

**CITY OF OCEANSIDE
ARTS COMMISSION
2025-2027 WORKPLAN**

MISSION STATEMENT

The mission of the City of Oceanside Arts Commission is

- to foster the development and enjoyment of performing, visual, cultural and other arts in the City of Oceanside;
- to make recommendations to the City Council on the development and promotion of practices and policies pertaining to the Arts; and
- to work cooperatively with City entities and other advisory commissions to include an Arts element in as many areas of City planning and development as possible.
- In line with the City's vision statement to be a culturally diverse community that empowers its citizens to provide an environment that fosters the cultural arts.

INTRODUCTION

Directed by the O'Arts: Master Plan for the Arts, the recent State of CA Arts Council re-designation of the Oceanside CA Cultural District, and the growing recognition for arts and their impact toward a prosperous City, the Arts Commission embarks on this workplan informed by the City's first cultural plan.

The Arts Commission's goals serve Oceanside's culturally diverse community with arts initiatives throughout the community. The initiatives depend upon an expected and continual breadth of community input, City support, close cooperation with other City entities, and involvement by artists and art professionals.

This workplan, with guided activities supports the City Council's vision to promote economic development, jobs, education, public safety, quality of life, and to foster a vibrant, thriving Southern California city.

COMPOSITION OF COMMISSION

The Commission is composed of nine (9) regular voting members and two (2) alternate members appointed by the City Council. One regular member represents MiraCosta Community College, and a second regular member represents the Oceanside Museum of Art. A standard term for regular members is three years, staggered to ensure that not all expire at the same time. A standard term for alternate members is two years.

The Commission meets bi-monthly on the first Monday in February, April, June, August, October and December at 3:00 PM in the City Council Chambers, and calls special meetings when necessary.

The Arts Commission conducts some business through ad-hoc committees created to handle specific tasks or issues. Once these items are addressed to the satisfaction of the Commission, the ad-hoc committee is disbanded.

Present Commissioners: Marisa DeLuca
Julia Fister
Jonathan Fohrman
Margaret Hernandez
Maria Mingalone
Brigid Parsons
Luz Helena Thompson
Florene Villane
Karen Williams-Graham
Alternates: Linda Kallas
Robert Parker

City Council Liaison: Mayor Esther Sanchez

Staff Support: CJ DiMento, Library Director
Kris Morales, Senior Librarian

GENERAL GOALS

The Commission shall:

1. Assist the City and City Council in identifying and carrying out public art projects; and, when requested by the City or other public or private sector entities operating within the City, provide similar assistance on non-City sponsored public art projects.
2. Advocate for financial, organizational and physical resources for arts and culture to support the practices of Oceanside's artists and creatives.
3. Encourage community participation in the decision-making processes regarding arts and arts-related endeavors.
4. Foster the integration of the arts throughout the City to engage locals and visitors at all stages of life, backgrounds, and abilities.
5. Work with public sector, private sector, job recruitment and tourism entities to implement and integrate Arts Commission strategies citywide.
6. Increase collaboration, coordination and communication between arts and arts-related groups and other stakeholders.
7. Continue to educate and communicate the impact of arts and culture on the economy and quality of life to the City Council, City staff and the community.

8. Continue to implement the O'Arts: Master Plan for the Arts.

O'ARTS: MASTER PLAN FOR THE ARTS GOALS

1. Support Oceanside's economic development through arts and culture.
2. Enhance Oceanside's city space through creative placemaking.
3. Improve Oceanside as a place for artists and creatives to thrive and contribute to the community.
4. Enhance arts governance within City government.

COMMISSION-SPECIFIC STRATEGIES FROM O'ARTS: MASTER PLAN FOR THE ARTS

1. Provide the City Council with recommendations for the review, revision or modification of policies regarding art in public places, including murals and performance/street art, and evaluate best practices for those contracts.
2. Educate the City Council on ongoing efforts of the Arts Commission.
3. Collaborate closely with the Cultural District, including ongoing asset updating, artist-in-residence opportunities and opportunities for artist live-work housing.
4. Improve and coordinate arts and cultural marketing to residents and visitors, including through O'Arts videos and website.
5. Implement public art, targeting sites in City Districts that contain the least amount of public art, and determine ongoing maintenance plans for existing public art, with community input.
6. Work with Planning and Economic Development to monitor projects in the planning stages and initiate dialogue to inform developers on how to include art and arts uses in their projects.
7. Implement inclusive and equity-based opportunities, including the O'Arts Arts & Culture Grant Program annually, for art entities and artists and creatives of diverse backgrounds.
8. Support opportunities related to creative placemaking efforts through a Capital Improvement Project Community Entry Way Signage Study.
9. Add staff capacity to be able to implement the Arts Commission's strategies.