



SIMI VALLEY CULTURAL ARTS CENTER

SIMI VALLEY ARTS COMMISSION SPECIAL MEETING DATE AND LOCATION

Tuesday, October 22, 2024, 3:30 p.m.
Simi Valley Cultural Arts Center
3050 E. Los Angeles Ave., Simi Valley, CA 93065

AGENDA

1. Call to Order/Pledge of Allegiance/Roll Call
2. Agenda Review
3. Approval of Minutes: None
4. Public Statements
This is the time allotted for statements or comments on matters within the subject matter and jurisdiction of the Arts Commission.

Public comment is the opportunity for members of the public to participate in meetings by addressing the Arts Commission in connection with one or more agenda or non-agenda items.
5. Continued Business
 - a. Review and Consideration of the Draft Arts and Culture Master Plan Statement of Work
6. New Business - None
7. Commissioner Comments
This is the time allotted for statements or comments from Arts Commissioners on matters within the subject matter and jurisdiction of the Arts Commission.
8. Adjournment

/s/

Anna M. Medina
Deputy Community Services Director

If any interested individual has a disability that may require accommodation to participate in this meeting, please contact the Assistant Community Services Manager, Sandee McGee, at (805) 583-7901. Upon advance notification of the need for accommodation, reasonable arrangements will be made to provide accessibility to the meeting.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: October 22, 2024

TO: Simi Valley Arts Commission

FROM: Anna M. Medina, Deputy Community Services Director

SUBJECT: REVIEW AND CONSIDERATION OF THE DRAFT ARTS AND CULTURE MASTER PLAN STATEMENT OF WORK

The Simi Valley Arts Commission (Arts Commission) discussed the idea of developing the “Scope of Work” or responsibilities of the consultant for the Arts and Culture Master Plan Statement of Work at the May 7, 2024, meeting. The Arts Commission considered the following alternatives:

- Scheduling special meetings to discuss and develop the “Scope of Work”;
- Establishing an ad hoc committee to develop the “Scope of Work” and provide a report at an Arts Commission meeting;
- Having staff develop the “Scope of Work” and provide a report at an Arts Commission meeting.

The Arts Commission recommended staff prepare the “Scope of Work” with review by an Ad Hoc Committee (Committee) comprised of Commissioners Plant, Weinstein, Wilson, and Foundation Representative Truncale.

Staff met with the Committee on August 1, 2024, to review the Draft Arts and Culture Master Plan Statement of Work. The Committee requested that the suggested revisions be made and recommended the draft plan be presented at an upcoming Arts Commission meeting.

The Draft Arts and Culture Master Plan Statement of Work was presented for review and consideration at the September 18, 2024, Arts Commission meeting. Due to time constraints, the Arts Commission requested that this item be continued to a special meeting for further discussion.

The purpose of the Arts and Culture Master Plan is to set a vision and chart a course for Simi Valley’s cultural development over the next ten years and provide a clear vision for the future of public art, community oriented public arts and cultural events, and artist communities in Simi Valley. The Draft Arts and Culture Master Plan Statement of Work (attached) addresses each of these elements.

The following alternatives are available to the Arts Commission:

1. Approve the Draft Arts and Culture Master Plan Statement of Work as proposed and provide staff direction regarding the Request for Proposal;
2. Revise the Draft Arts and Culture Master Plan Statement of Work and provide staff with direction regarding the Request for Proposal;

3. Provide staff with alternative direction.

Staff recommends alternative No. 1.

Suggested Motion:

I move to approve the Draft Arts and Culture Master Plan Statement of Work as proposed and recommend staff move forward with drafting the Request for Proposal.

Attachment

OBJECTIVE

This is the first Arts and Culture Master Plan for the City of Simi Valley. The purpose of the Arts and Culture Master Plan is to set a vision and chart a course for Simi Valley's cultural development over the next ten (10) years and provide a clear vision for the future of public art, community oriented public arts and cultural events, and artist communities in Simi Valley.

STATEMENT OF WORK

The following is the proposed Statement of Work. Proposers should expect to accomplish, at a minimum, the following items to create an Arts and Culture Master Plan. Expansion of the Statement of Work by Proposers is encouraged in order to ensure a complete analysis with all necessary research and data.

Produce an Arts and Culture Master Plan that is a comprehensive and visually engaging document that includes, but is not limited to, the following components:

- A detailed plan that identifies and articulates key values, purpose, priorities, vision, mission, and goals based on outcomes from comprehensive community outreach.
- A comprehensive community outreach program with community meetings and surveys that fully engage residents, stakeholders, officials (City Council, Arts Commission, etc.), and the community at large in shaping and designing what Public Art and Events should embody in Simi Valley.
 - a. Provide summary of research, findings, and community input results.
 - b. Include the results of the responses as an appendix to the final Arts and Culture Master Plan document.
- Conduct a thorough inventory and assessment of existing cultural assets and opportunities in the City of Simi Valley including identifying art and culture organizations and groups and outlining each organization's purpose and role.
- Develop clear and feasible goals and actionable strategies that consider the City's available resources, and include short-term and long-term initiatives, estimated budget and costs, and implementation dates.
- Perform an assessment of the City's assets and opportunities for Public Art, including potential locations. This is to include reviewing and becoming familiar with existing policies, documents, and local codes, as well as planned future developments.
 - a. Recommend formal policy guidelines and procedures for Public Art based on industry best practices that incorporate existing policies and any recommended policy updates. Including the following:
 1. Criteria for the location of Public Art projects.

2. Guidelines for inclusion of Public Art in public and private development projects.
 3. A general process by which artists are commissioned and selected.
 4. Policies for the management of commissioned art projects including, but not limited to, City/artist/stakeholder roles and responsibilities, contracting requirements, and any applicable regulatory requirements.
 5. Standards for maintenance, upkeep, and replacement, maintenance funding, and managing Public Art inventory.
 6. Policies for acceptance of donated/gifted artwork.
 7. Policies and procedures for deaccession of artwork.
 8. A general process for establishing, managing, and maintaining a permanent collection.
 9. A general process for establishing, managing, and maintaining a Public Art Roster.
- b. Recommend programs and initiatives that align with the established vision for the City's Public Art program.
 - c. Recommendations for documenting and archiving existing Public Art inventory, including Private Art installations.
 - d. Strategies for the preservation of accessible space in private and public developments for Public Art installations.
 - e. Identification of sites for future permanent and/or temporary Public Art projects.
 - f. Identify opportunities and strategies for partnering with key community stakeholders to further the vision for the Public Art program.
 - g. Analysis of current funding sources and recommended additional models and opportunities for funding.
 - h. Identify staffing or possible management options, cost implications, potential utilization, and advantages and disadvantages of each option.
 - i. Strategies for ongoing community engagement and outreach, considering the City's limited resources.
 - j. Develop a strategic marketing plan for immediate and on-going promotion of Public Art.
- Recommend community centered arts and cultural events for Simi Valley that are engaging, meaningful, and relevant to the local and regional community and that will attract event attendees, including potential locations. Provide a combination of free and ticketed events. In addition, recommend a yearly event that would accelerate awareness of Simi Valley as a cultural destination, stimulate the economy, and create a funding source for financial sustainability.
 - a. Identify current public events including public arts and cultural events in the local and regional community, including time of year event is held.
 - b. Identify opportunities and develop strategies for partnering with key community stakeholders.
 - c. Analysis of current funding sources and recommended additional models and opportunities for funding.

- d. Strategies for ongoing community engagement and outreach, considering the City's limited resources.
 - e. Assess the viability and potential impact of establishing a Civic Art Gallery to showcase local, regional, and national art, to foster community engagement, enrich the cultural landscape, and serve as a hub for cultural exchange.
- Perform an assessment to determine the feasibility of an Artist Community/Colony, Artist Studios, and/or community and cultural center that would accommodate artist studios, classes, arts exhibits, meetings, and other special events, including potential locations for each option.
 - a. Determine the potential support from the local and regional community (economic and demographic) of each option.
 - b. Identify staffing or possible management options, cost implications, potential utilization, and advantages and disadvantages of each option.
 - c. Identify opportunities and strategies for partnering with key community stakeholders.
 - d. Analysis of current funding sources and recommended additional models and opportunities for funding.
 - e. Strategies for ongoing community engagement and outreach, considering the City's limited resources.
 - f. Develop a strategic marketing plan for immediate and on-going promotion of each option.

Provide print and electronic copies of the completed Arts and Culture Master Plan, as well as electronic copies of all accompanying supplemental materials in a format to be determined by the City.

Present the completed Arts and Culture Master Plan to the Arts Commission and the City Council, including preparation of presentation materials (PowerPoint presentation, handouts, etc.)