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City Manager's Report
February 25, 2025, City Council Meeting
Prepared by: Cleve Morris, City Manager
Item #: 12.2

Subject: Consider adoption of Appendix 3 to the City's adopted Public Art Master Plan Outlining Public Art Policies and Procedures.

Recommendation: Adopt a resolution approving Appendix 3 to the Placerville Public Art Master Plan.

Purpose: The purpose of the Public Art Master Plan is to establish guidelines to encourage public art and to establish procedures for art in public places. Appendix 3 provides specific policies and procedures to assist in the process of providing public art in the community.

Strategic Plan Strategy: Maintain and Improve Quality of Life 4) Strategy – Encourage and provide space for public art.

Background: In 2022, Arts and Culture El Dorado (ACED) and Placerville City Council 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 also contributed funding to support 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.

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 of 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
- Community 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, 2023. A second community meeting was held on December 11, 2023. Discussions from these meetings helped craft the Draft Plan as presented.

On April 9, 2024, the City Council reviewed the plan and provided initial comments. The Council also requested that the plan be reviewed by the Planning Commission and the Recreation and Parks Commission and then brought back to City Council for consideration. On April 16, 2024, the Planning Commission reviewed the plan and were asked to submit comments by May 6, 2024. The Recreation and Parks Commission met on April 17, 2024, and reviewed the plan. The Commission provided comments to staff on the Plan which have been incorporated into the document. On May 14, 2024, the Plan was brought back to the Council for adoption. The Council adopted the plan with the exception of Appendix 3, Public Art Plan Policies and Procedures. Of specific concern was the Public Art Committee which would require additional staff time to administer.

Discussion: Over the past year staff and others have discussed the policies and procedures and how to make them work without putting an additional project and workload on staff.

Councilmember Neau worked with staff and Arts and Culture El Dorado to establish the changes to the policies and procedures that will meet the needs of the City and Arts and Culture El Dorado.

The changes outlined are as follows:

1. Arts and Culture El Dorado will appoint the Public Art Committee.
2. Upon appointment, ACED will notify the City of Committee members.
3. Arts and Culture El Dorado will staff the Committee.
4. Arts and Culture El Dorado will post the agendas for Public Art Committee Meetings and provide a copy to the City to post on the City's website and social media.

5. The Public Art Committee will make project/art recommendations for Council approval.
6. The City Council will have final approval on all Art Purchase and other Art projects.
7. The committee will consist of 7 Professionals/City Residents appointed by the EDAC.
8. Arts and Culture El Dorado will invite Art Professionals to comment and participate in project discussions.

Options:

1. Adopt the resolution approving Appendix 3 Policies and Procedures.
2. Make changes to the Draft Appendix 3 and adopt Appendix 3.
3. Do not adopt Appendix 3 at this time and provide further direction to staff.

Environmental:

This program does not qualify as a project under the California Environmental Quality Act (CEQA) and therefore no Environmental Statement is necessary.

Cost: There will be some cost in finalizing the plan. These costs can be absorbed in the current year's budget.

Budget Impact: None



M. Cleve Morris, City Manager

Attachments:

- Att. A: Resolution
Att. B: Adopted Plan and Draft Appendix 3