a story at each location.
- **Banners on Parade:** Banners on Parade is a collaborative effort of artists, businesses, non-profit organizations, and city government that promotes the arts on Historic Main Street. It has produced 556 pieces of community art since 2005.
- **Sugar Skull Art Walk** is a growing program that engages people of all ages in the creation of *ofrendas* recognizing family members and other important people who have passed away.
- **Art on Broadway:** The Broadway Village Association enlivened businesses with paintings and poems about birds, acting as a scavenger hunt that drew people through this retail area.
- **Main Street murals:** There are a variety of privately funded murals on commercial buildings on Main Street and off Main Street, some exploring historical themes.

- **Third Saturday Art Walk** brings people downtown to experience gallery exhibits, food and wine. Placerville’s commercial and nonprofit art galleries feature work by local and Indigenous artists, including photography, paintings, sculpture, ceramics, jewelry, mixed media, and digital art.
- **The Historic Bell Tower** has been an ongoing framework for seasonal art and decoration.

ACED has also launched several innovative public programs including:

- Laureate Trail poetry reading series, featuring the El Dorado County Poet Laureate.
- Curated gallery exhibitions that celebrate regional heritage.
- Switchboard Connections, a series of workshops and poetry readings inspired by the artwork displayed in Switchboard Gallery.
- The NEA Big Read, a literary festival featuring events and workshops at El Dorado County libraries.

There are opportunities to build upon Placerville’s rich cultural life, by including art in new and existing development, and creating beautiful new public spaces. Building stronger partnerships between the City, artists, and community organizations can stimulate development of permanent civic artworks in parks, on trails, and at public buildings. This requires political will, community support, partnerships, and funding.

### **Challenges**

The last five years have been a challenge for everyone. The impact of fires, the Covid-19 pandemic, protest movements, and political divisions have taken their toll. In that respect, Placerville is no different from many other places. While people may differ on what they value, Placerville residents have more in common than what separates them. People love the town for its natural beauty, its architecture, its history, and its small-town atmosphere. Shared artistic activities can illuminate these small-town qualities and bring people together to share their love of the place.

### **Methodology**

During the planning process ABC reviewed City documents establishing goals for public art, development, parks, and design. The team visited and toured Gold Bug Park and Mine, the El Dorado County Historical Museum, and all Placerville’s parks and trails. They visited neighborhoods and retail areas. In addition, ABC conducted interviews with groups of individuals on June 8 and 9, 2023 including:

- City Staff
- Elected Officials
- Historians
- Arts Organization Representatives
- Businesspeople
- Multicultural Leadership
- City Leaders
- Community Members

ABC also led a community meeting attended by over 60 individuals on July 31, 2023, and an arts-based popup event at the Farmers Market on August 2. A second community meeting was held on December 11, 2023. Appendix 2 includes complete notes from the popup event and community meetings.

### **Findings: Emerging Themes**

There is significant agreement about the value of art among participants in meetings and public events. The following is a summary of emerging themes.

#### **What people love about Placerville:**

- History
- Small town feel
- Nature
- Music, art, poetry, and craft
- Unique businesses
- Historic architecture

#### **Locations for Art:**

- Downtown
- Placerville Drive and Broadway
- Utility boxes and billboards
- Parks and trails
- Waterways
- Town entrances/gateways
- Neighborhoods

#### **Art should represent:**

- All aspects of local history and diverse stories
- Past, present, and future
- Poetry
- Rivers and waterways
- Natural beauty
- Agriculture
- Indigenous culture
- Local artists

#### **Vision of Placerville in Ten Years:**

- Welcoming place, family-friendly
- More diverse
- Variety of arts experiences
- Family friendly

## **Mission, Guiding Principles and Recommendations**

The following mission, guiding principles and recommendations are based on community engagement, site visits and an understanding of City priorities and plans. These build upon Placerville's historical role in California's history and its residents' love of that history, the talents and enthusiasm of its artists and volunteers, and the beauty of its natural environment. They establish how community members value the arts, and the role they see publicly available art playing in Placerville's evolution.

### **Mission:**

**The City of Placerville supports public art that celebrates its unique small-town character, its natural environment, and its historical role in the evolution of the region and the state.**

### **Guiding Principles**

- Tell all the stories.
- Respect the past, honor the present, and embrace the future.
- Celebrate the natural environment.

### **Recommendations**

The following recommendations emerged from research and community input. Accomplishing these recommendations will require a coordinated effort. First, it is critical to build upon and honor existing volunteer arts and beautification accomplishments. Second, it is important that the City of Placerville engage ACED to support existing arts activities, build and broaden partnerships, raise funds, and market the arts. Third, the City itself can support the arts through the advocacy of the City Council and the Mayor, funding for the arts, and the provision of City services for publicly available arts activities and amenities.

- 1. Support local artists to create work in the public realm.**
  - a. Promote partnerships between local galleries, restaurants, businesses, and wineries to display the work of local artists.
  - b. Create a public art map that includes information about where to find art and credits the artists who created the work.
  - c. Encourage artists who work with local nonprofit agencies such as MORE, to create artwork in public places.
  - d. Advocate for creation of a public stage.
  - e. Provide spaces for artists to create, exhibit, and teach.
  - f. Support performance art including the wagon train and newly created works.
- 2. Commission art to illuminate Placerville's many histories, told and untold.**
  - a. Build partnerships between ACED, El Dorado History Museum, the Shingle Springs Band of Miwok Indians, the Native American Center for Arts and Culture (Center Street Gallery), El Dorado Historical Society, El Dorado Gold 1848, and other local groups to commission interpretive artworks that bring little-known histories to life.
  - b. Commission an artist team to create a map-based audio tour that re-enacts Placerville's many stories.

- c. Encourage interpretive art projects to use history as a springboard to explore contemporary stories.
- d. Commission functional and sculptural art that illustrate these stories.
- e. Expand frequency of Save the Graves/Buried History vignette performances and engage local high school students in creating and performing them.

**3. Integrate art with the natural environment.**

- a. Seek funding for a program that pairs local artists, poets, musicians, and landscape artists with environmental professionals and organizations to create educational markers and self-guided tours that encourage people to value and explore the natural environment.
- b. Promote environmental art as an element of tourism.
- c. Commission environmental art and earthworks.
- d. Develop a native plant walk that includes artist-designed places for people to rest and contemplate nature.
- e. Work with the City and County to commission gateway art at trailheads.

**4. Celebrate Placerville's historic architecture.**

- a. Create artist-designed neighborhood tour maps that illustrate unique architecture and the history of the people who lived there.
- b. Acknowledge, promote, and value Placerville's historic architecture in downloadable audio tours.
- c. Promote inter-Neighborhood food, drink, and culture tours.
- d. Continue to explore future use of County Courthouse as a performance space.

**5. Commission art that enhances place and enlivens retail areas.**

- a. Seek funding for a gateway sculpture at the Highway 50 eastbound exit onto Forni Road to welcome people to Placerville.
- b. Work with building owners to commission a continuous mural wall facing Highway 50 between Spring Street and Bedford Avenue.
- c. Build partnerships with retailers on Broadway and Placerville Drive to encourage arts improvements such as utility boxes, crosswalk art, permanent artwork banners, and artist designed street furniture.
- d. Encourage property owners to commission art installations in empty storefronts.
- e. Commission new murals:
  - i. Encourage business owners to nominate walls for murals.
  - ii. Commission murals that invite selfies.
  - iii. Commission murals for Placerville's downtown alleys.
- f. Promote culinary arts as an element of Placerville's culture.
- g. Create busking spots for street musicians.
- h. Encourage performances at the Bell Tower.



**6. Build partnerships between ACED and other community-based organizations to expand engagement with public art.**

- a. Build partnerships between artists and local hunting, fishing, and environmental groups to create artworks that encourage people to explore and preserve the natural environment.
- b. Partner with community organizations to promote inter-generational arts and cultural experiences.
- c. Support Community Pride's work employing art and landscape to reinforce Placerville's character and promote walkability.
- d. Seek funding for an ongoing artist residency program with the El Dorado County Historical Museum.
- e. Partner with the El Dorado County Chamber of Commerce and Visit El Dorado County to promote Placerville as a place where public art thrives.
- f. Partner with the school district to create opportunities to engage high school students in performing arts, visual arts, and manual arts in the development of public art in all its many forms.
- g. Exhibit videos of Placerville's arts and culture on Placerville's YouTube and local cable access.
- h. Encourage El Dorado High School and the owners of IOOF building to increase access for performances in their buildings.

**7. Include art in the design of all public construction projects where feasible.**

- a. Commission interpretive art as an element of Placerville creek trail improvements, including maps and signage.
- b. Include a Creekside performance and gathering area.
- c. Consider a gazebo for performances in Benham Park.
- d. Integrate art into all streetscape improvements including crosswalks, roundabouts, and wayfinding where feasible.
- e. Include art in the future renovation of the historic courthouse.
- f. Collaborate with El Dorado Transit to create artwork elements in the transit station parking lot.

**8. Adopt clear guidelines, policies, and procedures for developing art on public property:**

In 1990, a Chamber of Commerce leadership group developed draft public art policies and procedures that were subsequently presented, but never adopted, by the City. Appendix 3 is an updated version of these guidelines. The proposed document includes the following elements:

- a. Community engagement policy for all City and other government-funded public art projects.
- b. A framework to keep the public informed and engaged with public art as it develops.
- c. Expanded role for City of Placerville Community Pride Committee as a formal review body for art in public spaces.
- d. Composition of Community Pride as a cross-disciplinary public art committee including artists, arts professionals, environmental educators, landscape designers, historians, and community members in decision-making.
- e. Clear guidelines for approval of art on or over City property.
  - a. Policy for acceptance or rejection of proposed gifts of artworks to the City.

- b. Artist and artwork selection criteria.
- c. A policy for removal of public art from City property.
- d. A policy for maintenance of artwork on City property.

**9. Seek new funding sources to support public art:**

- a. Initiate a percentage of the valuation of new private developments for art in Placerville (for example: 0.6% of valuation up to \$100K; 0.3% of valuation over \$100K to \$500K; and 0.1% of valuation over \$500K)
- b. Increase the City's Transient Occupancy Tax from 10% to 12% to support public art.
- c. Pursue grants built on partnerships with other community and environmental organizations such as MORE, Save the Graves, American River Conservancy, etc.
- d. Seek funding from state and national agencies including National Endowment for the Arts, California Arts Council, National Endowment for the Humanities, Cal Humanities as well as environmental and forestry programs.
- e. Build partnerships with government agencies including El Dorado County Irrigation District, El Dorado Fire Safe Council, Placerville Fire Safe Council, El Dorado County Health & Human Services, and El Dorado Transit to use art to enhance their missions.

## **Appendix 1: Community Engagement Timeline**

### **June 8-9, 2023**

Focus groups and Interviews

Meeting with City Administrators, Policymakers

Tours of City-owned sites, historical museums

### **July 31-August 2**

Steering Committee Meeting

Community Meeting

Farmers Market Popup Event

### **October 26, 2023**

Steering Committee Meeting

Tours of potential public art sites

### **December 11, 2023**

Community Meeting

Steering Committee Meeting

## **Appendix 2: Acknowledgments**

*Art Builds Community thanks the following individuals for their support and assistance in the development of this plan:*

### **Elected Officials**

Michael Saragosa, Mayor

Jackie Neau, Vice Mayor

Wendy Thomas, El Dorado County Supervisor, District 3

### **City Administrators**

Cleve Morris, City Manager

Pierre Rivas, Director of Development Services

Terry Zeller, Director of Community Services

### **Public Art Master Plan Steering Committee**

Heather Beatty Spring, Co-owner, The Bookery

Michael Frenn, Chair, Placerville Planning Commission

Kathi Lishman, Founder, Community Pride; Former Placerville Mayor, City Councilmember

James Marquez, Former Director, Foothill Indian Education Alliance, Center Street Gallery

Pierre Rivas, Director of Development Services

Gwyn Stramler, Artist, Placerville resident

Tony Windle, Owner, TW Bonkers Emporium; Musician

Terry Zeller, Director of Community Services

### **Interviewees/Focus Group Participants**

Lexi Boeger, El Dorado County Planning Commission; Boeger Winery family

Laurel Brent-Bumb, CEO, El Dorado County Chamber of Commerce

Darin Coehlo, Co-Owner, The Bookery

Mary Cory, Director, El Dorado County Historical Museum

Elena DeLacey, Executive Director, American River Conservancy

Charlie Downs, Community Leader, Retired Architect

Michael Frenn, Chair, Placerville Planning Commission

Cary Friar, Landscape Artist

Kris Payne, Board Member and Former President, El Dorado County Historical Society

Jeff Meader, Co-owner, Placerville News Company

Ruth Michelson, Co-owner, Placerville Gallery; Gold Rush Days Organizer

Dee Owens, Member, El Dorado County Historical Society; El Dorado County Historical Commission

Deb Power; Member, Community Pride

Rebecca Roehr, Professor, Placerville Campus Folsom Lake College; Volution Gallery, Artist

Sue Taylor, President, El Dorado Gold 1848; Board Member, El Dorado County Historical Society

Jennifer Teie, Owner, Green Room Social Club

Brian Veerkamp, Former El Dorado County Supervisor, District 3 (now Supervisor-Elect)

Melinda Velasco, Founder, Sugar Skull Art Walk; Musician

Rina Wakefield, Placerville Branch, El Dorado County Library; Writer

Tony Windle, Owner, TW Bonkers Emporium, Musician

### **Arts and Culture El Dorado Staff**

Terry LeMoncheck, Executive Director

Marya Osucha, Exhibitions Curator and Special Projects Manager

**Appendix 3: City of Placerville**  
**February 25, 2025**  
**Draft Public Art Policies and Procedures**

**A. PURPOSE:**

The Public Art Policy is intended to ensure the development of a high-quality permanent art collection for the community and to establish guidelines for changing artworks. Art in public places is hereby defined as:

- i. Any work of art displayed for two weeks or more in an open City-controlled area, on the exterior of any City-maintained facility, within any City-owned facility, and/or in areas designated as public areas, lobbies, and public assembly areas.
- ii. Works of art may include, but not be limited to, murals, sculptures, monuments, lighting, frescoes, fountains, paintings, stained glass, and ceramic.
- iii. Artistic performances that take place at City-owned facilities and properties.

**B. POLICY STATEMENT:**

The City of Placerville desires to enhance its identity as an artistic community. The City of Placerville, through its Public Arts Program, will celebrate its artistic heritage and vital arts community, embrace cultural responsibilities, and guarantee future generations a rich artistic legacy through the acquisition and exhibition of quality works of art.

**C. POLICY GOALS**

The principal goals for acquiring and displaying works of art on public property are:

- i. To enrich the public environment for both residents and visitors through the incorporation of the arts.
- ii. To nurture, enhance, and encourage the community's awareness and value of art.
- iii. To enhance the City of Placerville's recognition as a center for the arts.
- iv. To increase public access to works of art.
- v. To promote an understanding and awareness of the arts in the public environment.
- vi. To promote diversity through a variety of expressions, styles, designs, and media.
- vii. To create an environment that encourages and supports funding and partnerships for public art.

**D. PROCEDURES**

- i. Arts and Culture El Dorado will establish a Public Art Committee. Arts and Culture El Dorado will serve in a neutral capacity in providing staff support to the Committee and not serve as voting members.
- ii. **Public Art Committee.** The Public Art Committee shall meet on an ad hoc basis as public art projects arise, and shall be responsible for the review, selection, and recommendation for the acquisition of all public art to the City Council for approval.

**III. Committee Composition:**

The composition of the Committee shall consist of 7 members as follows:

- a. Three community member volunteers
- b. Administrator or designee, El Dorado County Historical Museum
- c. One Design Professional (architect, landscape architect)
- d. One Arts Professional (art historian, curator, conservator)
- e. One Visual Artist

iv. **Appointment to the Committee:** Arts and Culture El Dorado shall issue a call for applications for the Public Art Committee.

- a. The Public Art Committee shall make every effort to select a broad variety of artistic disciplines and acknowledge the wealth of artists within the local community.
- b. The Public Art Committee may from time to time be asked to participate in matters related to art and community aesthetics.
- c. Arts and Culture shall provide a list of committee members to the City. Arts and Culture shall notify the City of any changes to the membership.

v. **Public Review Period.** There shall be a review period of 30 to 45 days after which the Community Pride Committee recommends approval of a work of art to City Council for acquisition by purchase, loan, or donation.

- a. During the public review period the work itself, a copy of the work, or photograph video, slide, drawing, model, or other representation of the artwork shall be made available for inspection by the public during regular hours at Town Hall, or a place close to Town Hall, and online.
- b. Notice of the public review period shall be published in the local newspaper.
- c. Public comments shall be forwarded to the City Manager for consideration by the Community Pride Committee.

**Artwork Review Criteria.** The Community Pride Committee shall consider the following criteria when reviewing works of art for purchase, gift or loan to the City Collection and recommendation to the City Council. The City Council shall utilize the same criteria when considering whether to accept or reject a Community Pride Committee recommendation.

- a. Artistic Excellence. Art selected for the collection should demonstrate the skill and competence of the originator, and the best examples of its artform available at the time of acquisition.
- b. Historical significance, if applicable: The object accurately represents a facet of Placerville or El Dorado County history as demonstrated by written documentation and objective evidence.
- c. The object's physical condition and whether the object is of exhibition quality will be considered.

- d. Consideration will be given to whether the City already owns sufficient or better examples of the type of object or objects created by a particular artist in a particular style.
- e. Consideration will be given to whether the City has the facilities necessary to properly care for and keep the object safe. (The City has limited storage space and must consider the cost of processing insuring, maintaining, or storing the new artwork).
- f. If there are any special costs or special methods associated with maintaining or storing the artwork, such costs and methods must be made known to the City Council prior to a vote to acquire the artwork.
- g. Signage for the artwork to be displayed on public property shall be limited to the artist's name, title, and date of the work and, where appropriate, its funding source. The name of the donor or lender may be part of this installation.
- h. Consideration will be given of the scale and nature of the site.
- i. Whether the artwork is appropriate for display to the general public.

**E. City Responsibility.** In acquiring works of art (by purchase, gift, or loan), the City is governed by its responsibility to:

- a. Determine the best location and display methods for pieces of public art in the City's collection.
- b. Preserve, conserve, and maintain the objects in its collection. If there are any special costs or methods associated with preserving, conserving, or maintaining the artwork, those costs and methods shall be made known to the City Council prior to acquiring the artwork.
- c. Catalogue the objects in the collection. Complete records shall be made and maintained of all artworks acquired.
- d. Inform the public about the objects in the collection through display, publication and/or other educational means.
- e. Ensure that the interests of all concerned parties are heard including the public, the artist, and the City.
- f. Ensure that a legal instrument of conveyance, necessary waivers, and documents transferring title and ownership of the artwork and clearly defining the rights and responsibilities of all parties accompany all acquisitions.

**10. Acquisition Procedure:**

- a. Acquisition is hereby defined as the inclusion of new works of art into the City's collection by purchase, gift, or loan. Permanent collection shall be work intended to remain two years or longer.
- b. Members of the Community Pride Committee may submit a work of art for consideration for acquisition, but that member must abstain from voting on the decision whether to recommend the object for acquisition.
- c. Any individuals having business with or desiring to request a particular work of art be considered through the Acquisition Procedure must submit a written request to the City Clerk thirty (30) days prior to a regularly scheduled Community Pride Committee



meeting. The artist or the artist's representative must acknowledge in writing that he or she has received a copy of the Public Art Policy and has reviewed and understood it. Any member of the Community Pride Committee may recommend a work of art to the entire Committee for acquisition through purchase, donation, gift, or loan and, where appropriate, commission. The rules of acquisition are as follows:

- i. The work itself, a copy of the work, or a photograph, videotape, slide drawing, model or other representation of the artwork must be available at a regular meeting of the Community Pride Committee for examination.
- ii. Members of the Community Pride Committee must make every attempt to inspect the actual/physical artwork being considered for acquisition. When objects being considered cannot be directly examined by the Committee, the vendor shall provide one or more photos, videotapes, slides, drawings, models, or other representations of the artwork.
- iii. The Public Art Fund must have funds available to cover all costs associated with the purchase, transportation, installation, ongoing maintenance, and insurance of the art.
- iv. The Community Pride Committee shall recommend and seek formal approval by a majority vote to the City Council at a regular monthly meeting. The recommendation will be forwarded to City Council. The City Council shall make the final determination of the recommendation.
- v. Following City Council approval, Staff shall notify the artist/vendor of the City Council's determination. When appropriate, staff shall also initiate all acquisition procedures.
- vi. Once all documents have been signed and received, the City shall initiate payment from the Public Art Fund for the art, transportation, installation, and all expenses pertaining to the acquisition's circumstances per agreement.
- vii. The object shall be photographed and received into the collection and acquisition form completed by staff.
- viii. City staff shall ensure that the object is properly installed. The artist or the artist's agent agrees to consult with City staff on the installation of the artwork.

**Definitions:**

**Artist:** A practitioner in the arts, generally recognized by critics and peers as a professional of serious intent and recognized ability who produces works of art and is not a member of the project architectural firm.

**Arts Professional:** Practitioner of visual, performing, literary, culinary or landscape arts.

**Artistic Excellence:** Artwork demonstrates the skill and competence of the originator, and represents the best examples of its artform available.

**Deaccession:** Removal of art from the City's collection.

**Historical Significance:** Accurate representation of Placerville or El Dorado County history as demonstrated by documentation and objective evidence.

**Public Art Fund:** A fund established by the City of Placerville to receive donation, grants, and fees from public and private development for the creation of permanent and temporary artworks in publicly accessible locations.

### **Sample Artwork Acquisition Form (For existing artworks)**

- Name of Artist
- Artist's Resume (attach)
- Name of Artwork
- Date of Artwork Completion
- Dimensions of Artwork
- Artwork Media
- Appraised value of artwork (if available)
- Maintenance Requirements (attach as separate document)
- Provenance (history of artwork ownership)

## Placerville Public Art Plan – Sample Deaccession Policy

1. **Deaccession Policy.** Deaccessioning is a procedure for the withdrawal of an artwork from the public collection. Deaccessioning should be considered only after ten (10) years have elapsed from the date of installation of permanent works and acceptance in the case of portable works or under special circumstances (e.g., the piece has been damaged beyond repair). Deaccessioning will be considered only after a careful and impartial evaluation of the artwork within the context of the entire collection. At the beginning of the process, the Community Pride Committee will make reasonable effort to notify any living artist whose work is being considered for deaccessioning.
2. **Eligible Artworks.** All artworks owned by the City of Placerville, whether acquired through the Percent for Art Program, donation, or any other method, are eligible for deaccessioning. In the case of donated artworks, all legal documents relating to the donation will be reviewed prior to beginning the process.
3. **Deaccessioning Procedure.** Deaccessioning should be executed by the Community Pride Committee with the support of the ACED, and with the approval of the City. The Committee may utilize the services of an appraiser and/or a consultant if necessary, in the Committee's determination.
4. **Criteria for Deaccessioning.** The Community Pride Committee may consider the deaccessioning of artwork for one or more of the following reasons:
  - i) A work is not, or is only rarely, on display because of lack of a suitable site.
  - ii) The condition or security of the artwork can no longer be reasonably guaranteed.
  - iii) The artwork has been damaged or has deteriorated and repair is impractical or infeasible.
  - iv) The artwork endangers public safety.
  - v) In the case of site-specific artwork, the artwork is destroyed by severely altering its relationship to the site.
  - vi) The artwork has been determined to be significantly incompatible or inferior in the context of the collection.
  - vii) The City wishes to replace the artwork with work of more significance by the same artist.
  - viii) The artwork requires excessive maintenance or has faults of design or workmanship.
  - ix) There has been sustained and overwhelming public objection to the artwork.

5. **Sequence of Action.**

- i) The Community Pride Committee shall determine whether an artwork meets one of the criteria listed above.
- ii) The Community Pride Committee and ACED shall submit a report to City staff that includes the opinion of the City Attorney on any restrictions that may apply to the specific work.
- iii) The Community Pride Committee and ACED shall review the report and may ask ACED staff to seek additional information regarding the work from the artists, art galleries, curators, appraisers or other professionals.
- iv) The Community Pride Committee shall send a deaccession report to the City Manager for approval.
- v) Upon approval of its recommendation, the Community Pride Committee shall consider the following actions:
  - (1) Sale or Trade.
    - (a) Artist will be given first option to purchase or trade.
    - (b) Sale may be through auction, gallery resale or direct bidding by individuals, in compliance with law, rules and policies governing City surplus property.
    - (c) Trade may be through artist, gallery, museum, or other institutions for one or more artwork(s) of comparable value by the same artist.
    - (d) No works of art shall be sold or traded to members or staff of the City, ACED or Community Pride Committee.
    - (e) Proceeds from the sale of a work of art shall be returned to the Public Art Fund and designated as proceeds from deaccessioning. Funds from the sale of gifts shall go into the Public Art Fund for future artworks projects. Any pre-existing contractual agreements with the artist regarding resale shall be honored.
  - (2) Destruction of work deteriorated or damaged beyond repair and deemed to be of negligible value.
  - (3) Donation. If the Public Art Committee is unable to dispose of the artwork in a manner outlined above, the work shall be donated to a non-profit organization or otherwise disposed of as the ACED and the Community Pride Committee see fit.