



DATE: August 23, 2023  
TO: Honorable Mayor and City Councilmembers  
FROM: Library Department  
SUBJECT: **ARTS COMMISSION FY 2023-25 WORKPLAN**

**SYNOPSIS**

Staff and the Arts Commission recommend that the City Council approve the FY 2023-25 Arts Commission Workplan.

**BACKGROUND**

On March 27, 1991, the City Council established the Arts Commission. The Commission serves in an advisory capacity to the City Council, considering and making recommendations to the Council on development and promotion of cultural arts related issues in the community.

Per Council Policy 100-22, each Commission must submit to the City Council a workplan indicating specific projects and tasks proposed for each two-year period to support the purpose and scope of responsibilities of the Commission.

**ANALYSIS**

On June 5, 2023, the Arts Commission unanimously approved the FY 2023-25 Workplan for review and approval by the City Council. The workplan continues its previous efforts that include goals and specific strategies from the O'Arts: Master Plan for the Arts, the City's first cultural plan approved by the City Council on February 6, 2019.

O'Arts has four major goals which are:

1. Support Oceanside's economic development through arts and culture.
2. Enhance Oceanside's city space through creative placemaking.
3. Improve Oceanside as a place for artists and creatives to thrive and contribute to the community.
4. Enhance arts governance within City government.

With State funding received for FY 2023-24 for the Oceanside CA Cultural District an hourly extra-help staff member is being hired to support arts efforts within the Library Department. This person will help implement the workplan elements.

Items in the FY 2023-25 workplan come directly from the cultural plan and include:

- Implementation and sharing of results of a study on the economic impact of arts in the City
- Improvement of arts and culture marketing
- Promotion and development of the Downtown Oceanside Cultural District
- Identification of low cost/high impact art projects that encourage community participation
- Facilitate professional development and leadership opportunities for artists and creatives

### **FISCAL IMPACT**

The Arts Commission account 912138000501.5355.10200 has an available balance of \$113,480. Existing resources will be used and the Library Department will make every effort to seek grant funding to support projects.

### **INSURANCE REQUIREMENTS**

Insurance requirements do not apply.

### **COMMISSION OR COMMITTEE REPORT**

The Arts Commission unanimously approved the FY 2023-25 Workplan at its regular meeting on June 5, 2023.

### **CITY ATTORNEY'S ANALYSIS**

City Attorney's analysis does not apply.

**RECOMMENDATION**

Staff and the Arts Commission recommend that the City Council approve the FY 2023-25 Arts Commission Workplan.

PREPARED BY:

SUBMITTED BY:



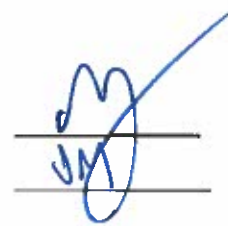
\_\_\_\_\_  
CJ Di Mento  
Library Division Manager



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Jonathan Borrego  
City Manager

REVIEWED BY:

Michael Gossman, Assistant City Manager  
Jill Moya, Financial Services Director



ATTACHMENTS:

1. Arts Commission 2023-25 Workplan

**CITY OF OCEANSIDE  
ARTS COMMISSION  
2023-2025 WORKPLAN**

**MISSION STATEMENT**

The mission of the City of Oceanside Arts Commission is

- to foster the development and enjoyment of performing, visual, cultural and other arts in the City of Oceanside;
- to make recommendations to the City Council on the development and promotion of practices and policies pertaining to the Arts; and
- to work cooperatively with City entities and other advisory commissions to include an Arts element in as many areas of City planning and development as possible.

**INTRODUCTION**

Directed by the O'Arts: Master Plan for the Arts, the recent State re-designation of the Oceanside CA Cultural District, and the growing recognition for arts and their impact toward a prosperous City, the Arts Commission embarks on this workplan informed by the City's first cultural plan.

The Arts Commission's goals serve Oceanside's culturally diverse community with arts initiatives throughout the community. The initiatives depend upon an expected and continual breadth of community input, close cooperation with other City entities, and involvement by artists and art professionals.

This workplan, with guided activities supports the City Council's vision to promote economic development, jobs, education, public safety, quality of life, and to foster a vibrant, thriving Southern California city.

**COMPOSITION OF COMMISSION**

The Commission is composed of nine (9) regular voting members and two (2) alternate members appointed by the City Council. One regular member represents MiraCosta Community College, and a second regular member represents the Oceanside Museum of Art. A standard term for regular members is three years, staggered to ensure that not all expire at the same time. A standard term for alternate members is two years.

The Commission meets bi-monthly on the first Monday in February, April, June, August, October and December at 3:00 PM in the City Council Chambers, and calls special meetings when necessary.

The Arts Commission conducts some business through ad-hoc committees created to handle specific tasks or issues. Once these items are addressed to the satisfaction of the Commission, the ad-hoc committee is disbanded.

Present Commissioners: Marisa DeLuca  
Julia Fister  
Jonathan Fohrman  
Hamid Maleki  
Maria Mingalone  
Brigid Parsons  
Luz Helena Thompson  
Florene Villane  
Karen Williams-Graham

Alternates: Margaret Hernandez  
Steven Holleran

City Council Liaison: Councilmember Ryan Keim

Staff Support: CJ DiMento, Library Director  
Kris Moralez, Senior Librarian

## **GENERAL GOALS**

The Commission shall:

1. Assist the City and City Council in identifying and carrying out public art and public art projects; and, when requested by the City or other public or private sector entities operating within the City, provide similar assistance on non-City sponsored public art projects.
2. Encourage community participation in the decision-making processes regarding arts and arts-related endeavors.
3. Foster the integration of the arts throughout the City to engage people at all stages of life, backgrounds, and abilities.
4. Link the City's Arts strategies to showcase its art for public-private sector business sector and job recruitment and tourism strategies.
5. Promote physical and organizational structures and facilities to support arts in all areas of the City.
6. Increase collaboration, coordination and communication among arts and arts-related groups and other stakeholders.
7. Assess, articulate and communicate widely to the City, staff and the community, the impact of the arts and culture on the economy and quality of life.

## **O'ARTS: MASTER PLAN FOR THE ARTS GOALS**

1. Support Oceanside's economic development through arts and culture.
2. Enhance Oceanside's city space through creative placemaking.
3. Improve Oceanside as a place for artists and creatives to thrive and contribute to the community.
4. Enhance arts governance within City government.

## **COMMISSION SPECIFIC STRATEGIES FROM O'ARTS: MASTER PLAN FOR THE ARTS**

1. Work with Americans for the Arts to develop an Economic Impact Study on the Arts in Oceanside.
2. Provide the City Council with recommendations for the review, revision or modification of policies regarding art in public places.
3. Promote and develop the downtown cultural district.
4. Improve and coordinate arts and cultural marketing to visitors and residents.
5. Continue to update the public art registry and work to restore current public art.
6. Work with Planning and Economic Development to encourage developers to include art and arts uses in their projects.
7. Facilitate professional development and leadership opportunities for artists and creatives.
8. Enhance the composition of the Arts Commission through deliberate selection of commissioners based on skillsets.
9. Identify low cost/high impact art projects that encourage community participation.