

CITY OF CORONADO



CULTURAL ARTS COMMISSION 2017 ANNUAL REPORT

The Coronado Cultural Arts Commission (CAC) serves as a leading voice for the arts in Coronado through program development, creative initiatives, and dynamic alliances. Established in 2011 by City Council Resolution #8507, the CAC serves and partners with local artists and cultural arts organizations to nurture a vibrant and cohesive arts community, strengthen arts education, enhance cultural tourism and economic development, and enrich life in Coronado for citizens and visitors.

The Commission is comprised of seven volunteer commissioners representing seven program areas: Arts Education and Musical Arts – Commissioner Mariah Gillespie, Arts Partners and Advocacy – Commissioner Doug Metz, Communication: Public Relations and Media – Commissioner Sherril Altstadt, Development and Special Events – Commissioner Bill Lowman, Literary Arts – Commissioner Lei Udell, Public Art – Commissioner Jeff Tyler, and Visual Arts – Commissioner Maryellen McMahan.

The Commission meets on the first Thursday of each month at 4:30 p.m. in the Council Chambers at City Hall. The meetings are open to the public. Agendas and minutes of previous meetings are posted and available on the City’s website: www.coronado.ca.us, and may be reviewed at City Hall, 1825 Strand Way, Coronado, CA 92118 and also the Coronado Public Library.

2017 EXECUTIVE SUMMARY

The Cultural Arts Commission enjoyed an incredibly exciting and productive year bringing many new creative initiatives to the community. The work of the Commission continues to support and build the arts and culture opportunities for Coronado residents and visitors alike.

Led by Chair Jeff Tyler and Vice-Chair Doug Metz the Commission celebrated six years of hard work and many accomplishments but recognized the importance of planning. With the support of the City, a citywide arts and culture planning process commenced in 2017 that is reflective of our community and diverse arts organizations. With funding secured in late 2016, the Commission released an Request for Proposal (RFP) for cultural planning services and contracted in November with ArtsMarket, a nationally recognized professional cultural planning firm, to launch *Coronado Creates: A Strategic Plan for Arts & Culture*. Work began in earnest on the plan on November

29, 2017 with an initial meeting of the ad hoc committee led by Commissioner Bill Lowman and ArtsMarket principal Louise Stevens. The goal, as outlined in the 2018 Work Plan is to present findings and a plan to the City Council and community by November 2018.

Coronado's public art collection grew significantly in 2017. "Sit a Spell and Play a Tune" a public piano was sited in Coronado Rotary Plaza from May through the annual holiday parade in December. Wrapped in a design of Coronado iconic images designed by local artist Jody Esquer the piano was enjoyed by many in this public plaza. The city dedicated a large, original oil quadriptych "1904 Tea Garden" by artist Bronle Crosby installed in the John D. Spreckels Center and Bowling Green (JDSC) Grand Room and rededicated an original watercolor "The Bowling Green" donated by beloved Coronado artist Sara Rowe in 2011 in the Green Room adjacent to the bowling green.

Two large, bold, floral mosaics by local artist Kirstin Green, "Zinnia" and "Hibiscus" were incorporated into the design of the Spreckels Replacement Bathroom and dedicated in July. "Concert in the Park," three mosaic panels by artist Kirstin Green was also restored as part of the bathroom project. The final component of the project included the design and wrap installation of two portable restroom trailers in the park "Carousel" and "Coronado Railcar." The Caltrans Utility Boxes "Art Outside the Box" student art designs were approved by Caltrans and the City and are scheduled for installation first quarter 2018 at eight signal box locations on Orange Ave. Public art is flourishing in Coronado thanks to the adoption of the 2013 Public Art Masterplan and the efforts of many volunteers.

The Coronado Cultural Arts Commission manages the C3 Gallery located in the west wing of the Coronado Community Center. It fulfills a top priority for the CAC to establish local venues for on-going art exhibitions by community artists. In the second full season of exhibitions, the Commission mounted four exhibitions and hosted artist receptions at the opening of each show. "Inspired by the Masters" featured three local artists: Phil Martin (oils) Lucinda Ribant Swain (oils) and Jarose Dufaut (sculpture). "Six in the Summer" featured six local artists: Mary Hale (painted porcelain), Dolores Forsythe (jewelry), Glory and Jim Palecek (oils), Char Stubel (photography), and Tina Christiansen (acrylics). "Head to Toes" displayed the work of 27 Coronado High School students and "Portraits, Places and Things," currently displayed in the gallery runs through mid-February. It features the work of 33 local artists including photography, ceramics, watercolor and oil paintings.

Another CAC goal is to encourage the use of public spaces for public art and venues for art and cultural events. Banners installed on the Orange Avenue corridor are an effective way of accomplishing this goal. They provide a vibrant and strong visual presence and activate the main thoroughfare through Coronado. Banners add vitality and color to the cityscape and promote the community. The Commission is responsible for the coordination of this new program. The design themes for the year are Patriotic, Coronado Island Film Festival, Holiday, History and Celebrate Local Artists. The very popular local artists' banners were produced through a call to local artists and featured the work of 13 local artists. The program will continue in 2018 with new history banner designs and local artists' banners added to the collection.

Lei Udell appointed to the Commission in June, is leading the Literary Arts program area and supporting the newly established library signature program the Coronado Community Read. Coronado's Community Read is a program that encourages residents to join in the shared experience of reading and discussion of one book. The program is a partnership between the Cultural Arts Commission and the Coronado Public Library and engages other community partners. Its goals are to promote literacy and a vibrant literary culture in the community, introduce and draw people to the library, and bring residents together with shared experiences through planned events related to the book. The program receives funding from the Friends of the Library and support from Coronado Bay Books.

The 2017 selection was "The Immortal Life of Henrietta Lacks" by Rebecca Skloot. Opening with a presentation on January 28 in collaboration with the Coronado Roundtable and running through March 4, the program included a number of book discussions, lectures, and events throughout the community. Events included lectures and book discussions with distinguished speakers. Expert presenters included Dr. Michael Kalichman, founding director of the UCSD Ethics Research Program, Dr. Tiffany Chow, USC Alzheimer's Therapeutic Research Institute and USD Biology Professor Dr. Laura Rivard. Additional events included screening of related films, a lecture through the UCSD Osher Lifelong Learning Institute and collaboration with Coronado High School and Middle School librarians to distribute books to interested students and hold on-campus book discussions.

In 2018, the Community Read, "Ready, Player, One," by Ernest Cline was selected by a vote of the community from a slate of six books, selected from among 42 nominations. A wide variety of events to engage the entire community in the discussion of one book will begin in late February and will culminate with the release of the Steven Spielberg film of the same name in late March. The program hopes to promote informative, interesting, entertaining and enlightening conversations among the members of the Coronado community.

The Cultural Arts Commission works to establish and maintain valued partnerships with Coronado's local arts organizations. In 2017, Commissioners Doug Metz (Arts Partners and Advocacy) and Bill Lowman (Arts Education) worked with the Commission's 15 established Arts Partners and Coronado's schools to support and promote their important work. Commissioner Metz led the effort to co-sponsor a concert series celebrating Coronado's Community Band 20th Anniversary. For the first time the band is playing on the Coronado High School Performing Arts stage thanks to the joint-use agreement between the school and the City.

In addition, Commissioner Lowman sat on the Coronado Arts Education Foundation board as a non-voting member to facilitate collaboration with this new foundation. The Commission supported the Foundation's very successful annual "Fall for the Arts" event. Commissioner Mariah Gillespie, appointed in November to the Commission is now responsible for the Arts Education and Musical Arts program area and she has hit the ground running meeting with key school leaders and working to assemble a team of volunteers to continue this vital component of the Commission's work.

Finally, through the leadership of Commissioner Sherril Altstadt and a dedicated team of tech-savvy volunteers the Commission continues to promote Coronado's art and culture opportunities

through the CoronadoARTS.com website, a strong presence on various social media platforms and the weekly e-mail distribution of “3 on Thursday” highlighting upcoming events in the community. The Commission has established strong relationships with local media outlets to secure coverage of not only the work of the Commission but the programs and events of local artists, authors and arts organizations.

Our biggest accomplishment for 2017 was to plan to launch *Coronado Creates: A Strategic Plan for Arts & Culture* in 2018. As we planned, we were keenly aware of the consequences of our efforts. Art and culture enriches each of us on a daily basis, and engaging in the arts brings individuals together and fosters a strong sense of community.

Cultural Arts Commission – Chair Jeff Tyler and Vice Chair Doug Metz

Mission: The Coronado Cultural Arts Commission serves the Coronado community as an umbrella organization and voice for the arts through support, enrichment and development of a thriving arts environment.

2017 Cultural Arts Goals

1. Develop and launch the Cultural Compass, a five-year strategic plan for the arts.
2. Expand volunteers and staffing for the arts commission to ensure successful realization of commission goals.
3. Develop and implement funding strategies to support the work of the Commission.
4. Create an awareness campaign of the significance of art in our daily lives and the role of the Cultural Arts Commission.
5. Expand use of public spaces for public art and venues for art and cultural events.
6. Collaborate with the new Coronado Arts Education Foundation to develop Pre-K through Grade 12 arts education in Coronado.
7. Advance Coronado as an “Arts Community and Destination.”
8. Support workshops and lectures series through the Commission’s Working Teams.
9. Support efforts to make Coronado TV a valuable Community art and culture resource.

2017 Cultural Arts Commission Accomplishments

1. Released an RFP for Cultural Planning services by a professional firm and contracted with ArtsMarket, a professional cultural planning firm to launch a 5-year strategic plan for the arts. Work began on the project (insert date).
2. Expanded volunteers for the arts commission with (insert #) new members of working teams in 2017. Current number of volunteers serving on all Commission Working Teams is (insert number).
3. Established an ad hoc committee led by Commissioner Bill Lowman to investigate establishment of a foundation to meet funding requirements to support the work of the Commission. Investigating the establishment of a Cultural Arts Foundation is a stated component of the Cultural Planning process.
4. Expanded use of public spaces for public art and venues for art and cultural events. This included the use of the Coronado High School Performing Arts facility for Arts Partner

events and the Avenue of Heroes ceremony in November, the Orange Avenue Banner Program and the following installation/restoration of six public art projects:

- a. “Sit a Spell and Play a Tune” – Public piano in Coronado Rotary Plaza by Artist Jody Esquer
 - b. “Tea Garden 1904” by artist Bronle Crosby/JDSC South Room
 - c. “Zinnia” and “Hibiscus” by artist Kirstin Green/Spreckels Replacement Bathroom
 - d. Concert in the Park by Artist Kirstin Green/Spreckels Park (restoration)
 - e. Carousel and Coronado Railcar - Portable Restroom Trailers/Spreckels Park
 - f. Caltrans Utility Boxes by CUSD Student Artists/Eight locations on Orange Avenue
5. Arts Education Commissioner Bill Lowman sat on the Coronado Arts Education Foundation board as a non-voting member to facilitate collaboration with this new foundation. The Commission supports the Foundation’s annual “Fall for the Arts” event held in October.
 6. Coronado continues to grow its arts and culture presence through the work of the Commission’s Working Teams. See the accomplishments of the various program areas in this report.
 7. Published CoronadoARTS.com, the Commission’s web site, and “3 on Thursday,” a weekly email promoting arts and cultural activities in Coronado, to support and publicize arts and cultural events in the community. Visit CoronadoARTS.com to see a current listing of events in the community and sign up on CoronadoARTS.com to receive “3 on Thursday.”
 8. Utilized Coronado TV on a regular basis to promote various community arts and cultural events and projects, including featuring cultural events in the City Manager’s Weekly video and producing a video on public art installations in Coronado.

Arts Education – Commissioner Bill Lowman

Mission: To embrace artistic creativity and encourage arts experiences for all ages; to pursue the goals of promoting arts education and performance/exhibition opportunities for arts learners; to facilitate arts education partnerships among city, school district, and private entities; and to support professional development in the arts for teachers.

2017 Arts Education Accomplishments

1. Established a scholarship fund and raised \$10-12,000 for scholarships for afternoon arts courses offered by the Coronado Arts Education Foundation (with assistance from CoSA).
2. Assisted in effective implementation of the annual student show at C3 Gallery in October.
3. Successfully supported the afternoon arts course “Art Outside the Box” to produce student art for Caltrans boxes at eight locations on Orange Avenue.
4. Assisted the Coronado Arts Education Foundation as it worked to support arts education for all children in Coronado.
5. Served as a meeting place and clearing house for all the new developments in arts education within the Coronado Unified School District.
6. Conducted research into the nature and number and compiled a list of individual artists within the Coronado community.

Arts Partners & Advocacy – *Commissioner Doug Metz*

Mission: To assist and promote city and local organizations in the presentation of cultural arts activities for residents and visitors alike; to provide a forum for the exchange of ideas, plans and scheduling information; to encourage collaborations within the community; to identify and establish associations and partnerships with local, regional, state, and national arts service organizations; to articulate the economic and quality of life impacts and contributions of Coronado arts organizations to the City of Coronado and the greater San Diego region.

2017 Arts Partners & Advocacy Accomplishments

1. Held regular bi-monthly meetings that have provided Arts Partners with opportunities to exchange information on event content and activity schedules and discuss topics of common interests in workshops and presentations.
2. Partners meetings have regularly contained agenda items that encourage collaborations between organizations.
3. Opportunities for professional assistance to Arts Partners have been regularly publicized to member organizations.
4. Researched and identified art district development grant opportunities through the California Arts Council with limited efforts and success in identifying local and regional arts organizations to establish networking opportunities and gain access to best practices.
5. Collaborated with Cultural Arts Commissioner for Communication: Public Relations & Media to publicize Musica Vitale’s school outreach program on Coronado TV (CTV).
6. Served as a sponsor for the Coronado Community Band 20th Anniversary Concert Series.

Communications: PR & Media – *Commissioner Sherril Altstadt*

Mission: To utilize traditional and social media to convey and promote arts-related activities and events supported by the Cultural Arts Commission and its Working Teams; to use these same communication channels to publicize the creative and cultural endeavors of the community and its organizations, businesses, and individuals.

2017 Communications: PR & Media Accomplishments

1. Expanded Social media to Facebook Live.
2. Increased membership of the Communications: PR & Media Working Team.
3. Included video on Social Media Outlets.
4. Collaborated with Arts Partners to increase coverage of the Arts in Coronado.
5. Fostered better cross-collaboration between working teams and divisions.

**Development & Special Events – Commissioner Frances Howdysshell (Jan. – Sept. 2017)
Commissioner Bill Lowman (Sept. – Dec. 2017)**

Mission: To create and execute unique events to provide funding in support of CAC programs and services; to welcome and encourage a spirit of synergistic collaboration with our Arts Partners; to seek creative and inclusive ways to raise funds while meeting the artistic, economic and cultural needs of the entire community.

2017 Development & Special Events Accomplishments

1. Explored and documented the pros/cons of establishing a Coronado Cultural Arts Foundation (501(c) 3) through an ad hoc committee and added this element to the RFP for Cultural Planning.
2. Solicited donors for the following public art projects:
 - a. Sit a Spell and Play a Tune (insert amount and donor)
 - b. Art Outside the Box (insert amount and donor)
3. Planned and implemented receptions/dedications for the following:
 - a. C3 Gallery Exhibition Openings (March, June, October and November 2017)
 - b. Sit a Spell and Play a Tune Dedication (April 2017)
 - c. Tea Garden 1904 (July 2017)
 - d. Spreckels Bathroom Reconstruction – Floral Mosaic (July 2017)
 - e. Unveiling/Dedication of “Art Outside the Box” Public Art installation (insert date)
4. Continued collaboration with Arts Partners to celebrate “benchmark” events for our Arts Partners.
 - a. In 2017 the Coronado Community Band celebrated 20 years and CAC served as a sponsor of a Concert Series in celebration
 - b. In 2019, the Coronado Historical Association is celebrating their 50th anniversary and CAC is collaborating with CHA to support their celebration.
 - c. In October 2017, the Village Theater will celebrate its 80th anniversary and CAC supported the Coronado Island Film Festival in this celebration.
5. Secured funding of \$30,000 from Discover Coronado for FY2017-18 for the Banner program.
6. Coordinated the “Banners on Orange Avenue” program for the City of Coronado. Collaborated with representatives from Coronado Chamber of Commerce and Coronado Mainstreet, shepherded the program through the approval process, and coordinated the production and installation of all banners.

Literary Arts – *Commissioner Lei Udell (June 2017)*

Mission: To energize the literary climate of our city; to identify and showcase local authors, playwrights, screenwriters and anyone involved in literary arts; to enrich the literary environment for those writing and for our community; to encourage local literary groups (i.e. Coronado Scribes, Coronado Storytellers) and facilitate literary events that will artistically enrich and inspire our writers and the public at large; and to support the presence of local literature as part of commerce in our city.

2017 Literary Accomplishments

1. Produced the inaugural 2017 Coronado Community Read.
2. Engaged the community in selecting the book for the 2018 Community Read.
3. Collaborated with the Library and Bay Books to host several authors' receptions.
4. Increased social media posting promoting various Literary Arts events on the Coronado Arts website and through "3 on Thursday," including Bay Books author appearances and book signings, a Coronado Historical Association Writers' Workshop, and the San Diego Festival of Books.
5. Revived the working team, increased membership, and resumed regular monthly meetings.
6. Began an outreach to literary community to reach local authors and book clubs.

Public Art – *Commissioner Jeff Tyler*

Mission: To enhance the cultural and aesthetic quality of life in Coronado by actively pursuing the acquisition, site selection, placement and preservation of art in public spaces and serving to preserve and develop public access to the arts; and to ensure that the continued vitality of the arts in the city is an integral part of the future of the city as well as its citizens.

2017 Public Art Accomplishments

1. Collaborated with the City and designated planning teams for installation of the second piece of commissioned Public Art, "1904 Tea Garden" quadriptych paintings by Bronle Crosby, in the interior of the new John D. Spreckels Center & Bowling Green.(dedicated July 11, 2017) .
2. Completed installation of two Kirstin Green exterior mosaics, "Zinnia" and "Hibiscus," for Spreckels Park restroom reconstruction installation (dedicated July 20, 2017).
3. Completed installation of Spreckels Park Portable Trailer Public Art Wraps, including the Tent City Carousel & Coronado Trolley designs (June 2017).
4. Continued collaboration with the city to support inclusion of Public Art in a future Gateway Project design
5. Confirmed support of the Coronado – San Diego Bridge artistic lighting project.
6. Approved eight designs created by CUSD students for Caltrans Signal Box Wraps for

installation on Orange Avenue. (INSERT DATE OF DEDICATION and update this section as project proceeds)

7. Continued discussions for the pursuit of additional opportunities to add temporary art installations such as a “Sit a Spell & Play a Tune” program. Piano #1 at Rotary Plaza (Dedicated May 5, 2017).
8. Continued discussions with PAWS for the installation of interior & exterior art at their facility. (Update as project proceeds)
9. Collaborating with the Port of San Diego to explore the installation of the bronze sculpture “Penelope” on Port Tidelands in Coronado.

Visual Arts – Commissioner Maryellen McMahon

Mission: To provide avenues to promote, encourage, and raise awareness of Coronado’s visual arts in general and our individual artists in particular; to create collaborative opportunities for Coronado artists to become an integral part of the rich fabric of this unique community; and to celebrate Coronado’s century-long love affair with Hollywood and the art of filmmaking through the Coronado Island Film Festival.

2017 Visual Arts Accomplishments

- C3 Gallery held four exhibitions in 2017
 - ***Inspired by the Masters*** March 3- May 30, 2017
Exhibition and Artist Reception featuring three local artists: Lucinda Ribant Swain, Jarose Dufaut, and Philip Martin. Over 100 guests attended the reception. Several non-exhibiting artists displayed art for sale during the reception.
 - C3 Exhibit ***Six in the Summer*** June 7-September 23, 2017
Exhibition and Artist Reception featuring six local artists: painters Jim and Glory Palacek, Tina Christiansen, and Mary Hale; photographer Char Stubel and jewelry designer Dolores Forsythe.
 - C3 Exhibit ***“Head and Toes (and everything in between)”*** October 1-25, 2017
Exhibition and Artist Reception featured the work of 27 Coronado High School students.
 - C3 Exhibition ***Portrait Places and Things*** November 1-February 15, 2018
Exhibition and Artist Reception featured the work of 33 local artists.
- ***Florals by Locals***, an exhibition at the Coronado Flower Show, which included 28 local artists’ work. Local artist Phil Martin displayed a table and painted on site for conversation and instruction for flower show attendees. Local artist Mary Hale hosted guest artist Alzora Zaremba who taught a class of ten participants for \$50 per person.
- Forty-four pieces of art submitted and juried for the Banners on Orange Avenue program. Fifteen works selected and two sets of banners were produced, installed and displayed along Orange Ave. One set (15 designs - 12 artists) to be displayed again in 2018 and a new “Call to Artists” for an additional 15 new banners in January 2018.
- Established the 2018 C3 Gallery schedule that includes four exhibitions annually.

CITY OF CORONADO



CULTURAL ARTS COMMISSION 2018 Work Plan

Coronado Cultural Arts Commission – Chair Jeff Tyler /Vice Chair Doug Metz

Mission: The Coronado Cultural Arts Commission serves the Coronado community as an umbrella organization and voice for the arts through support, enrichment and development of a thriving arts environment.

2018 Cultural Arts Commission Goals

1. Engage in the strategic planning process to produce a citywide strategic plan for arts and culture.
 - Develop and implement funding strategies to support the Commission’s work.
 - Explore the possible establishment of a Coronado Arts Foundation.
 - Monitor and assess the City’s review of the Community Grant Program.
 - Use the planning process to create community awareness of the significance of art in our daily lives and the role of the Cultural Arts Commission.
 - Effectively measure and communicate the economic impact of the arts in the community.
 - Survey community needs and desires for the arts and the Commission’s role in achieving them.
2. Expand volunteers and staffing for the arts commission as needed to achieve its goals.
3. Continue to expand use of public spaces for public art and venues for art and cultural events.
4. Continue to support the expansion of arts education in Coronado.
5. Celebrate Coronado as an arts community.
6. Foster cross-collaboration among Commission program areas and Arts Partners.
7. Support efforts to make Coronado TV a valuable Community art and culture resource.

Arts Education and Musical Arts – *Commissioner Mariah Gillespie*

Mission: To embrace artistic creativity and encourage arts education experiences for all ages; to pursue the goals of promoting arts education and performance/exhibition opportunities for arts learners; to facilitate arts education partnerships among city, school district, and private entities; and to support professional development in the arts for teachers.

2018 Arts Education and Musical Arts Goals

1. Work with the Strategic Plan consultants, Commissioners, City staff and outside consultants to ensure effectiveness of community efforts during the planning process and productive presentation of the final plan. (1)
2. Develop an additional course or courses to complete the “Art Outside the Box” wrap project at approved sites throughout Coronado. (3, 4)
3. Re-vitalize the Arts Education working team to add representatives from independent and parochial schools as well as influential school leaders in arts education. (2)
4. Continue to support the Coronado Arts Education Foundation as it strives to support the CoSA annual budget within CUSD, as well as arts education throughout the community. (1, 2, 4)
5. Support the student shows at C3 Gallery. (3, 4, 5, 6)
6. Support CUSD’s efforts to add effective arts education at every school and level. (1, 4, 5)
7. Engage musical arts and local talent in new ways in the community. (3, 4, 5, 6, 7)

Arts Partners & Advocacy – *Commissioner Doug Metz*

Mission: To assist and promote City and local organizations in the presentation of cultural arts activities for residents and visitors alike; to provide a forum for the exchange of ideas, plans and scheduling information; to encourage collaborations within the community; to identify and establish associations and partnerships with local, regional, state, and national arts service organizations; to articulate the economic and quality of life impacts and contributions of Coronado arts organizations to the City of Coronado and the greater San Diego region.

2018 Arts Partners & Advocacy Goals

1. Work with the Strategic Plan consultants, Commissioners, City staff and outside consultants to ensure effectiveness of community efforts during the planning process and productive presentation of the final plan. (1)
2. Expand the Arts Partners working team to include additional influential volunteers for project goals. (2)
3. Provide regularly scheduled meetings and “roundtable” forums for local arts organizations to exchange information on event content and activity schedules and discuss topics of common interests in workshops and presentations. (1, 4, 6)
4. Encourage collaborations between organizations. (6)

5. As resources permit, continue to offer professional assistance and opportunities for such assistance to Arts Partners to better employ social media in communicating and marketing programs. (4, 6)
6. Renew efforts to identify local and regional arts organizations to establish networking opportunities and gain access to best practices; and continue to monitor grant programs and other services offered by the California Arts Council and other state and national organizations. (1, 2)
7. Collaborate with Cultural Arts Commissioner for Public Relations and Media to publicize events of Arts Partners on Coronado TV (CTV). (6, 7)
8. Capitalize on opportunities to benefit Arts Partners & Advocacy that may result from the Arts and Culture Strategic Planning process. (1, 6)

Communications: PR & Media – *Commissioner Sherril Altstadt*

Mission: To utilize traditional and social media to convey and promote arts-related activities and events supported by the Cultural Arts Commission and its Working Teams; to use these same communication channels to publicize the creative and cultural endeavors of the community and its organizations, businesses, and individuals.

2018 Communications: PR & Media Goals

1. Work with the Strategic Plan consultants, Commissioners, City staff and outside consultants to ensure effectiveness of community efforts during the planning process and productive presentation of the final plan. (1)
2. Expand the Communications: PR & Media working team to include additional influential volunteers for project goals. (2)
3. Utilize best practices to effectively harness CoronadoARTS, social media (Facebook, Instagram and Twitter) and Constant Contact (3 on Thursday and future publications) to promote arts and culture in Coronado and the Cultural Planning process. (4, 5)
4. Produce videos for CoronadoTV, CoronadoARTS, and social media to promote the Cultural Planning process. (5, 6, 7)
5. Cultivate video partnership opportunities for program area and Arts Partners to promote events and programming. (7)
6. Develop a “How to PR/Media” resource for web tool training and skill development/building for new working team members and other CAC volunteers. (1, 2)
7. Develop the "CAC Volunteer Corner," a monthly posting on CoronadoARTS.com and the City of Coronado website of CAC volunteer opportunities. (2)

Development & Special Events – Commissioner Bill Lowman

Mission: To create and execute unique events to provide funding in support of CAC programs and services; to welcome and encourage a spirit of synergistic collaboration with our Arts Partner Organizations; to seek creative and inclusive ways to raise funds while meeting the artistic, economic and cultural needs of the entire community.

2018 Development and Special Events Goals

1. Continue to explore and document the pros/cons of establishing a Coronado Cultural Arts Foundation (501(c) (3), especially within the context of the new Strategic Planning process. (1, 6)
2. Expand the Development Working team to include influential volunteers and key development staff from arts partner organizations. (1, 2, 6)
3. Assist in improving Arts Commission Working Team recruitment. (2, 5, 6)
4. Revitalize volunteer recognition programs for Arts Commission volunteers. (2, 3, 5)
5. Work with all Commissioners and working teams to add development focus for each activity, opening, workshop and event offered under the auspices of the Cultural Arts Commission. (1, 2, 3, 4, 5, 6, 7)
6. Continue to build the CAC sponsorship program. (2, 5, 6)
7. Implement the second fundraising campaign for the scholarship fund of the Afternoon Arts courses of the Coronado Arts Education Foundation. (4, 5, 6)
8. Work with the Strategic Plan consultants, Commissioners, City staff and outside consultants to ensure effectiveness of community efforts during the planning process and productive presentation of the final Plan. (1, 2, 3, 4, 5, 6, 7)
9. Organize a group of volunteers to support CAC events throughout the year. [2, 3, 5, 6]

LITERARY ARTS – Commissioner Lei Udell

Mission: To energize the city’s literary climate; to identify and highlight local authors, playwrights, screenwriters, book lovers, and anyone involved in literary arts; to enrich the literary environment for those writing and for our community; to encourage local literary groups (i.e., Coronado Scribes, Coronado Storytellers) and facilitate literary events that will artistically enrich and inspire our writers and the public at large; and to support the presence of local literature as part of commerce in our city.

2018 Literary Arts Goals

1. Work with the Strategic Plan consultants, Commissioners, City staff and outside consultants to ensure effectiveness of community efforts during the planning process and productive presentation of the final plan. (1)
2. Reach out to recruit volunteers as needed to support our goals. (2)
3. Produce the 2018 Community Read program. (3, 5, 6)
4. Produce two to three events for writers. (3, 4, 5)
5. Expand work with Bay Books, Secondhand Prose, Friends of the Library, and other community partners to support and promote author and reader events. (3, 5)

6. Survey the writing community to assess needs and resources, and create a database of local authors and writing and publishing resources. (4, 5, 6)
7. Continue to increase Literary Arts content on CoronadoARTS.com and social media. (2, 5)
8. Hold regular, focused, effective working team meetings, delegate specific tasks, and recognize contributions of the working team. (2)
9. Explore possibilities and begin to develop Literary Arts programming for Coronado TV. (7)
10. Identify possibilities for collaboration with other CAC program areas that will provide opportunities for local authors and Literary Arts partners. (3, 5, 6)

PUBLIC ART – *Commissioner Jeff Tyler*

Mission: To enhance the cultural and aesthetic quality of life in Coronado by actively pursuing the acquisition, site selection, placement and preservation of art in public spaces and serving to preserve and develop public access to the arts; and to ensure that the continued vitality of the arts in the City is an integral part of the future of the City as well as its citizens

2018 Public Art Goals

1. Work with the Strategic Plan consultants, Commissioners, City staff and outside consultants to ensure effectiveness of community efforts during the planning process and productive presentation of the final plan. (1)
2. Expand the Public Art working team to include additional influential volunteers for project goals. (2)
3. Collaborate with the City and designated planning teams to incorporate additional public art in city projects, including the four parklets at Orange Avenue & 2nd Street. (3)
4. Pursue an updated Public Art Map & App for a walking-biking, handicap friendly map to visit all Coronado public art. Investigate possibility of a treasure-hunting app that is not a geocache (due to maintenance needs of an actual geocache). Possibly use a geo-reader app so people could use their smart phones to view more information on the art. Consider collaboration with the library on possibly using its Photo Atlas software. (3)
5. Increase the promotion of Public Art on both the City and CoronadoARTS.com websites, as well as an updated self-guided tour brochure & app as discussed above. (5,7)
6. Continue collaboration with the Silver Strand Beautification Committee for the design and production of wrap-ready art for six Caltrans signal boxes and five round sewer vents. (3,5)
7. Explore and develop opportunities for enabling Coronado residents to commission or donate new public art as family legacy donations. (3,5)
8. Continue to explore and pursue additional opportunities to add temporary art installations such as the “Sit a Spell & Play a Tune” program and additional Port District art such as Penelope for siting on Port District land. (3)

9. Continue collaboration with PAWS for the installation of interior and exterior art at its facility. (3)
10. Continue to explore a commission for a piece of public art for the ocean or beach. (3)
11. Continue to pursue a sculpture in/on the fountain in front of the El Cordova Hotel. (3)
12. Continue collaboration with the City on the Boathouse clock project, Gateway project and Recreation Department floor mural. (3)

VISUAL ARTS – *Commissioner Maryellen McMahon*

Mission: To provide avenues to promote, encourage, and raise awareness of Coronado’s visual arts in general and our individual artists in particular; to create collaborative opportunities for Coronado artists to become an integral part of the rich fabric of this unique community; and to celebrate Coronado’s century-long love affair with Hollywood and the art of filmmaking through the Coronado Island Film Festival.

2018 Visual Arts Goals

1. Work with the Strategic Plan consultants, Commissioners, City staff and outside consultants to ensure effectiveness of community efforts during the planning process and productive presentation of the final plan. (1)
2. Expand the Visual Arts working team to include additional volunteers for project goals. (2)
3. Continue to establish local artists’ presence in the community. (3, 5)
4. Prepare a proposal for rotating art exhibition space in the Coronado City Hall lobby. (3,5)
5. Create and present a professional workshop for artists for marketing their work. Collaborating with Adult Ed, Recreation Services and possibly CoSA. Promote Artist Directory pages on CoronadoARTS.com. (4, 5)
6. Support and propose local and visiting artists to conduct classes. (4, 5)
7. Survey local artists to identify their needs: completing “Calls to Artists,” photographing their work, marketing and promoting, etc. (4)
8. Collaborate with non-profits to display special shows as short-term exhibits in C3 Gallery or other locations open for consideration. (6)
9. Create C3 Gallery & exhibition process for installation/removal of exhibits, further define the jury process, and submit operating income and expenses at the end of each year. (1,3)
10. Develop a “List of Jurors” with contact names and specific professional information. (2)
11. Document Banner criteria for the coming years with “call” for new art each year, potential use for more than one year, inventory of re-usable Banners, and associated costs. (3,5)
12. Expand professional classes and demonstrations at “Florals by Locals.” (4,5)
13. Visit with one or two similar community visual arts commissions to share agendas and ideas. (6)