

ARTS, PARKS, HEALTH, AGING AND RIVER COMMITTEE REPORT relative to the proposed Citywide Mural Project.

Recommendations for Council action, SUBJECT TO THE APPROVAL OF THE MAYOR:

1. REQUEST the Controller to establish a new account titled "Mural Project Implementation" in Department of Cultural Affairs Fund 480.
2. TRANSFER \$750,000 from the Unappropriated Balance to the "Mural Project Implementation" account in Cultural Affairs Fund 480.
3. INSTRUCT the Department of Cultural Affairs (DCA) to report in six months with a progress report on the Mural Project implementation program and a procedure by which a Council Office can get a mural classified and placed on the historically significant murals list.

Fiscal Impact Statement: None submitted by the DCA. Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

Summary:

On June 18, 2014, your Committee considered May 12, 2014 and June 13, 2014 DCA reports relative to the proposed Citywide Mural Project and recommendations regarding \$1.75 million in Mural Funding. According to the DCA, as part of the Fiscal Year (FY) 2013-14 Budget deliberation process, the Budget and Finance Committee instructed the DCA to report back to the City Council with a mural project implementation plan for Council consideration and approval. Specifically, the Committee asked the DCA to report back on the murals ordinance and the allocation of \$1.75 million in mural funding to be used for the creation, maintenance, restoration and presentation of murals, including a plan to replenish this funding after it has been exhausted.

As part of the FY 2013-14 budget process, Council and Mayor placed this \$1.75 million mural funding in the Unappropriated Balance (UB), pending this report back and further City Council action. On May 12, 2014, the DCA transmitted its report to the Budget and Finance Committee and simultaneously, met with the chair of the Arts, Parks, Health, Aging and River (APHAR) Committee to review the report. To expedite the process, the APHAR Committee Chair waived the report out of committee and placed it on the June 3, 2014 City Council agenda. The report was pulled from the Council Agenda because there was no funding attached to it. Subsequently, on June 4, 2014, the DCA was asked to submit a revised budget with priority recommendations for funding phased in over two years. A chart providing a prioritized list of the proposed Mural Project components, paired down and split over two fiscal years has been included to the DCA's reports and is attached to the Council file.

The DCA then stated that it is recommending that a total \$300,000 (\$20,000 per Council District) be set aside to advance district-specific mural priorities next year. Funding would be used at the discretion of each Council District to advance district-specific mural priorities. Council Offices would identify mural locations in their district and DCA would develop mural specifications for the projects. DCA would issue a competitive Request For Proposal (RFP) with the mural project specifications and

locations. A panel of experts would select the best projects to advance. In the event a council office identifies both the wall location and the muralist, the DCA would serve in an advisory capacity, as needed. Additionally, the DCA would work with the Council Offices to develop a competitive artist selection process to advance other district-specific priorities and/or public art-relevant activities.

After further consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the recommendations contained in the June 16, 2014 DCA report, as amended, and detailed in the above recommendations.

Respectfully Submitted,

ARTS, PARKS, HEALTH, AGING AND RIVER COMMITTEE

MEMBER VOTE

O'FARRELL: YES

LABONGE: YES

BUSCAINO: ABSENT

CEDILLO: YES

PRICE: ABSENT

ARL

6/18/14

-NOT OFFICIAL UNTIL COUNCIL ACTS-