

**CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA**



Agenda Date:	February 21, 2017
Action Required:	Direction from Council
Presenter:	Maurice Jones, City Manager
Staff Contacts:	Maurice Jones, City Manager Mike Murphy, Assistant City Manager
Title:	Arts Director Position

Background:

The City Council has directed the City Manager and his staff to research whether the City should consider creating two new positions – an Arts Director and a City Architect. This evening the staff is bringing forth the Arts Director position for consideration. The City Architect position will be discussed at the Council’s first meeting in March.

There has been a concern in the community about the lack of coordination between the arts organizations and lack of clear vision for the future of arts in our City. Despite the creation of the Piedmont Council for the Arts’ 2013 “Create Charlottesville/Albemarle Cultural Plan”, which was conceptually approved by both the City Council and Albemarle County Board of Supervisors, there has been little movement to advance the recommendations of the plan, which can be found at this link:

<http://s3.amazonaws.com/cville/cm%2Fmutlimedia%2F20140113-PCA-Cultural-Plan.pdf>

The FY17 Agency Budget Review Team (ABRT) received an application from the Piedmont Council of the Arts for continued funding for their arts planning and coordination activities. The application was rated as “weak”. However, the Team recognized that arts planning and coordination are needed in the City. Therefore, the Team recommended that City Council appropriate \$45,000 for this purpose to be awarded as a philanthropic donation to an appropriate organization.

City Council accepted the recommendation and added \$12,000 for a total of \$57,000 in available funds. In June, 2016, the City released a solicitation for application for a contribution to be utilized by a charitable organization to update, prioritize and implement appropriate parts of the 2013 Cultural Plan or an equivalent alternative plan and develop formal partnerships in the arts community. The City demonstrated an interest in supporting a charitable organization that would coordinate all aspects of the plan, bringing together diverse partners in the arts sector to embrace the Council’s Vision 2025 that:

Our community has world-class performing, visual, and literary arts reflective of the unique character, culture, and diversity of Charlottesville. Charlottesville

cherishes and builds programming around the evolving research and interpretation of our historic heritage and resources. Through City partnerships and promotion of festivals, venues, and events, all have an opportunity to be a part of this thriving arts, cultural, and entertainment scene.

The City received four applications; however, the review team had concerns about each application and decided against funding any of them. Since then members of the City Council have asked whether the City should fund its own Arts Director position to serve as a liaison between the City and local arts organizations in an effort to advance the recommendations of the Cultural Arts Plan.

The staff spent time researching several localities around the Commonwealth of Virginia including Richmond, Alexandria, Arlington, Virginia Beach and Williamsburg. The missions of these organizations are located below along with links to their respective web sites. One common feature in each of the localities was the presence of an arts council or commission. Although the work of each council varied in scope, there were similar themes such as the presence of a City office to staff the commissions while serving as liaisons to arts organizations; the dispersal of grant funding through an application process; and the general promotion of the arts.

Richmond, VA

“In 1991, the Planning Commission, on the recommendation of City Council, appointed a Public Art Commission (PAC) to administer a Public Art Program. In January of 1997, City Council passed an ordinance formalizing the Percent-for-the-Arts Process and mandating its funding through the Capital Improvements budget. The Public Art Commission and the Public Art Office are administered by the Department of Planning and Development Review.”

<http://www.richmondgov.com/CommissionPublicArt/index.aspx>

Alexandria, VA

“The Office of The Arts promotes the value of arts and culture in Alexandria by nurturing, investing in and celebrating the creative contributions of artists and arts organizations. Through engaging the community, encouraging participation, and facilitating access to the arts, the Office of the Arts works with local artists and arts organizations to build a vibrant community for all of the City's residents, workers and visitors.

The office—which administers the City's Art Grants—works in partnership with the Alexandria Commission for the Arts to invite and review applications from organizations and individuals. Support is awarded through a competitive grant evaluation process.”

<https://www.alexandriava.gov/recreation/arts/default.aspx?id=69612>

Arlington, VA

“The Arlington Commission for the Arts advises the County on policy and program development, oversees the grants and public art programs, advocates for the arts in Arlington and acts as a liaison between the arts community and the County. Arts Commission members are appointed by the County Board.

In its capacity the Commission, may make studies, develop recommendations, conduct public meetings and educational programs, hold hearings, prepare reports and appear before public bodies in furthering its objectives. The Commission is comprised of fifteen (15) members,

including the Chairman who is appointed annually by the County Board.”

<https://commissions.arlingtonva.us/commission-arts/>

Virginia Beach, VA

“Since 1979, the Virginia Beach Arts and Humanities Commission has developed and promoted local cultural organizations and activities as part of its mission to enrich the quality of life of the citizens of Virginia Beach. In partnership with the community, the Commission promotes excellence in the arts by initiating and supporting programs, activities and policies that inspire, nurture and reflect the cultural diversity of the City.”

<https://www.vbgov.com/government/departments/cultural-affairs/arts-commission/Pages/default.aspx>

Williamsburg, VA

“The purpose of the Williamsburg Area Arts Commission (WAAC) shall be to assist Williamsburg City Council and James City County Board of Supervisors and other appropriate bodies and organizations in supporting and stimulating excellence in the arts and in creating an atmosphere which encourages the growth, development, and accessibility of cultural amenities for the benefit of citizens and visitors.”

<http://www.williamsburgva.gov/government/departments-a-h/city-council/boards-commissions/williamsburg-area-arts-commission>

Discussion:

There are several options for the City Council to consider as we move forward.

- The creation of the Charlottesville Cultural Arts Commission, whose primary charge would be to work closely with our community’s vast network of arts organizations to assist with improving coordination, promoting Charlottesville/Albemarle as a regional hub for the arts, and offering grant funding for eligible organizations involved with advancing the recommendations in the Cultural Arts Plan. This would include the creation of at least one position for a newly formed Office of Cultural Arts which would be housed initially in the City Manager’s Office.
- The creation of one position within the City government to serve as a liaison to the arts organizations as they attempt to implement the Cultural Arts Plan.
- The designation of a current staff member to work closely with arts organizations to advance the Plan.
- Simply do nothing and keep the status quo.

Alignment with City Council’s Vision and Strategic Plan:

Vision:

C’ville Arts and Culture

Our community has world-class performing, visual, and literary arts reflective of the unique character, culture, and diversity of Charlottesville. Charlottesville cherishes and builds

programming around the evolving research and interpretation of our historic heritage and resources. Through City partnerships and promotion of festivals, venues, and events, all have an opportunity to be a part of this thriving arts, cultural, and entertainment scene.

Strategic Plan:

Goal #2 to **Be a Safe, Equitable, Beautiful and Thriving Community**.

Recommendations:

If there is sufficient interest by the Council in creating a Cultural Arts Commission and an Office of Cultural Arts, then the next steps would be to direct staff to fully develop the concept and bring it back for Council discussions as part of the FY 2017-2018 budget process.

Community Engagement:

There has been no community engagement on this subject.

Budgetary Impact:

Budgetary impact would be determined based on any future action taken by the Council. The staff estimates that an Arts Director position within the City organization would initially cost between \$80,000 - \$100,000, accounting for salary, benefits and office support.

This page intentionally left blank

**CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA**



Agenda Date:	February 21, 2017
Action Requested:	Information only
Presenter:	Chip Boyles, Executive Director, Thomas Jefferson Planning District Commission
Staff Contacts:	N/A
Title:	Thomas Jefferson Planning District Commission FY18 Presentation

Background:

The City of Charlottesville is a governing member of and provides annual funding to the Thomas Jefferson Planning District Commission. The TJPDC provides both regional and local services to its six member governments. The TJPDC asks the City to provide input toward the TJPDC's regional and Charlottesville specific tasks for FY18.

Discussion:

The TJPDC has begun with FY18 budget requests, to ask member local governments to assist with identifying regional and member specific initiatives. The TJPDC Commissioners provide regional direction but are in need of localized input for government specific needs.

Budgetary Impact:

The TJPDC makes an annual per capita request to the City of Charlottesville. In addition to the per capita request, specific regional requests are made for Rivanna River Basin Commission, Legislative Liaison, Rideshare and Regional Solid Waste services.

Recommendation:

This presentation is informational only.

Attachments: Power Point presentation attached.