



# **A C T I O N   P L A N**

FALL 2020 - FALL 2025

*adopted July 27, 2020*

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*Frida Kahlo, 2014*  
David Flores



# INTRODUCTION

In 2011, the Pomona City Council established the Art in Public Places Program (“AIPP”). The program includes a public art requirement for private development. Eligible development projects may either provide public art on site or contribute to an in-lieu fee fund towards the installation of public art elsewhere in the City. In order to expedite the expending of these in-lieu fee funds, the City of Pomona established a Pre-Qualified Artist List through the Request for Qualifications process outlined in Part 2 of the AIPP Manual “Private Development Policy Guidelines” in June 2019.

Artists selected for the Pre-Qualified artist list by the Cultural Arts Commission became eligible to apply for projects selected by the Cultural Arts Commission through the Request for Proposals process as identified in Part 3 of the AIPP Manual “Public Art Donations and Acquisitions Policy and Guidelines”. Staff established a dedicated website, [pomonapublicart.org](http://pomonapublicart.org), containing application

information and additional documents and context for pre-qualified artists to apply for projects.

With the establishment of the Pre-Qualified Artist List the Cultural Arts Commission began to pursue public art projects throughout the City including the Pomona Public Library Mural, the Pomona Arts Colony, and the restoration of the historic Millard Sheets Fountains in Downtown Pomona.

As decreed in the adopted by-laws of the Cultural Arts Commission, the Commission shall be charged with

*“... the responsibility of promoting the arts and coordinating cultural activity within the City so that all groups may have opportunities to participate in artistic pursuits.”*

The City of Pomona, Cultural Arts Commission is dedicated to preserving and building on the inventory of the existing public art within the community. Towards that goal, the Commission has adopted this five-year **Action Plan** to provide a community roadmap for future public art projects.

# INTENT VISION &

The Cultural Arts Commission believes that public art increases cultural awareness, stimulates imaginations, and provokes creative dialog among those in the community. It is the intent of the Commission to create an on-going dialogue between the Commission and community to accomplish that vision by thoughtfully selecting artists and project themes for pieces of public art with a location identified by the Commission.

The Cultural Arts Commission envisions the **Action Plan** as a roadmap to the goals of the AIPP. The goals of the AIPP are as follows:

- To increase understanding and enjoyment of art in public places and encourage interaction of Pomona residents, business owners, arts patrons, and visitors;
- To acquire and commission quality and diverse works of art for community enrichment;
- To contribute to the civic pride of Pomona citizens;
- To develop an Art in Public Places program unique to the City of Pomona;
- To encourage an environment for artistic creativity in Pomona;
- To place public art that is site specific and environmentally responsive in publicly accessible and visible locations;
- To encourage placing public art throughout the City;
- To administer and maintain an inventory and historical record of public artwork acquired through the program for the purpose of conserving the public art collection;
- To promote Pomona as a local, state, and national leader of Art in Public Places;
- To increase business and tourism in the City;
- To encourage participation by all socioeconomic and ethnic groups in the public art process.



## In-lieu fee dollars are invested in a wide-range of public art across all mediums and target audiences in all areas of the City.

### STRATEGY

The City establishes projects budgets and annual investment targets, targeted priority areas by geography, and includes both large-scale and small-scale community-led public art that is both permanent and temporary.

### ACTIONS

- 1.1** Establish an **Investment Priority List** to be reviewed annually. **Investment Priority List** 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.
- 1.2** Establish a **Pre-Qualified Artist List “Shortlist”** to be reviewed every 24 months.

The **Request for Qualifications** process to create the **Shortlist** should remain on a predetermined cycle open every other year with applications “accepted from X Month to X Month” to establish consistency in advertisement for artists.

- 1.3** Establish **Master Requests for Proposals** targeting all six City Council Districts to be released every 24 months to streamline investments For example, a City Parks Master Request for Proposals.
- 1.4** Establish a **Paint a Utility Box Program** targeting all six City Council Districts to include both adults and youth applicants.
- 1.5** Establish a subcommittee for **Imagine Public Art**, which is dedicated to:
  - 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

**The process to pursue permitted public art in the City of Pomona is clear, simple, and efficient.**

### **STRATEGY**

The City ensures that the Pomona Zoning Ordinance and Municipal Code are enabling public art, administrative policies are streamlined to save time and cost, and calls for artists and legal agreements use clear and simple language.

### **ACTIONS**

- 2.1** Establish a **Temporary Art Permit** that is ministerial (over-the-counter) with a 48-hour Commission appeals process upon application.



CULTURAL ARTS COMMISSION ACTION PLAN 2020 - 2025

- 2.2** Establish a ***Parks Location List*** identifying pre-approved locations Citywide for the placement of public art.
- 2.3** Issue ***Process Improvements*** reports annually that identify potential code amendments, or other process improvements to address ongoing concerns in the artist community.
- 2.4** Establish a process for artists to pay a set fee for immediate insurance coverage through the City.
- 2.5** Identify thresholds for small-scale projects where insurance would not be required (e.g. utility box painting).



## All arts-related decisions made by the City represent fairness and equity and include a diverse range of perspectives.

### STRATEGY

The City ensures that all local artists and mediums are formally represented in official registries, data collection and analytics include all neighborhoods regardless of socioeconomic status, decision-making includes Black, indigenous, people of color (BIPOC), and investments in congregational public spaces adequately reflect a shared vision of place.

### ACTIONS

- 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).
- 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.

- 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.
- 3.3.1.** 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.
  - 3.3.2.** Require notification to all individuals and groups listed on the **BIPOC Stakeholders List** for all Citizen Advisory Committee meetings regarding **RFP**.
  - 3.3.3.** Require all **RFP** submittals to be accessible for public review via web and in-person prior to any hearing body decisions.
- 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.
- 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

**Local artists, groups, and residents across all socioeconomic and ethnic backgrounds actively collaborate with the City and are aware of opportunities to participate in events, initiatives, and calls for art.**

### STRATEGY

Use digital technology in creative ways to communicate to the general public about public art in Pomona. Use online platforms to assist the arts community in connecting with one another and available resources.

### ACTIONS

- 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.

- 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.
- 4.3 Promote and maintain the **Pomona Public Art Registry** available online through ArcGIS to showcase existing Public Art.
- 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

**Actively engage with local youth in the artistic and creative process of public art to assist young artists in reaching their professional and personal potential.**

### **STRATEGY**

Partner with Pomona Unified School District (PUSD) and other local public and private K-12 educational institutions and organizations, to invest in and encourage youth from all socioeconomic and ethnic groups to participate in the public art process.

## ACTIONS

- 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.
- 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.
- 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.
- 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.
- 5.5 Engage the youth in in-lieu funded projects as part of the engagement process, or as a form of mentorship.
- 5.6 Dedicate at least 25% of the **Paint a Utility Box Program** Awardees to Youth artists.
- 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.*

# TIMELINE

<b>FALL</b>			
<b>OCCURENCE</b>	<b>MONTH</b>	<b>PROJECT</b>	<b>EXECUTION</b>
Annual	October	Summarize Findings for Process Improvement	WINTER
2020 - Ongoing	November	Create the BIPOC Stakeholders List	On-going

<b>WINTER</b>			
<b>OCCURENCE</b>	<b>MONTH</b>	<b>PROJECT</b>	<b>EXECUTION</b>
2020 2022 2025	October-December	Release the Master RFP for Parks Projects	SPRING
Annual	January	Imagine Public Art Meeting	On-going
2021 2023	January - March	Open the Request for Qualifications, Call for Artists	SPRING

<b>SPRING</b>			
<b>OCCURENCE</b>	<b>MONTH</b>	<b>PROJECT</b>	<b>EXECUTION</b>
2021	April	Establish the Temporary Art Permit	SUMMER
Annual	May - June	Release the Paint a Utility Box Program	SUMMER
Annual	TBD	Open the Youth Request for Qualifications, Call for Artists	TBD
2021	TBD	Entryway/Gateway Project TBD	SUMMER

<b>SUMMER</b>			
<b>OCCURENCE</b>	<b>MONTH</b>	<b>PROJECT</b>	<b>EXECUTION</b>
2021	July	Establish the Citizens Public Art Permit	FALL
2022	July	Free Online Artist Registry	FALL

## ON - GOING WORKS

*Investment Priority List projects and other projects as initiated by the Commission.*



[pomonapublicart.org](http://pomonapublicart.org)

## CULTURAL ARTS COMMISSION

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