

County of Santa Cruz

DEPARTMENT OF PARKS, OPEN SPACE & CULTURAL SERVICES

979 17TH AVENUE, SANTA CRUZ, CA 95062

(831) 454-7901 FAX: (831) 454-7940 TDD: (831) 454-7978

JEFF GAFFNEY
DIRECTOR

ARTS COMMISSION – AGENDA

Monday, December 9, 2024
3:00 p.m.

Simpkins Family Swim Center Community Room
979 17TH Avenue
Santa Cruz, CA 95062

Regular Meeting – Annual Planning Meeting

I. CALL TO ORDER / ROLL CALL

II. AGENDA MODIFICATIONS OR APPROVAL

III. ORAL COMMUNICATIONS: Any person may address the Commission during its Oral Communication period. Speakers must not exceed two (2) minutes in length, or the time limit established by the Chair, and individuals may speak only once during Oral Communications. All Oral Communication must be directed to an item listed on today's Consent Agenda, yet to be heard on Regular Agenda, or a topic not on the agenda that is within the jurisdiction of the Commission. Commission members will not take actions or respond immediately to any Oral communication presented regarding topics not on the agenda but may choose to follow up later, either individually or on a subsequent Commission Agenda. Oral communications will normally be received by the Commission for a period not to exceed thirty (30) minutes. If, at the end of this period, additional persons wish to address the Commission, the Oral Communication period may be continued to the last item on the agenda.

IV. CONSENT AGENDA

- a. Approve meeting minutes from September 9, 2024 Pages 2-3

V. STAFF REPORTS

VI. REGULAR AGENDA

A. Information/Discussion Items

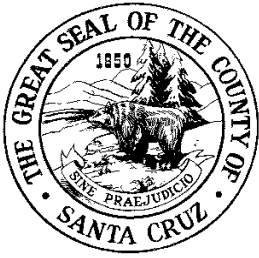
- 1. Arts Commission Attendance – 2023 and 2024 Pages 4-5
- 2. Youth into the Arts – subcommittee report

B. Action Items

- 1. Selection Panel's Recommendation of Public Artist for the Floral Park public art project..... Pages 6-11
- 2. 2025 Public Art Plan Pages 12-13
- 3. 2025 Arts Commission meeting schedule..... Page 14
- 4. 2023/24 Biennial Report Pages 15-17
- 5. Public Art & Design Guidelines – Final Draft revisions Pages 18-34
- 6. Arts Commission by-laws revisions..... Pages 35-44
- 7. Support Santa Cruz County Chamber of Commerce in establishing a new Arts Award Category & form subcommittee
- 8. Legacy Award

VII. AGENDA / MEETING FOR: January 27, 2025 – 4:30 PM

VIII. ADJOURNMENT



County of Santa Cruz

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JEFF GAFFNEY
DIRECTOR OF PARKS

DRAFT

ARTS COMMISSION MINUTES September 9, 2024, 4:30 p.m. – 979 17th Ave., Santa Cruz

I. Called to order at 4:36 p.m. Present: Niven, Phillips, Stabile, Kroslowitz, Singer, Miranda, Rogers
Absent/Excused: Leclerc, DeWorken Vacant seats:1
Staff: Sarah Shea, Kathy DeWild

II. Approved Agenda with Modifications - Motion/Second: Miranda/Stabile
Switch Items VI. B. 4 and 1
AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 2

III. Oral Communications – None

VI. Approved Consent Agenda - Motion/Second: Stabile/Miranda
AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 2

V. Staff reports

Summer programs were well-received by the public, with new class such as gymnastics and longtime favorites Pool Jr. Guards and swim lessons filling to capacity. The Department received a grant from the Coastal Conservancy to begin planning for outdoor education opportunities at Greyhound Rock. The Poetry & Music in the Park event at Mesa Village Park on 4/28 was a great success. The Spotlight Awardees' show on the 5th floor of the Gov. Ctr. will be up through mid-October. Poetry and Music in the Park with Poets: Kimberley Bermender, Andrew Fague, and Maggie Paul and musicians The Untangled Band will be held October 6 at Mesa Village Park from 1:30-3:30 p.m. The Arts Commission recommendation of public artist for the Ben Lomond Transfer Station public art project goes before the Board of Supervisors on Dec 10. The Call to Artists for Floral Park public art project is out, with proposals due Oct. 18. A Call for Hidden Beach public art will be released soon, followed shortly thereafter by Calls for the Swim Center Slide Replacement and the Pace Trails.

VI. Regular Agenda

A. Information and Discussion Items

1. The Youth in Arts subcommittee has nothing new to report.
2. Parks staff shared the department's feedback on proposed draft updates to the Public Art & Design Guidelines, which included adding examples of how pooled funding could be spent to increase equity in arts throughout the County.

B. Action Items Items

1. Discussion concerning Public Art & Design Guideline updates continued, with commissioners responding to Parks' feedback, as well as proposing other updated language. Staff will update the draft guidelines with the commissioners' suggestions for review and potential action at the December 9 meeting. No vote was taken.

2. Appointed two Commissioners to serve on the Swim Center Slide Replacement public art panel: Singer and Kroslowitz.

Motion/Second: Stabile/Rogers

AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 2

3. Appointed two Commissioners to serve on the Pace Trails public art panel: Phillips and Niven.

Motion/Second: Stabile/Kroslowitz

AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 2

4. Appoint one Commissioner to serve on the Government Center Exhibits Panel: Kroslowitz

Motion/Second: Stabile/Singer

AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 2

5. Appoint one Commissioner to serve on the 2025/26 Santa Cruz County Poet Laureate selection committee: Miranda.

Motion/Second: Stabile/Singer

AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 2

VII. Next meeting date: December 9, 2024 – 3:00-6:00 PM. Agenda items may include:

- Arts Commission Attendance – 2023 and 2024
- Youth into the Arts – Commissioner Singer's presentation
- Consider Selection Panel's Recommendation of Public Artist for the Floral Park public art project
- Consider Selection Panel's Recommendation of Public Artist for the Hidden Beach public art project
- Consider 2025 Public Art Plan
- Consider 2025 Arts Commission meeting schedule
- Consider 2023/24 Biennial Report
- Public Art & Design Guidelines – Discussion and potential vote
- Santa Cruz County Chamber of Commerce – Arts Award Category – form subcommittee
- Legacy Award

VIII. Adjournment – 5:50 PM

Motion/Second: Kroslowitz/Singer

AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 2

ARTS COMMISSION - Attendance 2023

P = Present E = Excused Absence U = Unexcused Absence V = Vacant R = Resigned C=Canceled/No Quorum P*=Late Arrival to Meeting T= Term ended

Meets selected Mondays at 4:30PM, 979 17 th Ave.	Jan. 23	Feb.	Mar. 6	Apr.	May 1	June	July 10	July 17	July 21	Aug.	Sept. 11	Sept. 25	Oct.	Nov. 6	Dec. 4
DISTRICT 1 – SUPERVISOR KOENIG															
Karen Kroslowitz							C	C	P		C	P		C	P
Paula Woods	P		P		P		C	C	R						
Arthur Solway	P		P		R										
DISTRICT 2 – SUPERVISOR FRIEND															
Cynthia Kilian	P		P		P		R								
Charlie Singer												P		C	P
Adele Gardner	U		P		E		C	C	E		C	E		R	
DISTRICT 3 – SUPERVISOR CUMMINGS															
Taj Leahy					P		C	P	P		C	P		C	P
Valeria Miranda														C	P
Joanna Phillips	P*		P		T										
Aura Oslapas	P		E		T										
DISTRICT 4 – SUPERVISOR HERNANDEZ															
Paul De Worken	U		P		T										
Herminia Borges							C	C	P		C	U		C	U
Judy Stabile	P		P		P		C	C	P		C	P		C	E
DISTRICT 5 – SUPERVISOR McPHERSON															
Lynda Phillips	P		P		P		C	C	P		C	P		C	P
Margaret Niven	P		E		P		C	C	P		C	P		C	P

ARTS COMMISSION - Attendance 2024

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DISTRICT 1 – SUPERVISOR KOENIG												
Karen Kroslowitz	P		P		P		P		P			
Sonia Leclerc	P		P		U		P		E			
DISTRICT 2 – SUPERVISOR FRIEND												
Brenda Rogers			P		P		P		P			
Charlie Singer	P		P		P		P		P			
DISTRICT 3 – SUPERVISOR CUMMINGS												
Taj Leahy	P		E		R							
Valeria Miranda	P		P		E		P		P			
DISTRICT 4 – SUPERVISOR HERNANDEZ												
Paul DeWorken					P		P		E			R
Judy Stabile	P		P		P		E		P			
DISTRICT 5 – SUPERVISOR McPHERSON												
Lynda Phillips	P		E		P		U		P			
Margaret Niven	P		P		E		P		P			

Proposal for Floral Park

JUSTIN FRANCAVILLA
justinfrancavilla.com

Justin Francavilla - CV
www.justinfrancavilla.com

Education

The Cooper Union for the Advancement of Science and Art New York, NY, B.F.A. 2001

Public Art & Installations

The Heart of Soquel Parkway, Santa Cruz County, CA, 2024, 10 Bronze Plaques
HBO Office Installation, NYC - 2016, 2 Vinyl Murals, 8' x 25'

Select Clients: Illustration 2016 - Present

The Village Voice, The Guardian, Harper's Magazine, The Baffler, The Tablet, The L Magazine, Citadel (Denmark), Piaui Magazine (Brazil), Wonderland (Denmark)

Solo Exhibitions

Daniel Cooney Fine Art, New York NY, *Dead Flowers*, 2010
Daniel Cooney Fine Art, New York NY, *Men*, 2008
Maurice N. Flecker Memorial Gallery, Suffolk County Community College, NY *Testimonies Against Obliteration*, 2008

Group Exhibitions

Minnow Arts, *Prints & Zines*, Santa Cruz, CA, April 2024
Julie Saul Gallery, New York NY, *The Pencil of Nature*, 2010
Wonderland Art Space, *Best of Wonderland*, Copenhagen, Denmark, 2010
60 Wall St. Art Gallery, Duetsche Bank, New York NY, *Back to the Garden*, 2009
Daniel Cooney Fine Art, New York NY, *Drawings*, 2009
Wonderland Art Space, Copenhagen Denmark, *Human, Nature, Machine*, 2009

Residencies & Awards

Santa Cruz Arts Council Grant for Printmaking awarded June 2024
Lower East Side Printshop; Keyholder Resident, 2010-2011

Proposal for Floral Park

My name is Justin Francavilla, I'm a local Santa Cruz artist and I am very excited to apply for this public art opportunity in Floral Park! This past summer, I successfully completed my first public art installation in the Heart of Soquel Parkway with the Santa Cruz County Parks Department and their Percent for Art Program. This project involved ten bronze plaques set on boulders throughout the parkway, these showcased the underappreciated animals from our neighborhood and were created to be used for rubbing printmaking. For Floral Park, I envision building upon this success with a new tide pool-themed bronze plaque and bronze sculpture to compliment the newly installed tide pool theme playground.

I have a deep passion for tide pools and the enchanting creatures that inhabit them and I have spent countless hours exploring the tide pools at Pleasure Point. I have been captivated by my continued discoveries there and my most treasured find recently was a tiny neon blue Nudibranch. I constantly check the tide charts for a good negative tide or better yet the next King Tide!

My proposed sculpture will either be one singular bronze plaque that has 3 sculptural elements affixed to it or, preferably and budget permitting, this will be broken into two separate pieces, one Bronze Relief Plaque and one cast Bronze Sculpture.

My proposed title is "Life of the Tide Pool Party," and will feature ten living creatures, all of whom can be found just one block away in the world-renowned Pleasure Point tide pools. Infused with whimsy, the design will include playful elements such as sea stars embracing each other, alongside some of our underappreciated sea neighbors like Nudibranchs, Snails, and Barnacles. The magic of working with a Bronze Relief Plaque is that this format can be used to make a rubbing print with. Visitors will only need a sheet of copy paper and a crayon in order to make a relief print and take their own copy of the art home. This will be an interactive printmaking experience that can be shared by people of all ages, it's a fun activity for parents and children alike as well as for couples and individuals. Making prints also helps viewers engage more closely with the artwork and the text that it contains.

Both the Bronze Plaque and Sculpture will be mounted on two new boulders that are carefully selected for their height to accommodate easy viewing and accessibility to kids of all heights and for our community members who rely on wheelchairs. The boulders will be placed in the newly landscape section next to the tide pooled themed playground and they will be set slightly in the ground to appear as if they have always belonged in that spot. The preferred location is illustrated in the visual support. The chosen boulder(s) will be rich with lichen, mimicking the tide pool environment. A cutout will be

made in each boulder to securely set the bronze in place, the bronze will be both bolted and epoxied in place.

Working with two distinct bronze pieces will allow one to remain as just an up/down relief bronze plaque which will be easier to make rubbing prints from. If we proceed with a singular sculpture I will create a one large plaque base measuring approximately 14 inches tall by 20 inches wide and 3 sculptural elements will be affixed to it. The base will still be large enough to support rubbing printmaking. This base will include all of the text, several of the sea creatures, and a kelp/ocean border. This artwork and lettering will be highlighted in brass against a deep blue patina. The plaque will be shaped irregularly to evoke the form of a tide pool.

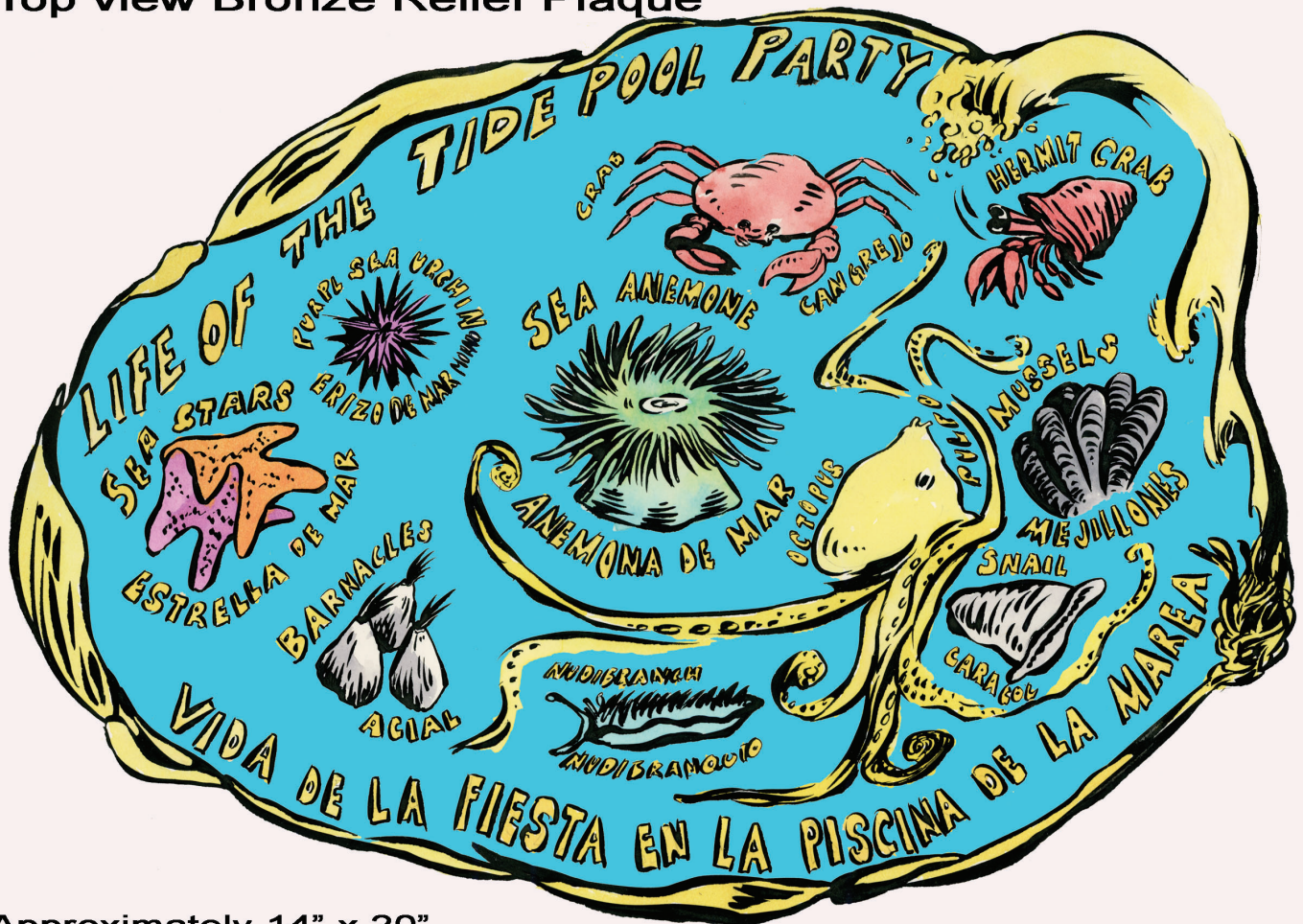
The 3 sculpture elements will be individually carved in either clay or wax and cast in bronze. They will then be affixed to the larger plaque base or a second base will be produced. The centerpiece of the carved elements will be a beautifully sculpted Sea Anemone reaching a height of approximately 4 inches. The other 2 candidates for sculpting are the Barnacles which will can a beautiful silver nitrate patina, like the one used on the Egret plaque in Soquel (work sample 7). The 3rd candidate will be one of the Crabs, which will have a rich red patina, similar to the Heart plaque (work sample 1). Having 3 sculpted forms will allow for varied colored patinas, added textures and will help draw interest to the artwork and surrounding text. The sculpted forms will be inviting to visitors to touch just like a tide pool invites curious hands.

Working with a bronze plaque will help bridge the gap between a traditional interpretative sign and a singular work of art as I plan to incorporate an educational aspect within the plaque. Each sea creature will be accurately but playfully depicted and accompanied by its name in both English and Spanish, fostering a deeper and bilingual understanding of our marine ecosystem. Departing from the traditional rectangular educational panels will help to engage visitors of all ages and spark curiosity.

The title “Life of the Tide Pool Party” plays on the familiar phrases “Life of the Party” and “Pool Party,” celebrating the vibrant life found in our tide pools. It evokes the belief that all life originated in the oceans and that the evolution of land life began in tide pools, where creatures adapted to the dramatic shifts between water and air. This title also serves as a tribute to our neighborhood’s sea creatures and the idea that we are all part of the tide pool’s intricate web of life.

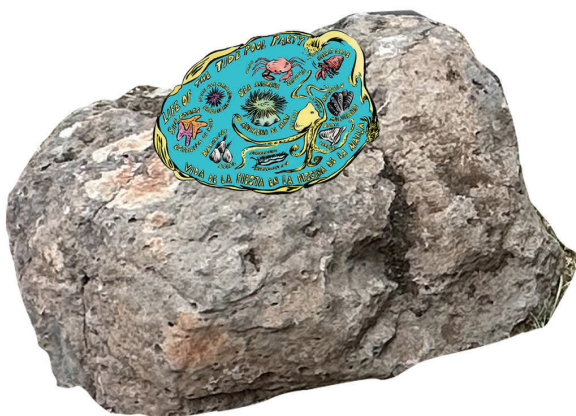
I am eager to contribute to Floral Park and the new tide pool themed playground, highlighting the beauty and wonder of our local tide pools with the community!

Visual Support - Concept Drawing
 Top view Bronze Relief Plaque



Approximately 14" x 20"

10 Sea Creatures with English and Spanish Text; Kelp and Wave border



Plaque on Boulder Mockup

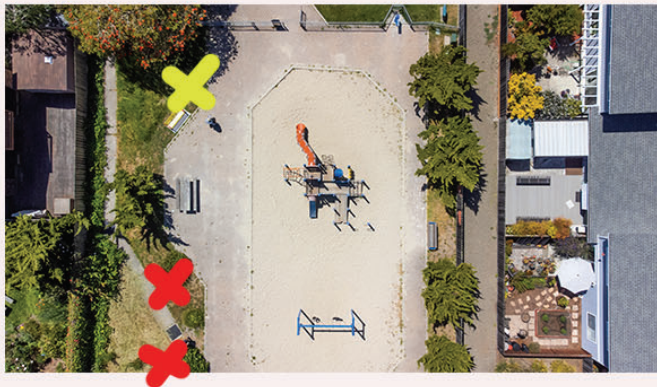


Option 1 Side-View or Option 2
 Stand alone cast bronze sculpture
 Mockup for height
 3 Sea Creatures will be sculpted
 to achieve added form, texture
 and introduce more patinas
 Approximately 10" Ø

Location in Floral Park - boulder mockups



Primary View - located next to tide pool themed playground



Overhead view

Alternative Locations inside playground area



There are several areas surrounding the playground that will work well for the new boulders. The site can be adjusted depending on the final landscaping.

DRAFT

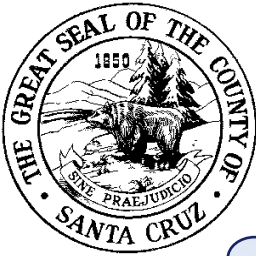
Santa Cruz County Arts Commission Public Art Plan – 2025

Project	Original Budget	Estimated \$ Available for Public Art	Original Source of Funding	Public Art Process Start Date	Construction Start Date	Public Art Completion Date	Selection Process
% Floral Park	\$375,000	\$7,500	Co. Park Friends & County Capital Funds	Started	Fall/Winter 2024	Winter 2025	Open Competition
% The Farm Park	\$6,000,000 (1)	\$120,000	RDA	Started	TBD	TBD	Open Competition
% Juvenile Hall	\$15,000,000	\$150,000	SB-81 State Funds and County Capital Funds	TBD	Fall/Winter 2025	2025/early 2026	Open Competition
% Hidden Beach Restroom	\$590,000	\$11,800	Coastal Conservancy Grant	Started	Fall 2025	Winter 2025	Open Competition
Outside the Box	--	\$10,000	DPW-trans	Started	ongoing	ongoing	Open Competition
% Green Valley Pathway	\$5,000,000	\$80,000	Clean California Grant	Started	Summer 2024	Winter 2025	Open Competition
County Permanent Art Collection	--	--	Parks Budget and Donations	Started	Installation is ongoing	ongoing	Purchase and Donations
% Children's Crisis Center	\$10,163,035	\$101,630	Grant Funded	Started	Spring 2024	Summer 2025	Open Competition
% Ben Lomond Transfer Station	\$5,725,000	\$114,500	Bond Funded	Started	Spring 2025	Fall/Winter 2025	Open Competition
% Swim Center Waterslide	\$1,400,000	\$20,000	Parks Capital Funds	TBD	Spring 2025	Fall/Winter 2025	Open Competition

Project	Original Budget	Estimated \$ Available for Public Art	Original Source of Funding	Public Art Process Start Date	Construction Start Date	Public Art Completion Date	Selection Process
% Pace Trails	\$200,000	\$4,000	Grant Funded	TBD	Spring 2025	Winter 2025	Open Competition

Note: %=Percent for Arts projects: The dollar figures included for the adopted and proposed budgets include 1-2% of total construction cost from eligible capital projects, which is allocated for artists design services and the acquisition or commissioning of Public Artwork.

- (1) There is no longer any RDA funding for the construction of these parks; the figure shown in “Original Budget” for these projects is only provided as a reference to show how the amount available for Percent for Arts was determined.



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ARTS COMMISSION MEETING SCHEDULE

The meetings are generally on the first Monday, every other month. The commission may meet at an alternate location specified in the public notice. Additionally, the commission may call for special public meetings in order to timely conduct commission business.

Meetings are held in person in the Simpkins Swim Center Community Room,
or Live Oak Library Annex Activity Room
979 17th Ave., Santa Cruz.

For questions, please email prc039@scparks.com

2025 Schedule

MONDAY	January 27, 2025	4:30 p.m. to 6:00 p.m.
MONDAY	March 3, 2025	4:30 p.m. to 6:00 p.m.
MONDAY	May 5, 2025	4:30 p.m. to 6:00 p.m.
MONDAY	July 7, 2024	4:30 p.m. to 6:00 p.m.
MONDAY	September 8, 2024	4:30 p.m. to 6:00 p.m.
MONDAY	November 17, 2024	3:00 p.m. to 6:00 p.m.



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ARTS COMMISSION 2023-2024 BIENNIAL REPORT

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ROLE OF THE COMMISSION

For the benefit of the citizens of the County of Santa Cruz, the Arts Commission is responsible for advising and making recommendations to the Board of Supervisors and the Parks Department staff on all matters relating to the encouragement and coordination of artistic and cultural affairs within the County. In addition, the Commission:

1. Identifies and addresses the unmet needs of cultural and artistic life in Santa Cruz County.
2. Serves as advocates for the arts, soliciting multiple sources to support artistic and cultural programs in Santa Cruz County.
3. Communicates and cooperates with the County of Santa Cruz, Department of Parks, Open Space and Cultural Services and related Commissions, community and private resources and arts-related groups performing as contractors, in order to ensure coordination of arts and cultural activities.
4. Assembles and makes available to the public up-to-date information relating to Santa Cruz County's artistic and cultural resources.
5. Is responsible for Arts Council oversight for the Board of Supervisors and conducts an annual review in June.
6. Helps facilitate public and private partnerships for the Arts in Santa Cruz County.

MEETINGS AND STRUCTURE

The Arts Commission meets no more than six times each fiscal year, with meeting dates to be determined by the Commission based on program needs. Meetings are generally held at 4:30 p.m. in the Community Room at the Simpkins Family Swim Center/Live Oak Library Annex.

The Arts Commission is made up of ten members, two nominated by each Supervisor, which operates using the Sturgis Rules of Order and a structure that includes a Chairperson and a Vice-Chairperson. Staff support is provided by the Department of Parks, Open Space and Cultural Services.

ATTENDANCE

Exhibit 1 (two pages) displays the attendance of the Commissioners for the past 24 months.

2023-24 ACCOMPLISHMENTS

Arts Awards and Recognition:

- Selected the 2024 and 2025 Artists of the Year (Janet Johns). Held *Profile Performance* events for the 2023 Artist of the Year, Stephen Kessler and the 2024 Artist of the Year (Tammi Brown) at Kuumbwa Jazz
- Select awardees of the “Spotlight Award” for 2023 and 2024, a new award honoring local emerging artists, which included an exhibition of their work on the 5th floor of the County Government Center
- Re-launched the Santa Cruz County Poet Laureate program, in cooperation with Santa Cruz Public Libraries, Arts Council Santa Cruz County, and Poetry Santa Cruz

Public Arts Programs:

- Developed the 2024 and 2025 Public Art Plans
- Public Art projects were installed at the Aptos Library and Live Oak Library Annex, Heart of Soquel Parkway, and the South County Government Center
- Voted to recommend to the Board of Supervisors the Art Panel’s selection of artists for the Children’s Crisis Support Center, the Sobering Center, the Green Valley Multi-use Pathway, and Floral Park
- Began the public art process for Floral Park and Hidden Beach
- Completed phase 6 of Outside the Box
- Appointed Commission representatives to serve on upcoming public art panels

County Art Collection and Exhibitions:

- Continued art exhibitions at the County Government Center and Simpkins Family Swim Center; appointed an Arts Commissioner to serve on the selection panel for the 2023 and 2024 exhibitions screening

Commission Business:

- Held annual planning meeting
- Reviewed Arts Council activities
- Reviewed Museum of Art and History activities
- Formed subcommittee to review and make recommendations to the Commission for updates to the Public Art & Design Guidelines
- Voted to recommend to the Board of Supervisors updates to the Public Art & Design Guidelines

2025-2026 GOALS

Arts Awards and Recognition:

- Continue Art Exhibits in the County Government Center; appoint Arts Commissioner to serve on the selection panel for 2025 and 2026 exhibitions

- Hold Artist of the Year 2025 and 2026 “Profile Performance” and select the Artist of the Year 2026 and 2027
- Select awardees of the “Spotlight Award” for 2025 and 2026
- Establish new Arts Legacy Award
- Support the County Chamber of Commerce in adding an Arts category to their annual awards program
- Appoint Arts Commissioner to serve on the Santa Cruz County Poet Laureate panel for 2027-28 position

Public Art Programs:

- Develop the 2026 and 2027 Public Art Plans
- Continue and complete the public art process for Floral Park, Hidden Beach, Sobering Center, Children’s Crisis Center, Ben Lomond Transfer Station, and Green Valley MUP
- Begin the public art process for Pace Trails, Simpkins Swim Center Slide, and Juvenile Hall
- Implement future phases of the *Outside the Box* program
- Continue JIT program

County Art Collection & Exhibitions:

- Rotate pieces in the County Art Collection
- Secure donations of art from previous Artists of the Year
- Reactivate Visual Chronicle
- Develop funding plan for professional assessment of collection, (including public, restoration/repair of damaged work, and appropriate storage for the collection)
- Continued art exhibitions at the County Government Center and Simpkins Family Swim Center/Library Annex; appoint an Arts Commissioner to serve on the selection panel for the 2025 and 2026 exhibitions screenings

Information and Communication:

- Reinstate all-commissions annual meeting (County Arts Commission and City Arts Commissions)

Commission Business:

- Review Arts Council activities
- Review the Museum of Art and History activities
- Review and incorporate Board-recommend revisions to the updated Public Art & Design Guidelines

Future Planning:

- Conduct annual Arts Commission planning meeting
- Continue work towards Equity and Inclusion - The Arts Commission commits to making our programs more equitable and inclusive, especially as they relate to the list in “Role of the Commission” at the top of this document

Recommendations:

- Form subcommittee to address a new public art program: Public Art in Private Development, which will provide public artwork for the entire county community

SANTA CRUZ COUNTY PUBLIC ART AND DESIGN GUIDELINES

DRAFT

1.0 PURPOSE.

These are the guidelines Santa Cruz County utilizes for the purpose of implementing the public art and design program established by the Santa Cruz County Board of Supervisors.

2.0 VISION AND MISSION.

The vision of the public art program is to: enhance the visual environment of Santa Cruz County, by fostering collaborations between artists and a diverse array of collaborator entities and agencies. Its mission is to promote civic pride, equity and inclusion for all, and a sense of place, while spurring economic vitality for government and its citizens.

3.0 DEFINITIONS. (See Appendix I)

4.0 DEVELOPMENT OF ANNUAL PUBLIC ART PLAN.

- 4.1 When a department envisions a capital improvement project which would be eligible for a public art component the Department Head shall meet with the Director of the County of Santa Cruz Department of Parks, Open Space and Cultural Services (POSCS) or designee, in order to develop a public art project description, budget and timeline for approval by the Board of Supervisors. The timeline shall ensure that the artist is selected and the contract executed before the project architect has finalized conceptual plans.
- 4.2 The Director of POSCS or designee shall present upcoming capital projects to the Arts Commission which will, on an annual basis, create a proposed Public Art Plan. This plan shall include the proposed art projects, budgets, recommendations for the specific approach to art in each of the projects and definition of the artist selection processes for approval by the Board of Supervisors. When possible, the presentation to the Board of Supervisors shall take place during the month of January.
- 4.3 The Arts Commission may, from time to time during the course of the year, recommend to the Board of Supervisors modifications to the Public Art Plan.

5.0 USES OF FUNDS.

Funds, (2% of total construction costs as defined by the Board of Supervisors in the 1991 Ordinance (see Attachment II)) from eligible construction projects shall be allocated for artists design services and the acquisition or commissioning of Public Art Projects.

- a) Up to five percent (5%) of the total funds allocated for a public art project shall be placed in a special account and used for community education activities and program support costs. Funds in this category may be expended for identifying plaques, documentation, , dedications, advertising, artist selection costs, publicity, contracted services and other purposes recommended by the Arts Commission for the administration of the program and approved by the Board of Supervisors in the project budget.
- b) Ten percent (10%) of the total funds allocated for a public art project shall be placed in a

special account to be used for coordination of the public art program by POSCS art and cultural staff

- c) Five percent (5%) of the total funds allocated for a public art projects shall be placed in a special account for maintenance and preservation of art works funded by the Public Art Program.
- d) When total funds allocated for a public art project are at least \$20,000 but no more than \$49,999, one percent (1%) of the total amount shall be placed in a special interest-bearing public art account.

When total funds allocated for a public art project are at least \$50,000 but no more than \$99,999, one and one-half percent (1.5%) of the total amount shall be placed in a special interest-bearing public art account.

When total funds allocated for a public art project are at least \$100,000, two percent (2%) of the total amount shall be placed in a special interest-bearing public art account.

Upon recommendation of POSCS and the approval of the Arts Commission, any or all of the pooled funds may be used to provide public artworks or programs for underserved areas of the County. The Arts Commission may also propose projects that would be supported by these funds.

6.0 ARTWORKS.

6.1 Eligible Artworks:

It is the policy of the County of Santa Cruz that all artworks commissioned or acquired under the public art program be unique and designed by visual artists. Such artworks may include, but are not limited to, the following:

- a) Sculpture: free-standing, wall supported or suspended; kinetic, electronic; in any material or combination of durable materials suitable to the site.
- b) Murals or portable paintings: in any material or variety of materials, with or without collage or the addition of non-traditional materials or means.
- c) Earthworks, fiberworks, neon, glass, mosaics, photographs, prints, calligraphy, any combination of forms of media including sound, literary elements, film, holographic images, and video systems; hybrids of any media and new genres.
- d) Furnishings or fixtures, including but not limited to gates, railings, streetlights, signs, seating, if artist-created as unique elements or limited editions.
- e) Artistic or aesthetic elements of the overall architecture or landscape design if created by a professional artist or a design team that includes a professional visual artist.
- f) Temporary artworks or installations, if such artworks serve the purpose of providing community and educational outreach purposes.
- g) The incremental costs of infrastructure elements, such as sound walls, utility structures,

roadway elements and other items if designed by an artist or design team that included an artist as a co-designer.

6.2 Ineligible Artworks.

- a) “Art objects” that are mass produced or of standard manufacture, such as playground equipment, fountains or statuary elements, unless incorporated into an artwork by a project artist.
- b) Reproductions, by mechanical or other means, of original works of art, except in the cases of film, video, photography, printmaking or other media arts.
- c) Decorative, ornamental, architectural or functional elements which are designed by the building architect, as opposed to elements created by an artist commissioned for that purpose.
- d) Landscape architecture and landscape gardening except where these elements are designed by a professional visual artist and/or are an integral part of the artwork by the artist.
- e) Art projects proposed by galleries or artists’ agents.
- f) Specifically excluded are artworks done by students under the supervision of art instructors or done to satisfy course requirements; artworks by the design architect (or other relevant professionals or members of the project design firm); and works by artists who are members of, or related to (immediate family), staff or members of the Arts Commission or the artist selection panel for the project.

7.0 RESPONSIBILITIES.

7.1 The Board of Supervisors shall:

- 7.1.1 Review and may approve the annual Public Art Plan proposed by the Arts Commission.
- 7.1.2 Appropriate public art funds as part of the annual plant acquisition budget process, and direct departments to place the funds into a non-interest-bearing public art fund account at the appropriate time.
- 7.1.3 Review and may approve recommendations from the Arts Commission for selection of artist(s) for Public Art projects.
- 7.1.4 Review and may approve contracts for the purchase of design services and artworks.
- 7.1.5 Review and may approve revisions to public art policies and guidelines.

7.2 The Arts Commission shall:

- 7.2.1 Manage the public art program, including recommending rules, regulations, policies and guidelines, consistent with the 1991 public art ordinance established by the Board of

Supervisors.

- 7.2.2 Monitor the overall development of the County art program, including ensuring that applications from Santa Cruz-based and regional artists are solicited in the program and ensuring that the program is reflective of the community's cultural diversity.
- 7.2.3 Provide a reporting mechanism for regular surveys of the condition of the collection and make recommendations for the care and maintenance of the art works as needed.
- 7.2.4 Review and may approve the annual Public Art Plan (see Appendix I) and present the plan to the Board of Supervisors.
- 7.2.5 Appoint up to two Arts Commissioners to serve on art selection panels.

Panels shall be coordinated by POSCS staff and be composed, in most cases, of at least five but not more than seven voting members including: one to two members of the community, one to two members of the Arts Commission, two artists or arts professionals (designer, curator, collector, public art administrator, etc.), and one representative from the County department at which the project will be located. The artist selection panel may also include one or more non-voting advisors, including (a) the project architect, (b) the project manager, and c) other persons deemed appropriate by the Arts Commission. The composition of each Artist Selection Panel will depend on the nature of each project and site.

- 7.2.6 Develop a concise written charge to each artist selection panel which:

- a) Outlines the objectives and parameters.
- b) Defines a selected approach for the artwork.
- c) Defines the method to be used for artist selection.
- d) Determines whether the project should be a design collaboration.

- 7.2.7 Review and may approve the recommendations of the artist selection panel and make recommendations to the Board of Supervisors for the Board's selection of an artist.
- 7.2.8 Periodically review and recommend changes in the public art ordinance, policies, guidelines and procedures to the Board.

- 7.3 The County Department(s) with an eligible capital improvement project shall:

- 7.3.1 Meet with POSCS arts program staff to discuss the project (prior to the architect selection process) which is eligible for public art treatment and participate in the Public Artist selection process to determine recommendations to the Board of Supervisors.

- 7.3.2 Include information about the Public Art Component for a project during the Architect Selection process.

- 7.4 The Artist Selection Panel shall:

- 7.4.1 Respond to the charge of the Arts Commission, outlining how the selection of the artist(s) or artwork meets the criteria for the project.

7.4.2 Review the credentials, prior work, proposals and other materials submitted by artists for the project.

7.4.3 Be sensitive to the public nature of the project and the community where it is sited, as well as the need for cultural diversity in the public art program.

7.5 POSCS staff shall manage all aspects of the public art program

7.6 Conflicts of Interest

Artists (or members of their immediate families or business partners) serving as members of the Arts Commission may not be commissioned under, or receive any direct financial benefit from, any County public art project during the term of their tenure on the Commission. This restriction shall extend for a period of one year following Commission membership and shall extend indefinitely for any specific projects which were reviewed or otherwise acted upon during the artist's membership on the Commission. An artist serving on an Artist Selection Panel may not be considered for that project, but may be eligible for other projects. Members of the Artist Selection Panels must declare any conflict of interest and abstain from voting if a conflict of interest arises.

8.0 SELECTION OF ARTISTS

Selecting the "appropriate" artist, whether to create a discreet artwork or to participate in a design collaboration, is the single most important decision in the public art process. Special care must be taken in all aspects of artist selection in order to ensure the best possible public art project, taking into account the goals of the project, the community served, the nature of the site, and the other members of the design team.

8.1 Eligibility Requirements: for each project will be established by the Arts Commission.

8.1.1 Artists will be selected on the basis of their qualification(s) as demonstrated by past work, appropriateness of the proposal to the particular project and site, and its probability of successful completion. During the artist recruitment and selection process every effort will be made to include recruitment of Santa Cruz County-based artists.

8.1.2 Selection of artists will be without regard or discrimination against applicant for employment because of race, color, religion, national origin, ancestry, physical or mental disability, medical condition, marital status, sex, sexual orientation, age (over 40), veteran status, or any other non-merit factor.

8.1.3 Selections will involve commissioned work by living artists. In general, the purchase of existing works will not be considered, unless there are extraordinary circumstances that make this approach advisable for a particular project.

8.1.4 In the selection of the artist, it is a goal to provide for as broad a representation of different artists and art forms as possible, as well as to provide public art that reflects the County's cultural diversity.

8.2 Selection of Artists

The method of selection shall be an open competition. During an open competition any artist may

submit credentials or proposals, subject to any requirements established by the art selection panel. Calls for Artists will be sufficiently detailed to permit artists to determine whether their work is appropriate to the project under consideration. Requests for proposals will be issued announcing the open competition via press releases, social media posts, POSCS website, and other methods. In addition, lists will be kept and used for artists wishing to be informed of such opportunities. Local organizations and educational institutions such as Arts Council Santa Cruz County, the Museum of Art and History, the Santa Cruz Art League, Mountain Arts Center, and Pajaro Valley Arts will be informed and encouraged to notify their memberships and students of such competitions. In the artist selection process, no funds will be expended to provide travel expenses for artists submitting proposals.

8.3 Criteria for Selection of Artists or Artworks.

- 8.3.1 Quality - the highest priority is the design capability of the artist(s) and the inherent quality of the artwork(s).
- 8.3.2 Media - all art forms may be considered, subject to any recommendations or requirements set by POSCS staff in coordination with the involved department.
- 8.3.3 Style - artworks of all styles should be considered for the County Public Art Program.
- 8.3.4 Nature - artworks should be appropriate in scale, materials, form and content for the immediate social and physical environments with which they relate.
- 8.3.5 Permanence - consideration should be given to structural and surface integrity, permanence, and protection of the artwork against theft, vandalism, weathering, excessive maintenance and repair costs.
- 8.3.6 Elements of design - consideration should be given to the fact that public art is a genre that is created in a public context and that must be judged by standards that embrace factors other than the aesthetic, including public participation, social and political attitudes, and functional considerations. Public art may also serve to establish focal points; terminate areas; modify, enhance or define specific spaces; establish identity; or address specific issues of urban design.
- 8.3.7 Public liability - artworks should be examined for unsafe conditions or factors that may bear on public liability.
- 8.3.8 Diversity - the Public Art Program should strive for diversity of style, scale and media.

9.0 RESPONSIBILITIES OF SELECTED PUBLIC ARTIST

- a) Within the terms of the contract, the artist shall Guarantee and maintain the artwork against all defects of material or workmanship for a period of one (1) year following installation.
- b) Within the terms of the contract, the artist shall provide POSCS staff with detailed drawings of the installation of the artwork and with detailed instructions regarding routine and long-term maintenance of the artwork.

- c) Within the terms of the contract, all repairs and restorations which are made to the artwork within the lifetime of the artist shall have the mutual agreement of the County and the artist, and to the extent practical, the artist shall be given the opportunity to accomplish such repairs at a reasonable fee.

10.0 PROVISION FOR REVIEW AND AMENDMENT.

These guidelines are subject to review and revision by the Arts Commission at least every five (5) years from the most recent Board of Supervisors' approval of recommended revisions.

APPENDIX I

DEFINITIONS.

- 1) Public art: a reflection of how we see the world; it is a part of our public history, part of our evolving culture and our collective memory. It reflects and reveals community values, enhances our environment, transforms a landscape, heightens our awareness, or questions our assumptions. It may be tangible or intangible (permanent or ephemeral?), conventional or unconventional. Situated in public sites, this art is there for everyone, a form of collective community expression that can define "place." Not all art will appeal to all people. Every public art project is an interactive process between multiple, diverse entities and agencies intended to enhance, rather than limit, the artist's involvement and the viewer's response
- 2) Public Art Plan: a prioritized list of public art projects, with budgets and recommended design approach, updated on an annual basis by the Arts Commission in consultation with community groups and the County agencies anticipating capital improvement projects. This plan is to be presented annually to the Board of Supervisors for review and approval.
- 3) Artwork: work in a variety of media produced by visual artists which may include non-visual elements. The public art program should encompass the broadest possible range of expression, media and materials. Works may be permanent or temporary, functional or non-functional.
- 4) Artist Design Services: services by visual artists to develop designs for artworks or other architectural, landscape or urban design elements, either individually or as a member of a project design team.
- 5) Digital Art: An artistic work or practice that uses digital technology as part of the creative or presentation process.
- 6) New Media: All types of contemporary art created, edited, or broadcast by new media technology. This includes works created with computer animation, virtual reality, video games, robotics, biotechnology and 3D printing, as well as what falls under the types of digital art.

ATTACHMENT II

A PROGRAM TO PROVIDE PUBLIC ART IN THE DEVELOPMENT OF CERTAIN COUNTY CONSTRUCTION PROJECTS - COUNTY OF SANTA CRUZ

I. PURPOSE

It is a goal of the County of Santa Cruz to expand, within available resources, the public's experience with public Arts and to make available to County residents artwork of the highest quality that will in turn enhance the quality of life in Santa Cruz County and to help create a more visually pleasing and humane environment.

II. DESCRIPTION

In acknowledgment of this goal, it shall be the policy of the county to include consideration of the provision of public art in the design and development of any County capital building project in excess of \$100,000 for buildings located in highly visible public areas or areas regularly frequented by or accessible to the general public. In addition, funding for public art shall be considered for any remodeling project of an existing building in excess of \$100,000 when the purpose of the project is to enlarge or improve the space in the building regularly frequented by the general public of which is located in a highly visible area and which is constructed by or for the County of Santa Cruz.

Eligible projects shall be considered for the Percent for the Arts budget allowance as part of the County's annual budget cycle, and included on the Commission's annual Public Art Plan. If approved, a budget allowance of 2% of total construction costs shall be allocated for works of art for projects subject to this policy. For any County construction project involving jails or detention facilities, a budget allowance of 1.5% of the total construction costs shall be allocated for works of art. Allocations for Parks project shall be required at the 2% level.

If eligible projects are recommended to be excluded from the Percent for the Arts allocation, the basis for this shall be included in the budget recommendations.

If during budget hearings, or thereafter, the Board of Supervisors approves an eligible project and sets aside an amount for public art, a separate line item shall be established to track expenditures for this purpose.

III. EXCLUSIONS

Projects not deemed eligible for this program include:

- (a) Historic buildings as designated from time to time by the County or by the State or Federal government.
- (b) Projects wherein a financing source by statute or regulation preclude such uses.
- (c) Projects involving only remodeling for maintenance purposes, such as roof repairs, elevator repairs and communications systems, or remodeling of interior office spaces which are not regularly frequented by the public.
- (d) Projects requiring reconstruction or rebuilding because of a Presidentially-declared disaster.
- (e) Affordable housing projects unless the policy can be applied without rendering the project infeasible.

SANTA CRUZ COUNTY PUBLIC ART AND DESIGN GUIDELINES

1.0 PURPOSE.

These are the guidelines Santa Cruz County utilizes for the purpose of implementing the public art and design program established by the Santa Cruz County Board of Supervisors.

2.0 VISION AND MISSION GOALS.

The vision goals of the public art program is are to: enhance the visual environment ~~for the citizens~~ of Santa Cruz County, by fostering collaborations between artists and a diverse array of collaborator entities and agencies. Its mission is to promote civic pride, equity and inclusion for all, and a sense of place, while spurring economic vitality for government and its citizens to integrate the design work of artists into the development of County public works projects, and to promote tourism and economic vitality of the County through the enhancement of public spaces.

3.0 DEFINITIONS. (See Appendix I)

4.0 DEVELOPMENT OF ANNUAL PUBLIC ART PLAN.

- 4.1 When a department envisions a capital improvement project which would be eligible for a public art component the Department Head shall meet with the Director of the County of Santa Cruz Department of Parks, Open Space and Cultural Services (POSCS) or designee, in order to develop a public art project description, budget and timeline for approval by the Board of Supervisors. The timeline shall ensure that the artist is selected and the contract executed before the project architect has finalized conceptual plans.
- 4.2 The Director of POSCS or designee shall present upcoming capital projects to the Arts Commission which will, on an annual basis, create a proposed Public Art Plan. This plan shall include the proposed art projects, budgets, recommendations for the specific approach to art in each of the projects and definition of the artist selection processes for approval by the Board of Supervisors. When possible, the presentation to the Board of Supervisors shall take place during the month of ~~August~~ January.
- 4.3 The Arts Commission may, from time to time during the course of the year, recommend to the Board of Supervisors modifications to the Public Art Plan.

~~5.0~~ 5.0 USES OF FUNDS.

~~5.1~~ 5.1 ~~Inclusions.~~

~~a)~~ a) Funds, (~~1-2%~~ 1-2% of total construction costs as defined by the Board of Supervisors in the 1991 Ordinance (see Attachment II)) from eligible construction projects ~~may shall~~ shall be allocated for artists design services and the acquisition or commissioning of Public Art Projects.

~~a)~~ a) Up to five percent (5%) of the total funds ~~from allocated for~~ shall be placed in a special account ~~may be allocated and used~~ for community education activities

and program support costs. Funds in this category may be expended for identifying plaques, documentation, ~~public amenities~~, dedications, advertising, artist selection costs, publicity, contracted services and other purposes recommended by the Arts Commission for the administration of the program and approved by the Board of Supervisors in the project budget.

~~b) Ten percent (10%) of the total funds allocated for a public art project shall be placed in a special account to be used for coordination of the public art program by POSCS art and cultural staff~~

~~b)~~

~~c) Five percent (5%) of the total funds allocated for a ~~from~~ public art projects ~~may shall~~ be allocated and placed in a special account for maintenance and preservation of art works funded by the Public Art Program.~~

~~d) When total funds allocated for a public art project are at least \$20,000 but no more than \$49,999, one percent (1%) of the total amount shall be placed in a special interest-bearing public art account.~~

~~When total funds allocated for a public art project are at least \$50,000 but no more than \$99,999, one and one-half percent (1.5%) of the total amount shall be placed in a special interest-bearing public art account.~~

~~When total funds allocated for a public art project are at least \$100,000, two percent (2%) of the total amount shall be placed in a special interest-bearing public art account.~~

~~e) Upon recommendation of POSCS and the approval of the Arts Commission, any or all of the pooled funds may be used to provide public artworks or programs for underserved areas of the County. The Arts Commission may also propose projects that would be supported by these funds.~~

6.0 ARTWORKS.

6.1 Eligible Artworks:

It is the policy of the County of Santa Cruz that all artworks commissioned or acquired under the public art program be unique and designed by visual artists. Such artworks may include, but are not limited to, the following:

- a) Sculpture: free-standing, wall supported or suspended; kinetic, electronic; in any material or combination of durable materials suitable to the site ~~materials~~.
- b) Murals or portable paintings: in any material or variety of materials, with or without collage or the addition of non-traditional materials or means.
- c) Earthworks, fiberworks, neon, glass, mosaics, photographs, prints, calligraphy, any combination of forms of media including sound, literary elements, film, holographic images, and video systems; hybrids of any media and new genres.
- d) Furnishings or fixtures, including but not limited to gates, railings, streetlights, signs, seating, if artist-created as unique elements or limited editions.

- e) Artistic or aesthetic elements of the overall architecture or landscape design if created by a professional artist or a design team that includes a professional visual artist.
- f) Temporary artworks or installations, if such artworks serve the purpose of providing community and educational outreach purposes.
- g) The incremental costs of infrastructure elements, such as sound walls, utility structures, roadway elements and other items if designed by an artist or design team that included an artist as a co-designer.

6.2 Ineligible Artworks.

- a) “Art objects” ~~which-that~~ are mass produced or of standard manufacture, such as playground equipment, fountains or statuary elements, unless incorporated into an artwork by a project artist.
- b) Reproductions, by mechanical or other means, of original works of art, except in the cases of film, video, photography, printmaking or other media arts.
- c) Decorative, ornamental, architectural or functional elements which are designed by the building architect, as opposed to elements created by an artist commissioned for that purpose.
- d) Landscape architecture and landscape gardening except where these elements are designed by a professional visual artist and/or are an integral part of the artwork by the artist.
- ~~e) Services or utilities necessary to operate and maintain an artwork over time.~~
- ~~f) Art projects proposed by galleries or artist’s agents.~~
- ~~g) Specifically excluded are artworks done by students under the supervision of art instructors or done to satisfy course requirements; artworks by the design architect (or other relevant professionals or members of the project design firm); and works by artists who are members of, or related to (immediate family), staff or members of the Arts Commission or the artist selection panel for the project.~~

7.0 RESPONSIBILITIES.

7.1 The Board of Supervisors shall:

- 7.1.1 Review and may approve the annual Public Art Plan proposed by the Arts Commission.
- 7.1.2 Appropriate public art funds as part of the annual plant acquisition budget process, and direct departments to place the funds into ~~the a~~ non-interest-bearing public art fund account at the appropriate time.
- 7.1.3 Review and may approve recommendations from the Arts Commission for selection of artist(s) for Public Art projects.

7.1.4 Review and may approve contracts for the purchase of design services and artworks.

7.1.5 Review and may approve revisions to public art policies and guidelines.

7.2 The Arts Commission shall:

7.2.1 Manage the public art program, including recommending rules, regulations, policies and guidelines, consistent with the 1991 public art ordinance established by the Board of Supervisors.

7.2.2 Monitor the overall development of the County art program, including ensuring that applications from Santa Cruz-based and regional artists are solicited in the program and ensuring that the program is reflective of the community's cultural diversity.

7.2.3 Provide a reporting mechanism for regular surveys of the condition of the collection and make recommendations for the care and maintenance of the art works as needed.

7.2.4 ~~Review and may approve Develop~~ the annual Public Art Plan (see Appendix I) and present the plan to the Board of Supervisors.

7.2.5 ~~Appoint up to two Arts Commissioners to serve on art selection panels~~Establish a pool of artist selection panelists and constitute artist selection panels.

Panels shall be coordinated by POSCS staff~~appointed by the County Arts Commission~~ and be composed, in most cases, of at least five but not more than seven voting members including: ~~one~~ to two members of the community, ~~one~~ to two members of the Arts Commission, two artists or arts professionals (designer, curator, collector, public art administrator, etc.), and one representative from the County department at which the project will be located. The artist selection panel may also include one or more non-voting advisors, including (a) the project architect, (b) the project manager, and c) other persons deemed appropriate by the Arts Commission. The composition of each Artist Selection Panel will depend on the nature of each project and site.

7.2.6 Develop a concise written charge to each artist selection panel which:

- a) Outlines the objectives and parameters.
- b) Defines a selected approach for the art-work.
- c) Defines the method to be used for artist selection.
- d) Determines whether the project should be a design collaboration.

7.2.7 Review and may approve the recommendations of the artist selection panel and make recommendations to the Board of Supervisors for the Board's selection of an artist.

7.2.8 Periodically review and recommend changes in the public art ordinance, policies, guidelines and procedures to the Board.

7.3 The County Department(s) with an eligible capital improvement project shall:

7.3.1 Meet with POSCS arts program staff~~the Arts Commission~~ to discuss the project (prior to the architect selection process) which is eligible for public art treatment and participate in the Public Artist selection process to determine recommendations to the Board of Supervisors.

7.3.2 Include information about the Public Art Component for a project during the Architect Selection process.

7.4 The Artist Selection Panel shall:

7.4.1 Respond to the charge of the Arts Commission, outlining how the selection of the artist(s) or artwork meets the criteria for the project.

7.4.2 Review the credentials, prior work, proposals and other materials submitted by artists for the project.

7.4.3 Be sensitive to the public nature of the project and the community where it is sited, as well as the need~~nessity~~ for cultural diversity in the public art program.

7.5 POSCS staff shall manage all aspects of the public art program

7.5.6 Conflicts of Interest

Artists (or members of their immediate families or business partners) serving as members of the Arts Commission may not be commissioned under, or receive any direct financial benefit from, any County public art project during the term of their tenure on the Commission. This restriction shall extend for a period of one year following Commission membership and shall extend indefinitely for any specific projects which were reviewed or otherwise acted upon during the artist's membership on the Commission. An artist serving on an Artist Selection Panel may not be considered for that project, but may be eligible for other projects. Members of the Artist Selection Panels must declare any conflict of interest and abstain from voting if a conflict of interest arises.

8.0 SELECTION OF ARTISTS

Selecting the "appropriate" artist, whether to create a discreet artwork or to participate in a design collaboration, is the single most important decision in the public art process. Special care must be taken in all aspects of artist selection in order to ensure the best possible public art project, taking into account the goals of the project, the community served, the nature of the site, and the other members of the design team.

8.1 Eligibility Requirements: for each project will be established by the Arts Commission.

8.1.1 Artists will be selected on the basis of their qualification(s) as demonstrated by past work, appropriateness of the proposal to the particular project and site, and its probability of successful completion. During the artist recruitment and selection process every effort will be made to include recruitment of Santa Cruz County-based artists.

8.1.2 Selection of artists will be without regard or discrimination against applicant for employment because of race, color, religion, national origin, ancestry, physical or mental disability, medical condition (~~cancer-related~~), marital status, sex, sexual orientation, age (over 40), veteran status, or any other non-merit factor.

8.1.3 Selections will involve commissioned work by living artists. In general, the purchase of existing works will not be considered, unless there are extraordinary circumstances that

make this approach advisable for a particular project.

- 8.1.4 In the selection of the artist, it is a goal to provide for as broad a representation of different artists and art forms as possible, as well as to provide public art that reflects the County's cultural diversity.

8.2 Selection of Artists

The method of selection shall be an open competition. During an open competition any artist may submit credentials or proposals, subject to any requirements established by the art selection panel. Calls for ~~entries~~ Artists will be sufficiently detailed to permit artists to determine whether their work is appropriate to the project under consideration. Requests for proposals ~~Press releases~~ will be issued announcing the open competition via press releases, social media posts, POSCS website, and other methods. In addition, lists will be kept and used for artists wishing to be informed of such offerings opportunities. Local organizations and educational institutions such as ~~the Cultural Arts Council Santa Cruz County~~, the Museum of Art and History, the Santa Cruz Art League, Mountain Arts Center, and the Pajaro Valley Arts Council, and the Art Departments of UCSC, Cabrillo and San Jose State, Aptos High School, Soquel High School, San Lorenzo Valley High School, Harbor High School, Watsonville High School, and Renaissance High School, will be informed and encouraged to notify their memberships and students of such competitions. In the artist selection process, No funds will be expended ~~on advertising outside Santa Cruz County or~~ to provide travel expenses for artists submitting proposals.

8.3 Criteria for Selection of Artists or Artworks.

- 8.3.1 Quality - the highest priority is the design capability of the artist(s) and the inherent quality of the artwork(s).
- 8.3.2 Media - all art forms ~~of visual arts~~ may be considered, subject to any recommendations or requirements set by POSCS staff in coordination with the involved department, the artist selection panel or the Arts Commission.
- 8.3.3 Style - artworks of all ~~schools, styles, and tastes~~ should be considered for the County Public Art Program.
- 8.3.4 Nature - artworks should be appropriate in scale, materials, form and content for the immediate social and physical environments with which they relate.
- 8.3.5 Permanence - consideration should be given to structural and surface integrity, permanence, and protection of the artwork against theft, vandalism, weathering, excessive maintenance and repair costs.
- 8.3.6 Elements of design - consideration should be given to the fact that public art is a genre that is created in a public context and that must be judged by standards that embrace factors other than the aesthetic, including public participation, social and political attitudes, and functional considerations. Public art may also serve to establish focal points; terminate areas; modify, enhance or define specific spaces; establish identity/identity; or address specific issues of urban design.
- 8.3.7 Public liability - artworks should be examined for unsafe conditions or factors that may bear on public liability.

8.3.8 Diversity - the Public Art Program should strive for diversity of style, scale and media.

9.0 **RESPONSIBILITIES OF SELECTED PUBLIC ARTIST**

9.1 ~~Artist~~

- a) Within the terms of the contract, the artist shall Guarantee and maintain the artwork against all defects of material or workmanship for a period of one (1) year following installation.
- b) Within the terms of the contract, the artist shall provide ~~the POSCS staff Arts Commission~~ with detailed drawings of the installation of the artwork and with detailed instructions regarding routine and ~~extraordinary long-term~~ maintenance of the artwork.
- c) Within the terms of the contract, all repairs and restorations which are made to the artwork within the lifetime of the artist shall have the mutual agreement of the County and the artist, and to the extent practical, the artist shall be given the opportunity to accomplish such repairs at a reasonable fee.

10.0 **PROVISION FOR REVIEW AND AMENDMENT.**

These guidelines are subject to review and revision by the Arts Commission at least every five (5) years from the most recent Board of Supervisors approval of recommended revisions. ~~and approval by the Board of Supervisors.~~

APPENDIX I

DEFINITIONS.

- 1) Public art: a reflection of how we see the world; it is a part of our public history, part of our evolving culture and our collective memory. It reflects and reveals community values, enhances our environment, transforms a landscape, heightens our awareness, or questions our assumptions. It may be tangible or intangible (permanent or ephemeral?), conventional or unconventional. Situated in public sites, this art is there for everyone, a form of collective community expression that can define “place.” Not all art will appeal to all people. Every public art project is an interactive process between multiple, diverse entities and agencies intended to enhance, rather than limit, the artist’s involvement and the viewer’s response
- ~~1)2)~~ Public Art Plan: a prioritized list of public art projects, with budgets and recommended design approach, updated on an annual basis by the Arts Commission in consultation with community groups and the County agencies anticipating capital improvement projects. This plan is to be presented annually to the Board of Supervisors for review and approval.
- ~~2)3)~~ Artwork: work in a variety of media produced by visual artists which may include non-visual elements. The public art program should encompass the broadest possible range of expression, media and materials. Works may be permanent or temporary, functional or non-functional.
- ~~4)~~ Artist Design Services: services by visual artists to develop designs for artworks or other architectural, landscape or urban design elements, either individually or as a member of a project design team.
- ~~5)~~ Digital Art: An artistic work or practice that uses digital technology as part of the creative or

presentation process.

6) New Media: All types of contemporary art created, edited, or broadcast by new media technology. This includes works created with computer animation, virtual reality, video games, robotics, biotechnology and 3D printing, as well as what falls under the types of digital art.

3)

ATTACHMENT II

A PROGRAM TO PROVIDE PUBLIC ART IN THE DEVELOPMENT OF CERTAIN COUNTY CONSTRUCTION PROJECTS - COUNTY OF SANTA CRUZ

I. PURPOSE

It is a goal of the County of Santa Cruz to expand, within available resources, the public's experience with public Arts and to make available to County residents artwork of the highest quality that will in turn enhance the quality of life in Santa Cruz County and to help create a more visually pleasing and humane environment.

II. DESCRIPTION

In acknowledgment of this goal, it shall be the policy of the county to include consideration of the provision of public art in the design and development of any County capital building project in excess of \$100,000 for buildings located in highly visible public areas or areas regularly frequented by or accessible to the general public. In addition, funding for public art shall be considered for any remodeling project of an existing building in excess of \$100,000 when the purpose of the project is to enlarge or improve the space in the building regularly frequented by the general public of which is located in a highly visible area and which is constructed by or for the County of Santa Cruz.

Eligible projects shall be considered for the Percent for the Arts budget allowance as part of the County's annual budget cycle, and included on the Commission's annual Public Art Plan. If approved, a budget allowance of 2% of total construction costs may-shall be allocated for works of art for projects subject to this policy. For any County construction project involving jails or detention facilities, a budget allowance of 1.5% of the total construction costs may-shall be allocated for works of art. Allocations for Parks project shall be required at the 2% level.

If eligible projects are recommended to be excluded from the Percent for the Arts allocation, the basis for this shall be included in the budget recommendations.

If during budget hearings, or thereafter, the Board of Supervisors approves an eligible project and sets aside an amount for public art, a separate line item shall be established to track expenditures for this purpose.

III. EXCLUSIONS

Projects not deemed eligible for this program include:

- (a) Historic buildings as designated from time to time by the County or by the State or Federal government.
- (b) Projects wherein a financing source by statute or regulation preclude such uses.
- (c) Projects involving only remodeling for maintenance purposes, such as roof repairs, elevator repairs and communications systems, or remodeling of interior office spaces which are not regularly frequented by the public.
- (d) Projects requiring reconstruction or rebuilding because of a Presidentially-declared disaster.
- (e) Affordable housing projects unless the policy can be applied without rendering the project infeasible.

**SANTA CRUZ COUNTY
ARTS COMMISSION BY-LAWS
Revised - December 2024**

DRAFT

Sections:

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- 2) **Membership.**
- 3) **Term of Office.**
- 4) **Officers.**
- 5) **Organization and Procedures.**
- 6) **Powers and Duties.**
- 7) **Agendas & Minutes of Meetings.**
- 8) **Minutes of Meetings.**
- 9) **Quorum for Meetings.**
- 10) **Notice of Meetings.**
- 11) **Public Participation.**
- 12) **Action of Commission.**
- 13) **Vacancies.**
- 14) **Biennial Report.**
- 15) **Stipends.**
- 16) **Subcommittees.**

1) Established--Statutory Authority.

The Santa Cruz County Arts Commission is established under the authority of Government Code Section 31000.1 and the County Board of Supervisors, in compliance with Chapter 2.38.0680 of the Santa Cruz County Code.

The Commission shall advise the County Board of Supervisors and the Department of Parks, Open Space and Cultural Services on all matters relating to the encouragement and coordination of artistic and cultural affairs within the County for the benefit of County residents.

2) Membership.

The Commission shall consist of 10 members, residents of the County, appointed by the County Board of Supervisors. Each Supervisor shall nominate two members.

3) Term of Office.

At the pleasure of the Board of Supervisors, each member shall generally serve for a term of four years, commencing on April 1st of the year in which the member's nominating Supervisor begins a full term as referred in County Code 2.38.200C.

4) Officers.

The Commission shall elect a Chairperson and Vice-Chairperson. Officers shall be elected during the first meeting in April of each year. If no April meeting is held, officers shall be elected at next soonest meeting of the Commission.

Commission officers may serve for up to two consecutive years and shall be eligible to serve again after a one- year "sit-out" period.

5) Organization and Procedures.

- A. **General Organization.** The Commission shall comply in all respects with Sections 2.42.010 through 2.42.050 of the Santa Cruz County code unless otherwise provided herein.
- B. The Commission shall comply in all respects with SCCC [2.38.110](#) through [2.38.250](#),

unless otherwise provided herein.

C. County Staff Support. The Department of Parks, Open Space and Cultural Services shall provide staff support for the Commission. The Director of the department, or the Director's designee, shall serve as staff liaison to the Commission, and shall prepare all reports and recommendations for the Commission's consideration and when approved, submit them to the Board of Supervisors for their consideration on behalf of the Commission. The staff of the Department of Parks, Open Space and Cultural Services shall assist the Commission in discharging its duties.

6) Powers and Duties.

The Commission shall be responsible for performing the following duties:

A. Development of a procedure to identify and set priorities annually regarding the areas of greatest need for county support and areas of greatest benefit to the people of the county, with respect to the arts.

B. Preparation of annual recommendations to the Board of Supervisors regarding specific courses of action in response to identified need and priorities for county involvement in the arts. Arts-related groups, performing as separate contractors, would be recommended for county support if deemed best able to fulfill identified needs. These recommendations shall take into account available public, community and private resources for art support, and shall be presented annually one month prior to budget hearings.

C. Formulation and implementation of procedures as may be necessary to carry out decisions of the Board in response to identified needs and priorities, including:

1. Solicitation of public, community and private financial and non financial resources for support of artistic and cultural programs in the County, and advising the Board and Parks staff on establishment or relations between the County and community and private resources.
2. Solicitation of groups, organizations and individuals to assist in the development and implementation of county-sponsored programs and events.
3. Review, evaluation and selection of art programs and proposals; annual report and evaluation of all arts programs performing as separate contractors prior to budget hearings.
4. Provision of services and facilities as necessary for program implementation.
5. Development of a system to research, evaluate, obtain, maintain and disseminate up-to-date information relating to the County's cultural resources, and establishment of procedures to make this information available to the public in coordination with Parks-related commissions, community, private resources, and arts-related groups performing as contractors.
6. Communication and cooperation with Parks and related commissions, community, private resources, and arts-related groups performing as contractors in order to insure coordination of cultural and social activities.

7) Meetings.

All business shall be conducted at regular public meetings. Meetings shall be scheduled six times during the fiscal year, usually on the first Monday of the selected months at 4:30 p.m. at the Simpkins Family Swim Center, 979 17th Avenue, Live Oak, Santa Cruz, California. Special public meetings may be held at such times and places as the Commission Chairperson, and/or Board of Supervisors, and/or a majority of the Commission, shall direct. Approval by the Board of Supervisors shall be required should a special meeting exceed the current limit of six meetings per fiscal year.

Any subcommittee meetings composed solely of less than a quorum of the members of the Commission, which are not standing subcommittees of the Commission, shall meet at a time and place convenient for the members of the subcommittee and may be open to the public. Proceedings of any

subcommittee meetings shall be presented to the Commission in written form at the Commission's regular meeting.

8) Agendas & Minutes of Meetings.

(A) The official agenda for each public meeting shall be prepared in accordance with any legal requirements by the designated Staff Liaison of each commission or committee unless the body's authorizing ordinance provides for a different designee. The Staff Liaison may consult with or seek input from the chair of the body, or in the chair's absence or unavailability, the vice chair or co-chairperson, during the preparation of the agenda. The Staff Liaison is also responsible for ensuring the official meeting agenda is properly noticed and posted according to law.

(B) Official minutes recording the motions entertained and actions taken at each commission or committee meeting shall be prepared by the Staff Liaison, or designee as authorized within the body's authorizing ordinance, and submitted to the Board of Supervisors, the Clerk of the Board, and the County Administrative Office.

9) Quorum for Meetings.

A quorum shall consist of six (6) Commissioners for regular and special meetings. If a quorum is not present within fifteen minutes of the scheduled meeting time for any regular or special meeting, then such meeting shall be adjourned for lack of a quorum. A notice indicating such an adjournment shall accompany the following agenda for the next meeting.

10) Notice of Meetings.

At least seventy-two (72) hours prior to each regular meeting, an agenda for the regular meeting shall be mailed to each Commission member, and to each representative of the news media and to each other person who has submitted a written request to the Commission for notification of meetings, and shall be posted at least seventy-two (72) hours prior to the regular meeting at a location that is freely accessible to the public. The agenda shall contain a brief general description of each item of business to be transacted or discussed at the meeting. No action or discussion shall be undertaken on any item not appearing on the posted agenda, except that members of the Commission may briefly respond to statements made or questions posed by persons exercising their public testimony rights or ask a question for clarification, refer the matter to staff or to other resources for factual information, or request staff to report back at a subsequent meeting concerning any matter. Notwithstanding the foregoing, action may be taken on an item of business not appearing on the posted agenda upon a determination by four-fifths vote of the membership of the Commission, or if less than four-fifths of the members are present, by unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the County subsequent to the agenda being posted.

At least twenty-four (24) hours prior to each special meeting, an agenda for the special meeting shall be mailed to each Commission member and to each representative of the news media and to each other person who has submitted a written request to the Commission for notification of meetings; and shall be posted at least twenty-four (24) hours prior to the special meeting at a location that is freely accessible to members of the public. No business other than that listed on the agenda shall be considered at a special meeting.

All subcommittees shall comply with the notice and agenda requirements otherwise applicable to the Commission in these by-laws, except for subcommittees composed solely of less than a quorum of the members of the Commission which are not standing subcommittees of the Commission with either a continuing subject matter jurisdiction or a meeting schedule fixed by resolution or other formal action of the Commission.

11) Public Participation.

Public participation in Commission meeting shall be allowed as follows:

- A. An opportunity for members of the public to directly address the Commission on any item on the agenda of interest to the public shall be provided before or during the Commission's consideration of the item.
- B. In addition, the agenda will provide for oral communications on items not on the agenda which are within the subject matter jurisdiction of the Commission near the beginning of each regular meeting agenda.
- C. The Chairperson of the Commission may establish reasonable limits on the amount of time allotted to each speaker on a particular item, and the Commission may establish reasonable limits on the total amount of time allotted for public testimony on a particular item or the total amount of time allotted for community oral communications. When further discussion is required, the Commission may vote to allot time in the agenda of the following meeting.

12) Action of the Commission.

Every act or decision taken or made by an affirmative vote of at least six (6) of the Commissioners present at the meeting is the act of the Commission. All such actions of the Commission shall be governed by Roberts Rules of Order.

13) Vacancies.

Vacancies on the Commission shall exist (1) on the death, resignation or removal of any Commissioner; and (2) when a Commissioner abandons their seat by:

- A. Missing two consecutive meetings without prior notice to the Staff Liaison, and as documented in the minutes.
- B. A Commissioner misses three of six meetings in a calendar year.
- C. Failure to complete any training, ethical, or legal requirements mandated by law or as required in the Commission's authorizing ordinance or bylaws.

Any unscheduled vacancy shall be reported in writing by the commission Staff Liaison to the Board and the Clerk of the Board

14) Biennial Report.

- A. A biennial report shall be submitted by the Commission to the Board of Supervisors and to the County Administrative Office on or before January 31st every other year and subsequently filed with the Clerk of the Board of Supervisors. The biennial report shall highlight the activities, accomplishments and future goals of the Commission and shall utilize the following report format:
 - 1. Role(s) of the Commission;
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 - 7. Future goals; and
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- B. In addition to the Biennial Report, the Commission may submit progress reports and recommendations to the Board of Supervisors and the County Administrative Office at any time.

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A. Commission members may receive a stipend as compensation for their public service as established annually by resolution of the Board of Supervisors.

16) Subcommittees.

(A) The establishment and dissolution of all subcommittees shall be reported in writing to the Board. Members of any subcommittee need not be commission members, except that the Chairperson shall designate a commission member to serve on the subcommittee.

(B) "Subcommittee" means any subsidiary study group appointed by the Commission to assist the commission for longer than six months.

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- ~~B. good cause entered into the Commission’s minutes or~~ A Commissioner misses three of six³ out of 6 meetings in a calendar year, of the Commission shall be deemed as resigned from the Commission and the Board of Supervisors will be notified of the vacancy on the Commission. The Chairperson of the Commission shall notify the Clerk of the Board of any vacancies on the Commission.
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