



**Economic Development Board
Creative Sonoma Update
May 2024**

PUBLIC ART

Fire Memorial

Working with the Fire Memorial Task Force and the County's Purchasing division, staff and the project manager are preparing the RFQ for artists qualifications and plan to publish the Call for Artists **by early June**. Staff has entered into discussions with the City of Santa Rosa regarding site considerations and process for the use of Nagasawa Community Park for this project.

Public Art Master Plan

Staff is close to completing a revised draft of a County Public Art Master Plan. Revisions are being approached with a goal to clarify plan vs. policy and to bring these items to the Board of Supervisors separately. The master plan provides the big picture, while the policy provides the specific rules and procedures necessary to implement that vision. These two elements often work in tandem to ensure the successful integration and management of public art in a community. Some key revisions to the draft master plan include:

- Project types that should be prioritized are now described in terms of planning considerations, and not about specific criteria and funding mechanisms for including them in the program's workplan.
- Funding sources are presented as being separate (or "untethered") from the projects that could be funded.
- Funding options now include a variety of possible funding sources for public art. This is presented as a "menu" of possible options, with the recommendation that "A mix of funds would be beneficial to the program."

The master plan will be presented to the Board first (**currently scheduled for July 16**), to get input and direction, with special focus on funding options, then develop the policy to reflect this direction and return to the Board at a later time for policy approval (**currently scheduled for October 22**). Staff is also scheduled to present the draft to the Department and Agency Head Association (DAHA) this month.

The Economic Power of Public Art

[CODAworx](https://www.codaworx.com/economic-power-of-public-art-takeaways/), a hub of the public art economy, has released comprehensive data estimating the size of this creative industry, along with revelations about the economic impact of the public art sector. It is all compiled into *The Economic Power of Public Art*. Here are highlights from this groundbreaking report: <https://www.codaworx.com/economic-power-of-public-art-takeaways/>

ARTS EDUCATION

Workforce Development Committee

The Arts Education Workforce Committee meets again on **May 20** to continue shaping a plan to increase the arts education workforce. [Dr. Merryl Goldberg](#), from CSU San Marcos, will present the program that her institution has created to address this need. Teacher hiring platforms like Edjoin already have

positions posted that need to be filled. Progress includes more education courses at the SRJC and the development of an SRJC arts educator certificate, hopefully available in Fall 2025. SRJC and SSU have begun conversations about supporting the credentialing pipeline. Managers of Expanded Learning Opportunity Programs have connected with SRJC to provide possible outlets for paid work for arts students in after school programs.

Members of the Workforce Committee include: SSU education and arts faculty and dean, SRJC arts and education deans, SCOE, LBC, Positive Images, CTEF, two school districts, Spark Creativity, Latino Service Providers, Progressive Tribal Alliance, and EDB.

Artful Conversations – A Community Engagement Project

Artful Conversations is scheduled for **May 14** via Zoom. The conversation will be focused on the book, *YOUR BRAIN ON ART: How the Arts Transform Us*. Topics will include: Impact on Well-Being, Learning, and Community. Presenters include Dr. Brandon Krueger (retired Windsor supt.) Aida Herrera-Keehn (PreK teacher) and Obiamaka Pistoni ([Datoire Foundation](#)). Take the [Aesthetic Mindset Index](#) to learn explore how aesthetics and the arts affect you!

Poetry Out Loud

Riley O'Hara, a Sonoma Valley USD student who won the state finals of the Poetry Out Loud competition, competed in Washington, DC **April 30-May 2** for the national title. Riley did not advance to the finals and Niveah Glover, a 12th-grade student at Douglas Anderson School of the Arts in Jacksonville, Florida, was named as the 2024 Poetry Out Loud National Champion.

Arts Education Alliance Mix and Mingle

The last [AEA Mixer](#) of the school year will be held at Mitote on **June 5** from 5:30-7:00. Artists and arts advocates are invited to network.

GRANT MAKING & PROFESSIONAL DEVELOPMENT

2024 Arts and Cultural Equity Grants

Announcement of the 2024 program – the third cycle of these grants – will be available later in May.

Professional Development Partners

Sebastopol Center for the Arts and Raizes Collective are partnering with Creative Sonoma to present professional development series for individual artists and creatives. **Upcoming:** Sebastopol Center for the Arts is hosting four free in-person lunchtime workshops during April and May for artists.

- 4/19 - Storytelling and Branding
- 5/10 - Social Media Mastery
- **5/24 - Financial Literacy and Planning**
- **5/31 - Curatorial Guidance**

Learning Cohort

Amy Kweskin of Artsightful recently completed presenting a six-session series for our Community-Based Arts Centers for them to explore tools and methods to create sustainable business and revenue models as well as operations plans. Five arts centers participated and valued the discussions with one another so much, they have already set up additional meetings to keep the connection going! They are:

- Cloverdale Arts Alliance
- Healdsburg Center for the Arts
- Petaluma Arts Center
- Sebastopol Center for the Arts
- Sonoma Community Center