

**CITY OF FOLSOM
ARTS AND CULTURE COMMISSION
SPECIAL MEETING
6:30 P.M. – MAY 3, 2022
CITY COUNCIL CHAMBERS
50 NATOMA STREET
FOLSOM, CA 95630
www.folsom.ca.us**

Members of the public wishing to participate in this meeting via teleconference may participate either online or by telephone via WebEx.

***Meeting Number: 2553 547 7295
Meeting Password: 48527853***

Join the meeting by WebEx telephone: Dial 1-415-655-0001

*To make a public comment by phone, please press *3 to raise your hand. Please make sure to enable audio controls once access has been given to speak. Please wait to be called upon by the Commission. Verbal comments via virtual meeting must adhere to the principles of the three-minute speaking time permitted at the Arts and Culture Commission meetings.*

1. **CALL TO ORDER:**
2. **ROLL CALL:** Commission Members: Marc Allaman, Vice-Chair, Kat Bahry, Jacob Cantu, John Hall, Shivesh Sinha, Lucinda Winward, Chair Maribel Wyatt
3. **PLEDGE OF ALLEGIANCE**
4. **SCHEDULED PRESENTATIONS:**
 - A. Oath of Office to the Newly Appointed Commission Member
5. **BUSINESS FROM THE FLOOR:**

Members of the public are entitled to address the Commission concerning any item within the Folsom Commission's subject matter jurisdiction. Public comments are limited to no more than three minutes. Except for certain specific exceptions, the Commission is prohibited from discussing or taking action on any item not appearing on the posted agenda.
6. **APPROVAL OF MINUTES:**
 - A. March 3, 2022 Special Meeting
7. **DISCUSSION ITEMS:**
 - A. Percent for Public Art
 - B. Johnny Cash Trail Fundraising Strategies

8. **INFORMATIONAL ITEMS:**

- A. Gallery at 48 Natoma Exhibit
- B. Manager's Report

9. **COMMISSION MEMBER COMMENTS:**

10. **ADJOURNMENT:**

*Notice: Members of the Public are entitled to directly address the Commission concerning any item that is described in the notice of this meeting, before or during consideration of that item. If you wish to address the Commission on an issue, which is on this agenda, please raise your hand and when your name is called, you may unmute and be recognized by the Chairperson and then proceed to speak. If you wish to address the Commission on any other item of interest to the public, when the Chairperson asks if there is any "**Business from the Floor**," follow the same procedure as described above. Please limit your comments to three minutes or less.*

As presiding officer, the Chairperson has the authority to preserve order at all Arts & Culture Commission meetings, to remove or cause the removal of any person from any such meeting for disorderly conduct, or for making personal, impertinent, or slanderous remarks, using profanity, or becoming boisterous, threatening or personally abusive while addressing said Commission, and to enforce the rules of the Commission.

In compliance with the Americans with Disabilities Act, if you are a disabled person and need a disability-related modification or accommodation to participate in this meeting, please contact the City Clerk's Office at (916) 461-6035 or dklamm@folsom.ca.us. Requests must be made as early as possible and at least two-full business days before the start of the meeting.

Any documents produced by the city and distributed to the Arts & Culture Commission regarding any item on this agenda will be made available at the Parks & Recreation Department at 50 Natoma Street, Folsom, California during normal business hours.



OATH OF ALLEGIANCE

I, Jacob Cantu do solemnly swear that I will support and defend the Constitution of the United States and the Constitution of the State of California against all enemies, foreign and domestic;
that I will bear true faith and allegiance to the Constitution of the United States and to the Constitution of the State of California;
that I take this obligation freely, without mental reservation or purpose of evasion; and
that I will well and faithfully discharge the duties upon which I am about to enter.

JACOB CANTU, ARTS & CULTURE COMMISSIONER

The above Oath was subscribed and sworn to before me on this 3rd day of *May, 2022*.

TOM HELLMANN, RECREATION & COMMUNITY SERVICES MANAGER

**CITY OF FOLSOM
ARTS AND CULTURE COMMISSION
TUESDAY, MARCH 3, 2022
SPECIAL MEETING MINUTES**

Pursuant to Governor Newsom's Executive Order N-29-20, members of the Folsom Arts and Culture Commission and staff may participate in this meeting via teleconference.

1. CALL TO ORDER:

The Arts and Culture Commission meeting was called to order at 6:30 p.m. with Chair Maribel Wyatt presiding.

2. ROLL CALL:

Commission Members Present: Marc Allaman, Commissioner
 Kat Bahry, Commissioner
 John Hall, Commissioner
 Shivesh Sinha, Commissioner
 Lucinda Winward, Vice-Chair
 Maribel Wyatt, Chair

Commission Members Absent: None

Staff Present/Speaking Tom Hellmann, Community & Cultural Services Manager
 Cindy Abraham, Recreation Art Specialist

3. PLEDGE OF ALLEGIANCE:

The Pledge of Allegiance was recited.

4. SCHEDULED PRESENTATIONS:

A. 2021 Folsom Arts and Culture Commission Certificate of Recognition

Community and Cultural Services Manager, Tom Hellmann, presented Kat Bahry with the 2021 Folsom Arts and Culture Commission Certificate of Recognition Award.

B. Oath of Office to the Newly Appointed Commission Member

Community and Cultural Services Manager, Tom Hellmann, administered the oath of office to newly appointed commission member Kat Bahry.

5. BUSINESS FROM THE FLOOR: None

6. APPROVAL OF MINUTES:

A. January 13, 2022, Regular Meeting Minutes

Motion by Commission Member Lucinda Winward, second by Commission Member Marc Allman to approve the minutes of January 13, 2022. Motion carried with the following vote:

AYES: Commissioner(s): Allaman, Bahry, Hall, Sinha, Winward, Wyatt
NOES: Commissioner(s): None
ABSENT: Commissioner(s): None
ABSTAIN: Commissioner(s): None

7. ACTION ITEMS:

A. Public Art Donation

Community and Cultural Services Manager, Tom Hellmann, presented information regarding the request to donate Nautilus # 2 by Gary “Geo” Graening. Staff recommends to not accept the donation due to inability to identify a location for this piece. Tom explained that he has put “Geo” in connection with a local developer, hoping they could partner in finding a place to display the art piece. The commission discussed at length the City of Folsom Art Donation Policy and how it applies to this donation.

Motion was made to not accept the donation at this time, but the commission would like to keep the discussion open for the possibility for future location and budgetary means. Motion by Commission Member Maribel Wyatt, second by Commission Member Lucinda Winward to not accept the Public Art Donation.

The motion was carried forward with the following roll call vote.

AYES: Commissioner(s): Allaman, Bahry, Hall, Sinha, Winward, Wyatt
NOES: Commissioner(s): None
ABSENT: Commissioner(s): None
ABSTAIN: Commissioner(s): None

B. Election of Vice-Chair

Community and Cultural Services Manager, Tom Hellmann, introduced the election of Vice-Chair and opened the discussion to the commissioners to nominate a Vice-Chair due to Sunny Mitchell’s resignation from the commission. Lucinda Winward recommended the nomination of Kat Bahry as Vice-Chair. Motion was made to approve the recommendation by Commissioner Wyatt.

Motion was carried forward with the following vote:

AYES: Commissioner(s): Allaman, Bahry, Hall, Sinha, Winward, Wyatt
NOES: Commissioner(s): None
ABSENT: Commissioner(s): None
ABSTAIN: Commissioner(s): None

8. DISCUSSION ITEMS:

A. Percent for Public Art

Commissioner Allaman asked Tom Hellmann to bring this topic for discussion. Tom reviewed the background document on Percent for Public Art and encouraged the commission to read Attachment A in order to be familiar with the topic. Tom opened the discussion for Cynthia Abraham, Recreation Art Specialist, to discuss her knowledge on the guidelines and information in Attachment B Guidelines Regarding Permanent Artwork in Public Spaces. Cynthia shared her knowledge and history on this topic. The commission asked that this topic continue to be an agenda discussion item.

B. Johnny Cash Trail Fundraising Strategies

Community and Cultural Services Manager, Tom Hellmann, updated the commission on the Johnny Cash Trail signs that have been placed at three locations, Cash's Pick No.1, Cash's Pick No. 2 and the JCT Donor Wall. Tom mentioned a PLS was submitted in the budget request to hire a consultant to help with larger corporate fundraising. Tom mentioned City staff is continuing to work with RRM Group on the Cash's Pick No. 1 design. Tom asked the commission if they wanted to continue to have this item as a discussion item for future meetings. The commission asked that it continue to be on the agenda.

9. INFORMATIONAL ITEMS:

A. Gallery at 48 Natoma Exhibit

Cynthia Abraham, Recreation Art Specialist, encouraged the commission to come see the current exhibit Small Expressions if they have not done so. The Gallery at 48 Natoma exhibit postcard for the upcoming "Famous Faces" exhibit was distributed. Cynthia stated the exhibit will run from April 22 to June 30, 2022. Cynthia mentioned we are hoping to have a Gallery reception on Friday, April 22 with live music and refreshments.

B. Manager's Report

Community and Cultural Services Manager, Tom Hellmann, provided a written report to the commission. Tom noted that since his report was written, the City Council had created a subcommittee to evaluate/inventory available City properties and utilization of existing facilities. Tom reviewed the remaining items on his written report and updated the commission on upcoming events.

C. City of Folsom Budget Update

Community and Cultural Services Manager, Tom Hellmann, gave a verbal update on the City of Folsom Budget.

10. COMMISSION MEMBER COMMENTS:

Commissioner Marc Allaman commented thanked staff and new commissioners for being here. Expressed being fortunate to have Cindy and Tom on staff sharing the wealth of information.

Commissioner Kat Bahry commented she was honored and grateful for opportunity to be part of this commission and looks forward to working with people who are as passionate as she is about promoting and supporting the arts and culture in the community.

Commissioner John Hall had no comments.

Commissioner Shivesh Sinha commented, welcoming Kat Bahry. He expressed he was listening to the questions tonight and was glad for the pointers and educational opportunity.

Commissioner Lucinda Winward commented she concurred with the previous comments. She mentioned a previous discussion about the display of special education artwork. She and Cynthia Abraham agreed to discuss this together outside this meeting.

Commissioner Maribel Wyatt commented thanking everyone for the great conversation tonight and she learned a lot. She encouraged everyone to continue to use their voice and ears. She also welcomed Kat Bahry.

10. ADJOURNMENT:

There being no more business brought before the Folsom Arts and Culture Commission, the meeting was adjourned at 8:16 p.m.

RESPECTFULLY SUBMITTED:

ATTEST:

Dawn Klamm,
Administrative Assistant
Parks and Recreation Department

Maribel Wyatt, Chair

DISCUSSION ITEM 7A
Arts and Culture Commission
May 3, 2022

TO: Arts and Culture Commission

FROM: Tom Hellmann, Community and Cultural Services Manager
Cindy Abraham, Art Specialist

SUBJECT: PERCENT FOR PUBLIC ART

BACKGROUND

At the January 19, 2017 Commission meeting, Commissioner Truppa asked that a percent for the arts program discussion be included in a future meeting agenda. Currently, Folsom does not have a mandated Percent-For-Art funding policy. At the March 9, 2017 Commission meeting, staff presented an overview of the Folsom Public Art Program, the Folsom Guidelines Regarding Permanent Artwork in Public Spaces, and a visual summary of similar public art programs in a variety of other cities. At the conclusion of this presentation, staff recommended that a commission subcommittee be appointed at the next meeting.

On May 18, 2017, Arts & Culture Commission Chair Wallace appointed Commissioners Allaman, Truppa and Schueble to the Percent-For-Art in Public Places Subcommittee to assist staff with the development of policy concepts and recommendations for the purpose of establishing a Percent-For-Art program.

During the January 13, 2022, Arts & Culture Commission meeting Commissioner Allaman mentioned that review of the work from the previous commission and staff would be warranted and that this commission look over the research and reports that were prepared in 2017. Commissioner Winward agreed and expressed interest in reviewing this work as well.

POLICY

The City Council approved the Folsom Arts and Culture Master Plan November 2006 with an approved update in 2018. This approved plan lists goals, objectives, specific tasks to guide the City in art related policy development, program planning, and recommendations. The following specific goals and objectives pertain to the development of public art in Folsom:

Goal 7- Encourage the development of public art that reflects Folsom's community values and heritage.

Objective 1- Develop guidelines for a public art program in Folsom.

Tasks: Review and analyze the potential for establishing mandatory participation in a public art program.

Make recommendations for participatory guidelines in a public art program.

Objective 2- Increase the number of public artworks in Folsom.

Tasks: Advocate to agencies, organizations and developers to include public artworks in their project.

Goal 8- Encourage the development of quality facilities for diverse arts and cultural activities.

Objective 4- Promote arts and cultural facilities in Folsom's future growth.

Tasks: Work with appropriate agencies during the planning and development of land use south of highway 50, and any other future growth.

Objective 5- Build new and improve current facilities for arts and cultural activities.

Tasks: Make recommendations to the city council of appropriate, beneficial, and future capital improvements related to arts and cultural facilities.

Securing adequate funding is the cornerstone of any public art program. The City of Folsom defined the following funding sources in the approved Guidelines Regarding Permanent Artwork In Public Spaces (See Attachment B.):

PRIVATE FUNDING FOR A PRIVATELY OWNED PROJECT - Artworks completed on a privately owned project with private funds in which the City may assist in the selection process. (Folsom has several successful projects in this category including the Palladio Shopping Center, three Regional Transit Light Rail Stations, Mural on Wall at Beda Brazilian Jiu Jitsu, and Angel Wings at Dorothea's)

PUBLICLY FUNDED PROJECTS FOR A PUBLICLY OWNED PROJECT- Artworks completed on a public project funded by public funds. These funds may be obtained through public grants, donations, general fund allocations, or redevelopment fund allocations. (Examples of this type of project are Rockin' River at the 48 Natoma Center and the Veteran's Memorial at the Folsom Library.)

PUBLIC/PRIVATE PARTNERSHIPS- Artworks completed either on public or private projects, funded through a collaboration of grants, fundraising, donations and matching City funds (Examples of this are the 28 pieces of public art in the median areas in the Natoma Station neighborhood and the recently completed Cummings Family Memorial at the Folsom Skate Park which were donated to the City as well as "Shell of Thrones" at the Steve Miklos Aquatics Center)

DISCUSSION

Adhering to the Folsom Arts and Culture Master Plan, the commission is following the Goals, Objectives and Tasks to review and analyze the potential for establishing mandatory participation in a public art program.

Public art is often site-specific, meaning it is created in response to the place and community in which it resides. It often interprets the history of the place, its people, and perhaps addresses a social or environmental issue. The work may be created in collaboration with the community, reflecting the ideas and values of those for whom it's created. Public art can take a wide range of forms, sizes, and scales—and can be temporary or permanent. Public art can include murals, sculptures, memorials, integrated architectural, landscape, architectural work, community art, digital new media, and even performances and festivals.

Most often a city administers two components to a mandated public art program, in both the Public and Private Sectors. Public art is typically funded through government agencies, but increasing through public-private partnerships. Percent-For-Art is an ordinance or policy specifying that a percentage of a city's capital improvement project funds (CIP) are set aside for the commission, purchase, fabrication, and installation of public artwork. Percent-For-Art ordinances typically designate around 1 - 2 percent of the total construction or renovation budget. Public Percent-For-Art projects are typically incorporated on a city-owned site such as civic center, library, plaza, or park. Private developers are increasingly incorporating and funding public art in private development projects such as shopping malls, residential and apartment developments and offices, or may opt to contribute to a Public Art Fund for installation of art throughout the city.

Percent-for-art ordinances guarantee a funding stream for public art projects. Benefits of a percent-for-art ordinance include:

- It can provide a mechanism for obtaining funds from a broad range of city agencies and departments;
- It can offer legal recourse (if funding for percent projects becomes a legally binding requirement) to obtain funds for public art from non-compliant city agencies;
- It can provide an opportunity to work with and introduce public art to many city agencies, in many different types of projects, and in many locations city-wide; and
- In some cases, it allows for the siting of art in adjacent or nearby neighborhoods to place public art in more diverse areas of a city.

Private developers are realizing that commissioning works of art for their projects benefits more than their bottom line. Most developers (particularly from the Bay Area where almost every city has a percent-for-art policy) are fully aware of Percent-For-Art programs and view it as a standard course of business. Additionally, residents relocating from the Bay Area have come to expect a public art component in their businesses and neighborhoods. From small local cities to regional and national endeavors, Percent-For-Art projects can:

- Improve employee and tenant working environments;
- Create a unique look or landmark feature for the project;
- Demonstrate a larger civic commitment; and
- Translate into higher rents and a more desirable office location.

ATTACHMENTS

A. Public Art Research - Percent-For-Art Funding Descriptions

- Research of 20 cities with established Public Art Programs in various populations.

B. Guidelines Regarding Permanent Artwork in Public Spaces

RECOMMENDATION

Receive and discuss next steps that the commission would like to pursue

Public Art Research**PUBLIC ART RESEARCH - % FOR ART FUNDING DESCRIPTIONS**

City, Population, Year Adopted	Funding Source Description	
	% City Project Mandate (Public Sector)	% Development Mandate (Private Sector)
Albany, CA Pop. 19,688 2007 Ordinance	Any public or private development with a Construction Cost greater than \$300,000 (as calculated by the City of Albany) must include a Public Art component equal to 1.75% of the total construction costs.	Private development with a Construction Cost greater than \$300,000 (as calculated by the City of Albany) must include a Public Art component equal to 1.75% of the total construction costs. If there is not a possible public space for Public Art at the project site, the development must then make a contribution equal to 1.75% of project costs to the Public Art Fund.
Berkeley, CA Pop. 121,240 1985 Ordinance 1999 Resolution 2016 Ordinance 2017 Amendment	Each year, 1.5% of the City of Berkeley eligible Capital Improvement funds are put into a Public Art Fund.	Requires developers who elect to provide On-Site Publicly Accessible Art to pay an administrative fee equal to 5% of the 1% requirement directly to the Private Percent Art Fund prior to issuance of the building permit. Allow developers the option of satisfying the Percent for Art requirements with a combination of on-site art and in-lieu payment. Therefore the ordinance now provides the developer with three options for allocating funds: 1. Include on-site publicly accessible artwork valued at 1% of construction costs; or 2. Pay an in-lieu fee to the Private Percent Art Fund valued at .8% of the construction costs 3. A combination of 1& 2: include on-site publicly accessible artwork valued at less than 1%, with an amount equal to 80% of the difference in value paid to the City as an in-lieu fee.
Davis, CA Pop. 68,111 1973 Ordinance	1% of all funds allocated for Capital Improvement Construction is set aside to fund public art projects.	unsure

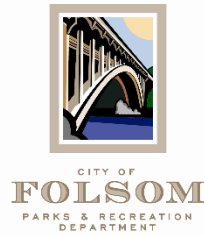
Denver, CO Pop. 663,862 1988 Executive Order 1991 Ordinance	1% of the construction budget of any capital improvement project over \$1 million undertaken by the City be set aside for the inclusion of art in the design and construction of new projects and encouraged the participation of private dollars to enhance this public commitment.... In addition, the CIP must involve improvements to or new construction of a “building or structure, road, streetscape, pedestrian mall or plaza or park” or any other project which includes “finished space for human occupancy” and will be “available for public view.”	Encouraged the participation of private dollars to enhance this public commitment.
Elk Grove, CA Pop. 169,743 2016 Resolution	Allocate two percent of the project budget of the first \$10 million of any publicly funded buildings and parks, and one percent for construction costs in excess of \$10 million. The percentage is calculated based on the construction cost estimate at the 35% design stage of any project.	Does not include private development
Livermore, CA Pop. 80,900 2008 Public Art Ordinance	One percent of the original estimated construction cost of a city of Livermore public works project shall, at the discretion of the arts commission and subject to the approval of the city council, be set aside and used for acquisition and/or installation of art at, or near, the construction project. In the alternative, such amount may be designated for arts and cultural programming.	Private developments shall devote an amount not less than the program allocation amount for acquisition and installation of public art in the development project, such amount to be determined by the building official. The public art shall be installed on the development site in a location that allows the public art to be visible from a public right-of-way or from other public property. An owner or developer, at its discretion, may deposit a public art in-lieu contribution in an amount equal to the program allocation into the Livermore public art fund prior to the issuance of a building permit.
Lodi, CA Pop. 64,641 2001 Ordinance	2% of all funds allocated for Capital Improvement. Lodi also has a small budget of approximately \$5,000 for its Art Advisory Board to purchase one or two pieces of art annually to contribute to the City of Lodi Art Collection.	Funded by a Development Impact Mitigation Fee Program. This includes both residential and non-residential development.
Long Beach, CA Pop. 470,130 2016, new ordinance	...any project costing more than \$100,000 would be required to set aside 1% of the total cost to support the arts. The program would start with general fund projects...40% of the fund would be used to create public art through a program administered by the Arts Council. Another 20% would go to the Arts Council for small grants or matching grants to support institutions and individual artists. The final	Originally, the Percent for the Arts program was tied to the Redevelopment Agency. When developers built something on RDA property, they had to set aside 1% of the project cost to be used for public art. The money was restricted for use on the property. When Gov. Jerry Brown and the state legislature abolished Redevelopment Agencies, the Percent for Art program ended. Since then, government support for the arts has consisted

	40% would be designated for support of established arts groups in the city.	primarily of a grant from the general fund, typically about \$400,000, distributed through the Arts Council for Long Beach.
Los Angeles, CA Pop. 3,976,000 1991 Ordinance	Public Works Improvements Arts Program (PWIAP) The City mandates that one-percent of the total cost of all construction, improvements, or renovation projects undertaken by the City be set aside for public art projects in compliance with the PWIAP.	Private Arts Development Fee Program (ADF) The City requires that each owner of a private development project, valued at \$500,000 or more, pay an arts fee based on the square footage of the building or one-percent of the project's Building and Safety permit valuation, whichever is lower. 1. Office or research and development. For an office or research and development building, the arts fee shall be \$1.57 per square foot. 2. Retail. All retail establishments shall pay an arts fee of \$1.31 per square foot. 3. Manufacturing. For a manufacturing building, the arts fee shall be \$0.51 per square foot. 4. Warehouse. For a warehouse building, the arts fee shall be \$0.39 per square foot. 5. Hotel. For a hotel building, the arts fee shall be \$0.52 per square foot. In no event shall the required arts fee exceed either \$1.57 per gross square foot of any structure authorized by the permit or one percent of the valuation of the project designated on the permit, whichever is lower, as determined by the Department of Building and Safety. Where there are combined uses within a development project or portion thereof, the arts fee shall be the sum of the fee requirements of the various uses listed above.
Loveland, CO Pop. 76,897 1985 Ordinance	Ordinance designates one percent of the City's capital projects (valued at \$50,000 or more) for the purchase and ongoing maintenance of art. There is established a reserve account within the general fund-capital to be known as the art in public places reserve account.	The City's collection presently encompasses over four hundred diverse works of art valued at approximately \$ 10.1 million dollars. Private contributions by arts organizations, citizens and artists, have donated over 52% of the value of the collection, making the City of Loveland unique among other municipalities.

<p>Manhattan Beach, CA Pop. 35,741 2002 Ordinance</p>	<p>Art in Public Places projects are supported by the Public Art Trust Fund established through a dedicated 1% development fee and does not impact the general fund.</p>	<p>Set aside a 1% development fee on residential developments of four or more units, and every commercial and industrial building project with building valuation exceeding \$500,000. This fee or allocation shall also be imposed upon any remodeling project of existing commercial or industrial buildings and any residential building or complex of four or more units whether exterior or interior, when the remodeling has a building valuation exceeding \$250,000. The applicant shall pay the 1% fee directly to the Public Arts Trust Fund at the time the building permit is issued.</p>
<p>Napa, CA Pop. 80,416 2010 Ordinance</p>	<p>New non-residential private and public development projects. On-site public art of equal in value to 1% of the construction costs of the development project. With this option, the public art is required to be integrated into the development plan whenever the plans are first drawn.</p>	<p>An ‘in-lieu’ contribution to the City’s Public Art Fund, which equals 1% of the construction cost of the project, for projects with a value of \$250,000 or more. These funds are placed into the City’s “Public Art Fund,” which is used to select and install public art throughout the city.</p>
<p>Portland, OR Pop. 619,360 2006 Ordinance</p>	<p>Two percent of the total Eligible Costs or two percent of the total Eligible Funds of all Improvement Projects (whichever is less) to the selection, acquisition, fabrication, installation, maintenance, management, deaccessioning, community education, documentation and registration of Public Art. ...equals \$50,000 or more for the construction, rehabilitation, remodeling, improvement or purchase for a public use of any building, structure, park, public utility, street, sidewalk or parking facility...</p>	<p>Public Art Trust Fund, and shall be allocated as follows: 1. 63 percent for costs associated with Public Art including, but not limited to the acquisition, fabrication, and installation of Public Art. 2. 27 percent for costs associated with Public Art, including, but not limited to costs of selection, project management, community education and registration of Public Art. 3. 10 percent by for the maintenance, conservation and deaccessioning of Public Art.</p>
<p>Rocklin, CA Pop. 62,787 Jan 2016 Master Plan</p>	<p>Funding through Public Services Department for the creation, installation and administration of public art elements in major city construction projects, either for new projects or for significant renovations are best included in the overall construction budget. The public art budget should be 1% of the General Fund portion of the project budget for new construction.</p>	<p>It is the responsibility of the Economic and Community Development Department to inform private developers of the voluntary public art program, Since this program is voluntary the recommended budget for private development projects is recommended to be 1% of the building permit value for new construction (or alteration of more than 50% of the G.S.F. of an existing structure or area), for all projects of 25,000 sq. ft. or greater. For projects between 15,000 and 24,999 sq. ft. the recommended public art budget is ½% to 1% of the building permit value. Or funds can be placed into an in-lieu fund.</p>

Roseville, CA Pop. 132,671 2014 Strategic Plan	<p>Art will be budgeted at a minimum of 1% of the overall project cost and not to exceed 50% of the cost.</p> <p>Loan program is designed for artists to lend their artwork to the City for two (2) years with a City option for one (1) additional year.</p>	<p>Downtown incentive whereby the total number of parking spaces required for a mixed-use project may be reduced by five percent in exchange for providing art on-site that is visible to the public.</p> <p>Art will be budgeted at a minimum of 1% of the overall project cost and not to exceed 50% of the cost.</p>
Sacramento, CA Pop. 495,434 1977 Ordinance	<p>It includes a collection of more than 650 artworks. The Sacramento Metropolitan Arts Commission manages Sacramento's Public Art Program, which is funded through City and County ordinances and a Memorandum of Understanding that specifies 2% of eligible City and County capital improvement project budgets be set aside for the commission, purchase, and installation of artworks throughout the City.</p>	<p>The program has grown to include exhibition spaces featuring ongoing installations of regional artists at City Hall, SMUD, and the Sacramento County Board of Supervisors' Chambers.</p> <p>An education program was established in 2008 which included guided tours, workshops, lectures, discussions, and other educational opportunities for design professionals, public art practitioners and the general public.</p>
San Jose, CA Pop. 1,025,000 2008 Ordinance	<p>... not less than one (1) percent of the total amount budgeted for the city's capital improvement projects in that fiscal year... which are funded in whole or in part by the city or a financing district and shall include the city's land acquisition costs</p>	<p>The redevelopment agency's annual adopted capital improvement budget shall include funds for the acquisition of artwork for public places, in amounts not less than two (2) percent of the total amount budgeted for each redevelopment agency capital improvement project</p>
Santa Fe, NM Pop. 83,875 1985 Ordinance	<p>One percent of the cost of capital construction projects, whether new construction or renovation, is set aside for the acquisition of art. In 2006, the percentage dedicated to public art was increased to two percent.</p>	<p>None found</p>

<p>Walnut Creek, CA Pop. 69,122 1987 Resolution</p>	<p>Not less than 1% of the project cost for major city building projects (or alteration of more than 50% of the G.S.F. of an existing structure or area) shall be allocated for public art. In addition to public art budgets for individual major city building projects and alterations, the Plan recommends that the City's biennial Capital Improvement budget should include a separate block of funds dedicated to public art in existing parks, gateways, medians, city buildings, and other related municipal sites.</p>	<p>For private developments that are 25,000 sq.ft or greater, not less than 1% of construction cost (building permit value) shall be allocated for public art. For private development projects that are between 15,000 and 24,999 sq.ft., not less than ½ of 1% shall be allocated for such projects in the Pedestrian Retail District or the Core Area Development Zone. This requirement shall also apply for alteration of more than 50% of the G.S.F. of an existing structure or area. For private projects where public art would normally be expected, but where either the Design Review Commission finds that location, siting or scale make the provision of public art inappropriate or impossible; or agrees to the applicant's preference to not integrate a public art element into the project, the equivalent public art funds should be placed in an in-lieu fund. This fund, upon recommendation of the Arts Commission, will enable enhancements to be sited elsewhere within the same Public Art Project Zone.</p>
<p>West Hollywood, CA Pop. 36,698 2001 Urban Art Ordinance</p>	<p>... most projects greater than \$200,000 to place art on-site equal to 1% of the project cost, or to contribute an equal amount to its Public Art and Beautification Fund. ... new development with a value of two hundred thousand dollars (\$200,000) or more; and the alteration or repair of a structure that increases total gross floor area or otherwise intensifies the use, if the alteration intensification, or repair had a value of two hundred thousand (\$200,000) or more; where the value is as determined by the Building Official.</p>	<p>Before issuance of a building permit, the applicant shall either comply with Approval of Urban Art Plan, or pay an in-lieu fee in compliance (In-Lieu Fee Alternative). The applicant may choose to contribute to the West Hollywood Public Art and Beautification Fund in an amount equivalent to one percent (1%) of the value of the project as determined by the Building Official. If the valuation of the project changes during construction, the fee shall be adjusted accordingly. The balance of the fee, if any, shall be paid before issuance of a certificate of Final Occupancy or Final Inspection.</p>



GUIDELINES REGARDING PERMANENT ARTWORK IN PUBLIC SPACES

The Folsom City Council and the Folsom Arts and Culture Commission (FACC) have determined that the expansion of arts and cultural activities within the city will benefit the citizens and will further economic development of the city. FACC has developed these guidelines to encourage the development of Public Art that reflects community values and Folsom's historical traditions.

Public Art shall be defined as an original *artwork* and/or *artplace* created by an artist, artists, and/or collaboration with design professionals for a public place for the public to experience. *Artwork* is a tangible creation by an artist. *Artplace* is defined as a space designed by an artist, working alone or in collaboration with other design professionals, to create a place in which art is integrated into the overall design of the space.

INTRODUCTION

It has been widely recognized that the inclusion of visual arts in the public eye adds character, depth and dimension to a community and reinforces a local identity to which citizens can relate and take pride in. Visual art enhances public spaces and invites public participation and interaction in those public spaces. Research has shown that communities with vibrant arts programs spark economic development, revitalize urban areas, and improve the overall business climate.

FACC, in recognizing that the lives of the citizens of Folsom can be enriched by exposure to art in its various forms and that the community can be made more beautiful and more livable, has created the following guidelines in accordance with the City Council adopted arts and cultural plan, to encourage the inclusion of public art in the community.

PURPOSE OF PUBLIC ART

- A. To create more visually pleasing public spaces
- B. To reflect the rich history of Folsom and to define its past and imagine its future
- C. To increase public access to and enjoyment of visual arts
- D. To reflect the community's values
- E. To invite public participation and interaction with public spaces

FUNDING SOURCES

The following is a list of potential funding sources for Public Art projects:

PRIVATE FUNDING FOR A PRIVATELY OWNED PROJECT - Artworks completed on a privately owned project with private funds in which the City may assist in the selection process.

PUBLICLY FUNDED PROJECTS FOR A PUBLICLY OWNED PROJECT- Artworks completed on a public project funded by public funds. These funds may be obtained through public grants, donations, general fund allocations, or redevelopment fund allocations. A portion of the project budget will be set aside in a separate maintenance account to fund future needed maintenance requirements. Other funding sources for maintenance of artwork could come through sponsorships and grant opportunities. Funding mechanisms can be developed as part of a Landscape and Lighting District or through Business Improvement Districts or Homeowner Associations.

PUBLIC/PRIVATE PARTNERSHIPS- Artworks completed either on public or private projects, funded through a collaboration of grants, fundraising, donations and matching City funds.

LOCATION OF PUBLIC ART

FACC will work with the Planning Commission, Historic District Commission, Parks and Recreation Commission, Community Development Department, Neighborhood Services Department, Architectural Review Committee, and the Parks and Recreation Department to identify appropriate projects with major public access, so that the artwork or artplace is visually accessible from the street, or accessible in large outdoor public spaces, or accessible in public areas receiving heavy foot traffic.

DEFINITION OF APPROPRIATE FORMS OF PUBLIC ART

The following list includes examples of acceptable forms of Public Art projects:

- A. **SCULPTURE** - free standing, wall supported or suspended object that may be kinetic, electronic, or mechanical composed of any material or combination of materials
- B. **MURALS** or paintings permanently affixed to a building or other approved surface - in any material or combination of materials, with or without collage or the addition of non-traditional materials.
- C. **EARTHWORKS**, fiberworks, neon, glass, mosaics, prints or calligraphy - in any combination of forms permanently affixed to a building or other approved surface.

- D. STANDARDIZED FIXTURES, such as gates, grates, streetlights, street furniture, signage, fences, staircases, balconies, timepieces, flagpoles, and other design enhancements as are rendered by an artist for unique or limited editions.
- E. DECORATIVE, ORNAMENTAL OR FUNCTIONAL BUILDING ELEMENTS, such as archways, columns, pediments, peristyles, capitals, fanciful characters, cornices, gables, balustrades, friezes, porticoes or other architectural elements of a building designed by an artist.
- F. DIRECTIONAL ELEMENTS such as supergraphics, signage or color coding to the extent that these elements are integral parts of an original work of art.
- G. EXTRAORDINARY LANDSCAPE architecture and landscape gardening when designed by an artist and integrated into the landscaping.

GUIDELINES FOR ARTWORK

- A. The composition of the artwork shall be of a permanent durable and weather resistant material that requires a low level of maintenance. Maintenance requirements shall be provided.
- B. The artwork should be scaled in a size that is proportional to the development project and is an integral part of the landscaping or building design.
- C. A wide range of materials, styles and types that reflect the good taste of the community shall be encouraged. Projects that encourage awareness of diverse cultures, especially of our sister cities are desirable.
- D. Projects that reflect the rich history of the Folsom community are encouraged.
- E. The artwork will not portray themes that may be interpreted as derogatory as to race, religion, sexual orientation, natural origin, or physical or mental disability.

SELECTION OF ARTWORKS

Selection Panel for Publicly Funded Artworks

Artworks will be selected/approved by an art selection panel generally composed of: Two members of FACC and two members selected at large from the community by FACC, and a member of the building project team. A larger art selection panel that may include representation from special committees or districts within the community may be for certain projects. The Parks and Recreation Department staff liaison assigned to FACC will provide assistance to the art selection panel. The selection panel recommendation shall be presented to FACC for approval with ultimate authority invested in the City Council.

Methods of Selection for Publicly Funded Artworks

The FACC will recommend the specific artwork for a site be obtained through one of the following methods of selection. The procedures followed shall be proposed by FACC and reviewed by the Parks and Recreation Department. The FACC will recommend the best method of selection based on determining criteria such as the nature of the project, the site, the theme proposed, and such other factors.

- A. Direct selection - artists shall be invited by FACC to submit proposals to an art selection committee. These are artists that may have previously submitted proposals for other Public Art competitions for the city or who are well known public artists and whose information is on file with the staff. Staff will maintain an ongoing short list of public artists that are qualified to meet the City's criteria of experience for public artists. These criteria may include but are not limited to type of media, prior experience with similar projects with similar budgets, and acceptable liability insurance.
- B. Limited competition - FACC recommends a limited number of artists to an art selection committee in response to specific needs. These specific needs may include type of media, project theme, residence of artist, specifics on installation, fabrication or design, or other limitations as the FACC determines.
- C. Open competition - FACC conducts a competitive process in which any artist may submit proposals to an art selection committee.

Two major criteria will be used in the selection of artwork: artistic excellence and appropriateness for the site. Accessibility, durability, security, and maintenance requirements will also be taken into consideration. The artwork must be of sound construction and comply with all applicable Folsom Municipal Code requirements. Artists and/or designers will be given general guidelines or parameters for the desired artwork, and the artist will design a proposal that utilizes the fullest extent of their creativity to design artwork within the given parameters.

Once the artist is selected for publicly funded projects, they will enter into a contractual agreement with the city for the project.

Privately Funded Artworks

Private developers may wish to incorporate artwork or design artplaces into their development projects. Privately funded projects with major public access such as artwork or artplaces that are visually accessible from the street, or accessible in large outdoor public spaces, or accessible in public areas receiving heavy foot traffic must meet these guidelines.

The artist may be chosen at the discretion of the developer.

The proposal for the artwork may be submitted to the FACC for review at the discretion of the private party.

GUIDELINES FOR THE DISPLAY OF ART IN PUBLIC SPACES FOR TEMPORARY EXHIBITIONS

The Folsom City Council and the Folsom Arts and Culture Commission (FACC) have determined that the expansion of arts and cultural activities within the city will benefit the citizens and will further expand economic development of the city. Visual art enhances public spaces and invites public participation and interaction in these spaces. It also provides local artists with new opportunities to participate in the cultural life of our city.

FACC, in recognizing that the lives of the citizens of Folsom can be enriched by exposure to art in its various forms and that the community can be made more beautiful and more livable, has created the following guidelines to encourage the inclusion of the display of art in public spaces within the community.

LOCATION OF PUBLIC PLACES SUITABLE FOR DISPLAY OF ARTWORK

FACC will work with the Folsom Parks and Recreation Department to identify suitable public locations for the temporary display of artworks.

APPLICATION PROCEDURE

An artist or art organization desiring to display their artwork will be required to fill out an application. The application will include information about the artist and/or organization's background, exhibition record and a resume. Artists will also submit slides or photographs of their artwork to be reviewed by the selection panel along with a nominal administrative application fee. An annual application deadline will be publicized to establish a yearly calendar of temporary displays.

GUIDELINES FOR ARTWORK

- A. Two major criteria will be used in the selection of temporary exhibitions of artwork: artistic excellence and appropriateness for the site.
- B. Priority consideration should be given to Folsom-based community artists and arts organizations to highlight their members work.
- C. A wide range of materials, styles and types of artworks shall be encouraged. Accessibility, durability, security, and maintenance requirements will also be taken into consideration. The artwork must be of sound construction and not made of toxic materials. Artwork should be delivered ready to display including being framed, wired, mounted, or otherwise prepared for public installation. Fragile, hazardous, or poorly prepared work will not be accepted.
- D. Projects that encourage awareness of diverse cultures of other areas, especially of our sister cities are desirable.
- E. Projects that reflect the rich history of Folsom are encouraged.

SELECTION OF ARTWORKS

Selection Panel

Artwork will be selected/approved by an art selection panel composed of:

One member of FACC, one member selected at large from the community and the Parks and Recreation staff liaison to FACC.

Methodology

The specific artwork selected for display in a public space shall be obtained through a process recommended by FACC. The procedures followed shall be proposed by FACC and reviewed by the Parks and Recreation Department. Methods used may include:

- A. Direct selection-artist shall be invited by the Selection Panel to submit proposals.
- B. Limited competition- FACC recommends a limited number of artists in response to specific need.
- C. Open competition- FACC conducts a competitive process in which artists may competition.

Contractual Agreements

The Selection Panel will review completed application submittals. Once the artist is selected, they will enter into a contractual agreement with the city to display their artwork. The contract will determine the duration of the display, the value of the artwork, price - if sales are allowed, and will release the city of all liability in the event of vandalism or theft. The City may request proof of insurance from the artist.

DISCUSSION ITEM 7B
Arts and Culture Commission
May 3, 2022

TO: Arts and Culture Commission
FROM: Tom Hellmann, Community and Cultural Services Manager
SUBJECT: **JOHNNY CASH TRAIL FUNDRAISING STRATEGIES**

During the July 8, September 13 and November 8, 2021, commission meeting the discussion around ideas and strategies for fundraising for the Johnny Cash Trail Art Experience took place. Commissioners shared their thoughts and suggestions for strategies to promote the art experience. Here was a list of ideas shared by the commission:

- Develop a breakdown of materials needed to construct Cash's Pick No. 1
- Network with area businesses and companies to see about donating the materials identified and or volunteer labor
- Discuss with other city departments on future CIP projects that could include some level of work at the art experience sites
- ✓ Receive a demonstration of the Folsom Cash Art Trail website that is the main site for the Johnny Cash Trail Art Experience. www.folsomcasharttrail.com
- ✓ The City is partnering with the Wildwood Performing Arts Foundation to host the Folsom Americana Fest with a portion of the proceeds benefiting the Johnny Cash Trail Art Experience.

UPDATE

- ❖ New signage with a QR code has been fabricated and staff have installed the new signs at Cash's Pick No. 1, Cash's Pick No. 2, and the JCT Donor Wall in the coming weeks.
- ❖ City staff are working with RRM Design Group who is the landscape architect that is under contract with the City of Folsom to design Cash's Pick No. 1. They are working on finalizing the design plans which will include a materials list. The Park Planners is in communication with RRM and will have a progress report in the coming weeks.
- ❖ The city received a per runner trail fee from the Folsom Turkey Trot event that will be placed into the Johnny Cash Trail Fund.
- ❖ The organizers of the Johnny Cash 10K cancelled the event which would have been held on February 26, 2022, with a per runner trail fee being paid to the Johnny Cash Trail Fund.
- ❖ Staff is tracking potential funds available for public art installation through the State in cooperation with a local foundation.
- ❖ ARPA funds were allocated in the amount of \$155,000 to construct Cash's Pick No. 1 as well as \$65,000 for a Marketing/Strategic Plan development.

DISCUSSION

What additional strategies and opportunities could be available to continue progress on the Johnny Cash Trail Art Experience?

INFORMATIONAL ITEM 8A

Arts and Culture Commission

May 3, 2022

TO: Arts and Culture Commission

FROM: Tom Hellmann, Community & Cultural Services Manager

SUBJECT: GALLERY AT 48 NATOMA EXHIBIT

INFORMATION

Attached is the Gallery at 48 Natoma exhibit postcard for the upcoming show titled, "Famous Faces". The exhibit will run from April 22 to June 30, 2022 in the gallery and is open to the public Monday-Friday from 9am-3pm. This exhibit will feature Karen Fulk with a selection of sculptures as well as Mike Tofanelli with a selection of digital paintings.

ATTACHMENTS:

1. Famous Faces Postcard

FAMOUS FACES

MIKE TOFANELLI
digital paintings



GALLERY AT 48 NATOMA
April 22 to June 30, 2022



KAREN FULK – ceramic sculpture



FOLSOM
PARKS & RECREATION
DEPARTMENT

Gallery at 48 Natoma
Folsom Parks & Recreation
48 Natoma Street
Folsom CA 95630

(916) 461-6601
www.folsom.ca.us

Gallery hours 9 a.m.-3 p.m.
Monday through Friday,
and Tuesday, Thursday evenings 6-8 p.m.

FAMOUS FACES

Karen Fulk – ceramic
sculpture

Mike Tofanelli – digital
paintings



Community Gallery Display:

El Dorado Hills Arts Association
Annual Open Studio Tour Preview
April 14 to June 24, 2022

Pick up a map and plan your tour for the
weekend of May 21, 22

New York Creek in the Fall, oil on board by Roma Turoff

You are invited to the
Artist's Reception, Friday, April 22, 6-8 p.m.
With refreshments and live music

All exhibits are free and open to the public.
Exhibits are sponsored by Dyer Family Foundation,
Take PART in the ARTs, and the Folsom Arts Association

INFORMATIONAL ITEM 8B

Arts and Culture Commission

May 3, 2022

TO: Arts and Culture Commission

FROM: Tom Hellmann, Community & Cultural Services Manager

SUBJECT: MANAGER'S REPORT

City Council Updates:

- April 12 City Council meeting the council approved ARPA funds that will benefit the City in a variety of ways. Specific funds were dedicated to Parks & Recreation in the way of:
 - Hinkle Creek Nature Center parking lot improvements-\$200,000
 - Johnny Cash Trail Art Experience Cash's Pick No. 1-\$155,000
 - Johnny Cash Trail Marketing Plan-\$65,000
 - Hinkle Creek Nature Center-\$59,000
- April 26 City Council meeting the council and Chair Wyatt presented 2BGlass with the Resolution of Commendation for the 2021 Folsom Arts Achievement Award

Notable Updates:

- 26th Annual Eggstravaganza was held on April 16 at Lembi Park. While the weather was not great, the smiles were abundant as families and children enjoyed receiving over 23,000 stuffed eggs while visiting over 23 community partner booths.
- 8th annual Love My Mom 5K was held on May 1 to celebrate and honor mom's and families. Over 400 participants enjoyed the run, walk, and kids dash with folks also participating in our stroller division and dog division.
- The Folsom Rec Guide has been printed and mailed to residents that will provide programs and services available during the summer months. Continue checking the website and the virtual guide for program details.

Upcoming Events:

- "Woven Works" Exhibit from July 15 to September 22
- City Works Day is on May 18 in the Parking Lot at City Park/Folsom Zoo
- Love My Mom 5K will be held on Sunday, May 1 @ Whole Foods in Palladio