



City of Pomona

CULTURAL ARTS COMMISSION STAFF REPORT

DEVELOPMENT SERVICES | **PLANNING DIVISION**

March 24, 2025

TO: Cultural Arts Commission

FROM: Ata Khan
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SUBJECT: Update on Action Plan 2020-2025 / Priority Investment List

STAFF RECOMMENDATION: Receive Status Update on Action Plan 2020-2025 / Priority Investment List and Receive Report on Remaining 2025 Work Plan

BACKGROUND

In 2019, the Cultural Arts Commission created a project priority list where they identified potential art projects across the city that could be funded through Art in Public Places in-lieu funds. As this project priority list evolved, it became necessary to establish a broader “action plan” that not only identifies projects to fund, but establishes a series of goals, strategies, and actions to guide the CAC over the next five years.

On July 27th, 2020, CAC reviewed and approved a 2020-2025 Action Plan Draft that focuses on the following aspirations:

1. The Action Plan is intended for a general audience and for the arts community and has been written in plain language and refrains from jargon and technical specifications to remain as readable and accessible as possible.
2. The Action Plan is intended to be practical and achievable, and refrains from establishing any actions that are too abstract or aspirational.
3. The Action Plan establishes four goals that are a direct reflection of the discussions and actions taken by the Cultural Arts Commission and its Citizens Advisory Committee over the last 18 months with respect to investments, process improvements, equity, and communication.
4. The Action Plan establishes a timeline and mechanism to implement all actions identified in a reasonable manner, to ensure that in-lieu fee dollars are spent expeditiously; however, it is not rigid in its scope and is a living document that can be modified by the CAC as necessary.

Upon feedback and direction by the CAC, Staff finalized the 2020-2025 Action Plan and began to work on implementing the series of actions identified, starting with the Investment Priority List for Fall 2020 to Fall 2021.

ACTION PLAN 2020-2025 UPDATE

The below information will highlight what actions are in progress, completed, or have no progress during the duration of the Action Plan 2020-2025.

Goal 1: Investments

Progress	Actions
Completed	1.1 Establish an <i>Investment Priority List</i> to be reviewed annually. <i>Investment Priority List</i> should utilize community resources and include target zones (e.g. parks, city entrances, business districts) as well as projected individual project budgets and cumulative investment goals.
Note: While we were not able to review the priority list annually, there were target zones identified and resources established to launch art projects.	
Completed	1.2 Establish a <i>Pre-Qualified Artist List "Shortlist"</i> to be reviewed every 24 months.
Note: This list was not reviewed every 24 months but was established during the Calls created.	
None	1.3 <i>The Request for Qualifications</i> process to create the <i>Shortlist</i> should remain on a predetermined cycle open every other year with applications " <i>accepted from X Month to X Month</i> " to establish consistency in advertisement for artists.
Completed	1.4 Establish <i>Master Requests for Proposals</i> targeting all six City Council Districts to be released every 24 months to streamline investments. For example, a City Parks Master Request for Proposals.
None	1.5 Establish a <i>Paint a Utility Box Program</i> targeting all six City Council Districts to include both adults and youth applicants.
Note: This program was underway with Public Works seeking to test out the heat absorption impact it would have on the utility boxes. However, due to needing to focus on other Calls, this program was not a priority.	
None	1.6 Establish a subcommittee for <i>Imagine Public Art</i> , which is dedicated to: <ul style="list-style-type: none"> – Identifying locations for future artworks on both public and private property for installations including, but not limited to, sculpture, earthworks, mosaics, glassworks, and permanent displays for temporary art. – Identifying specific neighborhoods using GIS that lack public art. – Host an annual public meeting dedicated solely to report findings and to engage with the community where they imagine seeing public art in the City and identify areas of value.

Goal 2: Process

Progress	Actions
Completed	2.1 Establish a Temporary Art Permit that is ministerial (over-the-counter) with a 48-hour Commission appeals process upon application.
Completed	2.2 Establish a Parks Location List identifying pre-approved locations Citywide for the placement of public art.
In Progress	2.3 Issue Process Improvements reports annually that identify potential code amendments, or other process improvements to address ongoing concerns in the artist community.
Completed	2.4 Establish a process for artists to pay a set fee for immediate insurance coverage through the City.
Note: Limitations do apply, and this will only work for artwork that is on City Property.	

Completed	2.5 Identify thresholds for small-scale projects where insurance would not be required (e.g. utility box painting).
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Goal 3: Equity

Progress	Actions
Completed	3.1 Establish a Citizens Public Art Permit for art pieces not funded by the Art in Public Places Program intended to remain in perpetuity (e.g. sculptures, mosaics, earthworks).
None	3.2 Map the selection of potential utility boxes for the Paint a Utility Box Program and select utility boxes based on neighborhoods identified in the Imagine Public Art that lack public art.
None	3.3 Establish a Black, Indigenous, People of Color (BIPOC) Stakeholder List and routinely engage individuals and groups on the list as part of upcoming Commission meetings, events, initiatives, Request for Proposals (RFPs) or calls for artists. <ul style="list-style-type: none"> - Require notification to all individuals and groups listed on the BIPOC Stakeholders List prior to the approval of an RFP release and actively engage with stakeholders regarding location, theme, and artwork goals. - Require notification to all individuals and groups listed on the BIPOC Stakeholders List for all Citizen Advisory Committee meetings regarding RFP. - Require all RFP submittals to be accessible for public review via web and in-person prior to any hearing body decisions.
None	3.4 Create community forums or other forms of meaningful dialogue to solicit the ideas and opinions for public art from different ethnic or cultural groups within the City. Use data and surveying to focus on connecting with marginalized and underrepresented communities within the City.
None	3.5 Require a Community Meeting prior to any public hearing for proposed permanent works of art in public spaces, including City parks and plazas.

Goal 4: Communication

Progress	Actions
Completed	4.1 Establish a free Online Artist Registry of all local artists across all mediums (Pre-Qualified Artists and Others) as a resource to connect artists and the community. Allow profile submissions from all artists located in Los Angeles, Riverside, and San Bernardino Counties.
None	4.2 Establish a subcommittee to create a Cultural Arts Quarterly Newsletter for distribution to highlight to the upcoming events and opportunities to become familiar and connect with the local arts community.
Completed	4.3 Promote and maintain the Pomona Public Art Registry available online through ArcGIS to showcase existing Public Art.
Note: The Registry exists and just requires being regularly updated.	
None	4.4 Establish Monthly Stakeholder Meetings to Increase communication between City Staff and arts-based non-profit organizations and other art stakeholders in the community.

Goal 5: Youth

Progress	Actions
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Completed	5.1 Ensure that the Investment Priority List represents at least a 50% in-lieu fund commitment to directly supporting youth-based art projects and initiatives.
Completed	5.2 Establish ongoing relationships with the Pomona Youth Commission, K-12 PUSD schools and other Pomona schools to increase awareness of Art in Public Places Program initiatives and to increase participation in such initiatives.
Completed	5.3 Establish ongoing relationships with non-profit organizations and other stakeholder groups whose mission is to support Pomona's youth and find opportunities for collaboration to increase the capacity to benefit Pomona's youth.
Completed	5.4 Identify creative strategies to use the existing AIPP regulations to fund youth-targeted public art initiatives and identify strategies to improve the AIPP regulations to better facilitate such initiatives.
Completed	5.5 Engage the youth in in-lieu funded projects as part of the engagement process, or as a form of mentorship.
None	5.6 Dedicate at least 25% of the Paint a Utility Box Program Awardees to Youth artists.
None	5.7 Establish a YOUTH Request for Qualifications process with Pomona Unified School District and other local public and private K-12 educational institutions and organizations. The YOUTH Request for Qualifications process to create the Shortlist should remain on a predetermined cycle open every year with applications “accepted from X Month to X Month” to establish consistency in school calendars for instructors and mentors.

NEXT STEPS FOR ACTION PLANNING

Upon review of the 2020 – 2025 Action Plan, about 55% of the actions have been implemented.

The last review of this priority list took place July 24, 2023. This Action Plan went into effect before a dedicated part-time Staff member was established in August 2022. At this point there was the 2022 Call for Artists (Open Call) that was already established. The Cultural Arts Commission approved over 50 art projects that have spanned start and completion from 2022-2025. In April 2024, a full-time position was opened for a dedicated Staff member. At this point there were several Calls to be launched—2024 Open Call for Art, Hamilton Park Call for Art, and the Garey Underpass Call for Art.

Due to the implementation of Calls, Staff has been handling 10 – 20 projects at a time, including two annual events. In consultation with LA County Department of Arts and Culture, a Project Manager handles no more than 5 projects a year in order to ensure that the projects are completed with substantial engagement, documentation, and greater research on the sustainability of a project’s longevity.

UPDATE ON REMAINING 2025 WORK PLAN

For the remainder of 2025, Staff will implement its remaining Work Plan, which includes the following tasks:

1. Launch a Call for Ad-hoc Advisory Committee members by May 2025.
2. Work towards completing the 2022 Call for Artists; currently there are five open projects remaining.
 - a. Artist Gary V. Lett’s art project requires a longer timeline to be established.

- b. The Memorial Park project, with Artist Benjamin Frank, for a mural on the Community Center is no longer a viable option due to the condition of the building being evaluated and falling under Historic Preservation, and Staff will not pursue a new location for the artwork created at this time. The Artist may submit for future Calls.
 - c. The Ted Greene Park project, with Artist Diana Sandavol, for a mural on the Restroom/Snack Bar building is still a viable option once Public Works finished renovations. However, staff suggests re-evaluating to fit the new structure or requesting the Artist to submit for future Calls.
3. Work towards completing the 2024 Open Call for Art; there are currently three open projects remaining out of the four approved.
 - a. Artist Jospheh Walsh has completed his murals at Ralph Welch Park and John F. Kennedy Park.
 - b. Artist Organization East Side of the River is set to complete their mural by March 24th, 2025. They have opted to engage with the Community through a ribbon cutting ceremony set for May 3rd, 2025.
 - c. Artist Dave Young Kim is scheduled to start Fall 2025.
 - d. Artist Carly Lake is working with establishing a plan with PUSD, with a tentative start Fall 2025.
4. Work towards completing the Hamilton Park Call for Art; this project is set to begin April 5th, 2025, and should be completed by end of May 2025.
 - a. Community Engagement Day, Sunday, April 13th, 2025.
5. Work towards completing the Garey Underpass Call for Art; this project is set to begin mid-April 2025 and should be completed by end of June 2025.
 - a. Community Engagement Day to be set.
6. Chalk Art Festival 2025 Planning to begin July 2025.
 - a. Chalk Art Festival Date: November 8, 2025.
7. Preservation Call for Consultants; this is a high priority to be launched July 2025.
8. Facilitate discussions with residents, staff, and Commissioners on establishing a Cultural Arts Master Plan to launch Summer 2026. This will include updated the AIPP Manual.

ATTACHMENTS:

1. Action Plan 2020-2025