

# DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

*Economic Development Division*

## **m e m o r a n d u m**

**TO:** Public Arts Commission  
**FROM:** Pauline Tannos, Public Arts Intern  
**DATE:** February 3, 2015  
**SUBJECT:** Annual Strategic Planning 2015 Discussion

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### **Background**

The Urbana Public Arts Program was established by the City Council in 2008 to  
*“Foster a city where all residents – emerging artists, established artists, and “non-artists” alike  
– can engage in the arts, and where artists can thrive and feel valued.”*

Seven years later, the program has developed six core programs: Urbana Arts Grants, Art at the Market, *Art Now!*, Artist of the Corridor, Murals on Glass, and the Urbana Sculpture Project.

With great support from the Public Arts Commission the Urbana Public Arts Program will have accomplished the following achievements by the end of the fiscal term this year:

1. Installed six sculptures in public spaces throughout the City (Urbana Sculpture Project)
2. Displayed works by six artists or artist groups (Artist of the Corridor)
3. Provided teaching and performance opportunities for 10 visual artists and musicians (Art at the Market)
4. Awarded a total of \$47,500 to selected individual artists, artist teams and arts organizations (Urbana Arts Grants)
5. Awarded \$3,000 to Prairie Elementary School in support of their multi-disciplinary arts project, *Generations of Traditions and Stories*;
6. Aired 12 episodes of *Art Now!* on UPTV;
7. Organized a call for Murals on Glass; and
8. Planned and held a Boneyard commemoration event that includes performances, a call for entries, and other arts components.

To ensure the continued success of the Urbana Public Arts Program, every year, City staff and the Public Arts Commission review existing program goals and share any ideas or concerns for the well-being and continued relevance of the program.

### **Discussion**

The goals of this meeting are to:

- Reiterate and clarify the program’s vision and current structure.
- Assess current initiatives and identify gaps and opportunities to better fulfill the vision.

- Identify potential directions to close gaps and/or seek opportunities to better fulfill the vision in 2015.

This discussion will be professionally facilitated by elizaBeth Simpson (Attachment A). No final decisions will be made during this meeting: it is entirely for assessment and advisement. Staff will use information gathered from this discussion to develop the program's annual plan and budget, which will be presented to Council in April. Topics to be discussed include:

I. Vision and Values

- What are the implications of the program vision as currently defined?

II. Current Initiatives:

- In what ways are the current program elements aligned with the program vision?
  - Urbana Sculpture Program
  - Murals on Glass
  - Artist of the Corridor
  - Art at the Market
  - UPTV *Art Now!*
  - Arts in the Schools
  - Royer Arts and Architecture Planning
  - Marketing
  - Fundraising
- What gaps or opportunities could be addressed to better fulfill the program vision?

III. Infrastructure

- In what ways does the current infrastructure support program initiatives?
  - Urbana Arts Grants Subcommittee
  - Arts Planning Subcommittee
  - Corridor Beautification Subcommittee
  - Joseph Royer Arts and Architecture Planning Subcommittee
  - UPTV ArtNow! Subcommittee
  - Arts in the Schools Subcommittee
  - Marketing and Promotions Subcommittee
  - Fundraising Subcommittee
- What gaps or opportunities exist to better could be addressed to better support program initiatives?

**Recommendation**

Staff recommends that members of the Commission use this opportunity to thoroughly discuss the broad goals and objectives of the Public Arts Commission for the coming year. At the Commission meeting on March 10, staff will compile and bring forward a draft proposal for FY15-16 based on the themes raised in this discussion.

Prepared by:

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Pauline Tannos

Attachment A. elizaBeth Simpson's resume