



Art in Healdsburg

Many pathways to the future

What is the current status of art in Healdsburg?

- A 2007 resolution implemented by the Healdsburg City Council noting the importance of public art and the city's dedication to supporting it
- Non-government groups like Healdsburg Center for the Arts, Paul Mahder Gallery, Healdsburg Jazz Festival, and many others dedicated to offering and supporting accessible art in the Healdsburg community
- A community willingness to support the development of art in Healdsburg

What are we here to do?

- Voice our input on the future of art in Healdsburg
- Identify further steps that need to be taken by each stakeholder to develop art in Healdsburg
- Connect with each other and create a supportive, inclusive arts network
- Gather ideas on how to best develop an arts support structure

Follow instructions from our group leaders

TRIVIA TIME!

What are local communities doing?

- County of Sonoma
 - Developed Creative Sonoma as a vehicle to fund and develop arts as an industry throughout the county
 - Creative Sonoma acts a point of connection for many arts and arts groups throughout the county
 - Creative Sonoma also offers funding and guidance to individual cities needing assistance with creating arts development programs
- Napa
 - Promotes high quality, innovative, and diverse art that increase a sense of community and a sense of place
 - Provides arts education to the community
 - Created the well known and highly regarded Napa Arts Council

Other communities...

- Santa Cruz
 - Promotes cultural/artistic tourism as a means for economic development
 - Infuses the city's built environment with artistic expression
 - Plans the development of several central art studio/gallery centers and theaters
 - Develops specific revenue streams for the city to fund art
- San Luis Obispo
 - Sponsors local artist murals on utility boxes
 - Ensures sustainability of future and current art
 - Makes it easier to include art in private developments
 - Encourages and explore innovative art and art funding structures

Five Conceptual Paths

- Healdsburg Trust for Public Art
- City of Healdsburg Arts Commission
- Healdsburg Arts Council version 2.0
- Sonoma Marin Arts Consortium
- Your ideas!

Healdsburg Trust for Public Art

- Create an arts ordinance that would require developers whose holdings exceed a certain valuation/size to contribute 1% of building value to a trust for public art or use that money to build art on-site
- The trust for public art would be managed by an arts and culture committee selected by city council and made up of arts community members
- The trust could fund public works of art, art education, studio space, performing arts centers, and many more projects

City of Healdsburg Arts Commission

- A 5 member commission in charge of designing and funding programs to support public art in Healdsburg
- Appointed by city council like current commissions
- Serves as central organization supporting the arts in Healdsburg through partnerships between arts non-profits and the city government

Healdsburg Arts Council version 2.0

- Develop a “one stop shop” arts council funded by non-profits and the City of Healdsburg
- Revitalization of past arts council model that was successful
- In charge of allocating funds to create public art, fund art education, and sponsoring creative spaces/studios
- Facilitates collaboration within the arts community
- Operated jointly by City of Healdsburg, local arts non-profits, and artists

Sonoma Marin Arts Consortium

- Coalition of Sonoma, Marin, and perhaps Napa city and county governments partnering with regional arts organizations and artists to promote public art
- Helps develop portfolio of public art, expand arts education, and build creative spaces throughout the region
- Provide advice to each other to better support and facilitate public art development in each jurisdiction
- The consortium collectively seeks grants and private funding for arts in the city and seeks to better align and expand public art

What's your idea for the future of art?

- *Answer the question with your neighbors and then:*
- Raise your hand to be called on to say your idea so we can write it down up front

OR

- Write your idea down on the provided comment cards and place your card on the flipcharts at the back of the room

Next steps

- We will collect and consider all the ideas you've written and said here. Thank you for the feedback!
- At the back, there's a sign up sheet if you're interested in serving on the Art in Healdsburg Design Group. You'll be assisting in developing the future of the Healdsburg arts plan and engaging the community in getting involved with arts in Healdsburg.
- Please visit the new City of Healdsburg arts web site: <https://www.ci.healdsburg.ca.us/823/arts>

Thanks for being here!

