DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Urbana Public Arts Commission

FROM: Anna Hochhalter, Public Arts Coordinator

DATE: December 19, 2008

SUBJECT: Program Action Plan and Annual Plan Program Prioritization

Background

At the last Urbana Public Arts Commission meeting, the Commission discussed a variety of programs to consider in the creation of a Program Action Plan for the remainder of this fiscal year (July 1, 2008 – June 30, 2009), and a Public Arts Annual Program Plan for the upcoming fiscal year (July 1, 2009 – June 30, 2010). The Public Arts Annual Program Plan will be presented to the Urbana City Council, Mayor, and Staff for consideration in the City budgeting process for FY 09-10. The next step for the Commission is to prioritize the programs discussed at the meeting in December.

Discussion

At the Commission meeting in December, the Commission generated a list of potential program ideas for the Urbana Public Arts Program and agreed to prioritize the programs during a Special Meeting, to be held January 5th, 2009. The programs will be placed into three categories:

1. programs to be implemented in the next six months (January – June 30, 2009)
2. programs to be implemented in the next fiscal year (July 1, 2009 – June, 30, 2010)
3. programs to be considered in the future.

Attached are two documents related to the programs discussed at the last Commission meeting. The first, (Exhibit A) is a complete list of programs described by Commissioners during the discussion. This list is not consolidated and shows how frequently an idea was mentioned. The second document, (Exhibit B), entitled Consolidated List of Potential Programs, is a list which shows similar program ideas consolidated into categories. Additionally, Phil Strang, an artist and Manager of Foellinger Auditorium who attended the meeting in December, submitted input regarding program priorities. Attached (Exhibit C) is an email from Mr. Strang describing his suggestions.

Recommendation

During the upcoming Special Commission meeting, Commission members will prioritize the list of potential programs which will serve as a foundation for the two plans

mentioned above. Staff recommends that the Commission be prepared to prioritize the programs listed in the Consolidated Potential Programs List into the three time frame categories listed above. These priorities will then be compiled by staff and will serve as the initial foundation for the Program Action Plan for the remainder of this fiscal year and the Annual Program Plan for the upcoming fiscal year (FY 09-10).

When identifying the top three priorities in each category, staff recommends that the following be considered:

- Various Public Arts Goals described in the City Council Common Goals, City Comprehensive Plan, City Downtown Strategic Plan, and Public Arts Task Force Recommendations Accepted by the City Council.
- Ability to achieve success in given time frame.
- Ability for the program to grow.
- Cost associated with each program idea.
- Public Arts Fund budget for the current fiscal year (FY 2008-09).
- Potential to leverage private dollars.

Attachments:	Exhibit A:	Complete List of Potential Program Ideas
	Exhibit B:	Consolidated Potential Programs List
	Exhibit C:	Suggestions from Phil Strang