

MEMORANDUM

TO: Claire Powell, City Manager

FROM: James Kunke, Community Relations & Tourism Director

DATE: February 5, 2024

SUBJECT: **Approval of a Public Art Master Plan Update.**

BACKGROUND

The City hired nationally known art consultant Todd Bressi to provide an update to the City's Public Art Master Plan. Bressi was the consultant engaged to draft the original Public Art Master Plan which was adopted by City Council in January 2018. This update is intended to supplement the original Master Plan, not replace it. A draft plan of this update was shared with the City Council at the December 18, 2023 city council workshop. After a few minor adjustments were made, the final plan is submitted for consideration and adoption by the City Council.

ANALYSIS

The original Public Art Master Plan established goals, processes, and priorities for launching the City's Public Art Program. It also identified funding options, staffing recommendations, and established guidelines for selection and placement of public art pieces. Since the plan's adoption in 2018, many of the original goals have been accomplished and new opportunities have developed so staff sought this update to guide the next several years of public art planning.

The process taken for informing this update included several outreach and input opportunities from the public, as well as interviews conducted by Mr. Bressi to collect feedback from City staff, board members, and artists who have works in the collection. Thorough review of all documents and records of board activity and other public art collection documents was also performed.

This update identifies and explores new opportunities and recommends updates to processes and priorities now that the City has an established collection. The update summarizes the findings

Subject: Approval of a Public Art Master Plan Update
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Page 2

from all the information collected and bases its recommendations on that feedback as well as current best practices and opportunities specific to Lewisville including several upcoming 2024 Bond projects.

Key recommendations from the update are:

- Provide more capacity to manage the program and implement projects, especially from public art professionals.
- Improve the use of tools already set out in the Public Art Master Plan- the Annual Work Plan, Project Plans, community engagement and education strategies, conservation, and maintenance protocols.
- Introduce new tools / models for recurring public art projects and for community-initiated public art projects.
- Collaborate more closely with City departments to secure commitments for public art in civic projects and major private developments early in the project planning process.
- Initiate a signature temporary public art project.

CITY STAFF'S RECOMMENDATION

That the City Council approve the Public Art Master Plan Update as set forth in the caption above.