



Department: Parks and Recreation
Cost Center: 7001
For Agenda of: 7/11/2023
Placement: Consent
Estimated Time: N/A

FROM: Greg Avakian, Parks & Recreation Director
Prepared By: Meghan Burger, Recreation Manager

SUBJECT: COMMUNITY PARTNERSHIP AGREEMENT BETWEEN THE CITY OF SAN LUIS OBISPO AND THE SAN LUIS OBISPO MUSEUM OF ART

RECOMMENDATION

Authorize the Mayor to execute a two-year Community Partnership Agreement with the San Luis Obispo Museum of Art for installation of several public art projects each year.

POLICY CONTEXT

The recommended actions are in accordance with the City's Major City Goal (MCG) of "Economic Resiliency, Cultural Vitality and Fiscal Sustainability." The Arts and Cultural District concept (MCG Strategy 1.4) is also one of the hallmarks of the Downtown Concept Plan and in furtherance of the City's long-standing Public Art Program. Specifically, the City will continue to work with community partners to ensure cultural vitality of the City and will continue to execute the Public Art Master Plan of 2016.

[The Public Art Master Plan](#) of 2016 identified "Explore Different Staffing and Community Partnership Models" as Goal 5, with Goal 5.2 recommending that staff "Explore community partnerships for shared resources and programming."

DISCUSSION

Background

The City of San Luis Obispo enjoys a long-standing public/private partnership with the San Luis Obispo Museum of Art (SLOMA) that stretches back over 50 years. While the relationship and nature of the partnership has supported a wide variety of activities and initiatives in support of the visual arts, a core element has been the City's lease of a portion of real property at the corner of Monterey Street and Broad Street tangent to Mission Plaza where the museum facility itself is located.

In 2021, the City expanded its partnership with SLOMA to include a Community Partnership Agreement for the purpose of building capacity and expertise in the administration of the City's Public Art program over the course of a two-year term. Identified projects included: 1) Downtown Public Art Installations, 2) Roundabout Public Art Installations, and 3) Neighborhood Greenway Installations and that Agreement expires on July 21, 2023.

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Over the first two-year Community Partnership Agreement period, July 2021 – July 2023, SLOMA assisted with five installations: Maria Molteni's Seven Sisters mural installed in November 2021, Anila Agha's The Greys in Between sculpture installed at the Tank Farm Roundabout in October 2022, and three rotating sculptures on the Mission Plaza Lawn. Each of these installations have enhanced the partnership between the City and SLOMA as well as increased community and visitor awareness to the museum and the City's public art program.

On May 19, 2023, SLOMA provided a proposal to the City to continue the Community Partnership Agreement for an additional two-year term for an annual fee of \$100,000 (Attachment B).

With the proposed two-year Community Partnership Agreement (Attachment A), the City and SLOMA identified enhancements for SLOMA to undertake to benefit the City's Public Art Program and those include:

- 1) Providing SLOMA authority under the new Agreement to use its expertise (as evidence in their proposal, Attachment B, Exhibit A) to select art via sole-source acquisition, as allowed under the City's Public Art Manual, with final approval of the acquisition delegated by Council to the City Manager;
- 2) SLOMA to designate its own community advisory groups prior to and throughout the acquisition and installation process for input on pieces;
- 3) Specifying what the City will fund specifically as part of the approved acquisition and installation; clarifying which expenses the City will not fund;
- 4) More specifically defining roles and responsibilities for each of the partners, including what should be included in the art installation costs and what is the responsibility of SLOMA;
- 5) Using updated the City contract template for this Community Partnership.

Current Role of City Departments

As the Draft Agreement highlights, SLOMA will support one part of the public art program. City staff will continue to support the public art program in a variety of ways. The Recreation Manager will continue to serve as a liaison to SLOMA, as well as continue management of all other sectors of the public art program:

- 1) Infrastructure management,
- 2) Maintenance and care of the city's collection,
- 3) Coordination of private and voluntary art installations,
- 4) Coordination of local park activation through the arts and installation of temporary art projects,
 - a. Utility box program,
- 5) Advocacy and outreach, and recreational programming.

In addition to the Recreation Manager, a two-year contract position was funded as part of the 25-27 budget and lastly the Volunteer Coordinator will assist with volunteer recruitment for maintenance. Public Works staff continue to maintain shared facility spaces, including the Mission Plaza lawn, manage maintenance when resources allow and provide guidance for installations.

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The Community Development team will continue to work with staff on private installations and support SLOMA with necessary permitting for installations impacting traffic or requiring final inspection. The City's Tourism team will continue to cross-promote art and provide outreach opportunities through the PCC. Finally, the Communications team conducts marketing and promotions of the joint installations, as well as the City's pieces.

Previous Council or Advisory Body Action

On February 20, 1967, the City Council adopted Resolution No. 367 (1967 Series) in order to allow for the lease of a portion of Mission Plaza to be used for the purposes of operating a museum structure addressed at 1010 Broad Street within a defined premises that is further identified in that 1967 Lease Agreement.

On February 18, 2010, the City entered into an updated Lease Agreement with SLOMA (formerly the San Luis Obispo Art Center and prior to that the San Luis Obispo Art Association) to include terms and provisions to extend the lease term until 2065, specify operational hours and procedures, and construct a new facility on the premises on or before 2025.

On July 20, 2021, Council approved a two-year Community Partnership Agreement with SLOMA.

Public Engagement

Public comment on the item can be provided to the City Council through written correspondence prior to the meeting and through public testimony at the meeting.

CONCURRENCE

The City Attorney's Office, the City's Risk Manager and the City's Finance team have reviewed the relevant legal documents associated with the Community Partnership Agreement with SLOMA and have concluded that there are no barriers to the recommendations stated herein. The Executive Director of SLOMA has reviewed and supported the draft agreement.

ENVIRONMENTAL REVIEW

The California Environmental Quality Act does not apply to the recommended action in this report, because the action does not constitute a "Project" under CEQA Guidelines Sec. 15378.

FISCAL IMPACT

Budgeted: Yes
 Funding Identified: Yes

Budget Year: 2023-24

Fiscal Analysis:

The Community Partnership Agreement provides for funding in the amount of \$100,000 annually (\$200,000 total for the two-year term) to SLOMA as compensation for the duties and obligations described therein. In addition, the agreement notes that City will pay up to \$400,000 annually (\$800,000 total for the two-year term) for the acquisition and installation of a minimum of three different types of public art projects each year, as outlined in the Agreement. The City will use existing project fund balances and new funding awarded in the 2023-25 Capital Improvement Program, to fund these projects.

The 2023-25 Capital Improvement Program (CIP), approved by City Council on June 6, 2023, as part of the 2023-25 Financial Plan, includes a budget of \$100,000 in FY 2023-24, and \$100,000 in FY 2024-25 for Annual Public Art Maintenance and Projects: Small Public Art Projects (Project #2000503) for public art services, and supplements carryover funding for the public art projects, which will not exceed \$400,000 in FY 2023-24 and in FY 2024-25.

The table below accounts for FY2024-25 funding, consistent with the adopted CIP.

Funding Sources	Total Budget Available (FY2023-24 & FY2024-25)	Current Funding Request (FY2023-24)	Current Funding Request (FY2024-25)	Remaining Balance	Annual Ongoing Cost
General Fund (Downtown Public Art Installations)	\$422,822	\$0	\$8,327	\$414,495	N/A
Public Art Fund (Project #2000503 – Annual Public Art Maintenance & Projects)	\$658,401	\$250,000	\$250,000	\$158,401	N/A
Public Art Fund (Project #2000532 – Roundabout Public Art Installations)	\$491,673	\$250,000	\$241,673	\$0	N/A
Other:					
Total	\$1,572,896	\$500,000	\$500,000	\$572,896	N/A

ALTERNATIVES

1. ***Do not renew the Community Partnership Agreement with the San Luis Obispo Museum of Art.*** Not recommended as Council has identified support of cultural arts and community partnerships and implementation of the Public Art master plan as part of the City's Major City Goal strategies for the 2023-2025 fiscal year.
2. ***Do not accept the proposal from SLOMA and do require an RFP to select a Community Partner.*** Not recommended as two-years of a successful Agreement has provided momentum for future expansion of the partnership to continue art installations in a more efficient manner.

ATTACHMENTS

- A - Draft Community Partnership Agreement, 2023-2025
- B - SLOMA Proposal for Partnership