

CITY OF CORONADO



CULTURAL ARTS COMMISSION 2016 ANNUAL REPORT & 2017 WORK PLAN

To: Coronado City Council
From: Jeff Tyler – 2016 Chair
Coronado Cultural Arts Commission
Date: March 21, 2017
Subject: 2016 Annual Report to City Council and 2017 Work Plan

2016 EXECUTIVE SUMMARY

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 Commission is comprised of seven volunteer Commissioners representing seven program areas: Arts Education – Commissioner Bill Lowman; Arts Partners and Advocacy – Commissioner Doug Metz; Communication: Public Relations and Media – Commissioner Sherril Altstadt; Development – Commissioner Frances Howdysshell; Literary Arts (Pending Appointment); Public Art – Commissioner Jeff Tyler; and Visual Arts (Pending Appointment).

The CAC serves the Coronado community as an umbrella organization and voice for the arts through support, enrichment, and development of a thriving arts environment. The CAC serves and partners with local artists and cultural arts organizations to further develop 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 meets on the first Thursday of each month at 4:30 p.m. in the Council Chamber 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.

2016 EXECUTIVE SUMMARY

The Cultural Arts Commission enjoyed an incredibly exciting and productive year bringing many 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.

Celebrating five years of hard work, the Commission recognized the importance of planning and initiated the process to commence a Citywide arts and culture planning process that is reflective of our community and diverse arts organizations. In late 2016, the Commission secured the financial support of the City Council for this endeavor.

For the first time in the Commission's history, a volunteer recognition event was hosted during National Volunteer Month. The City of Coronado acknowledges that the success of the Cultural Arts Commission is contingent upon the work of volunteers, and believes it is imperative to recognize the hard work, dedication and accomplishments of the 200+ volunteers. This will continue to be a goal of the Commission in 2017.

The City of Coronado's Public Art collection grew significantly in 2016. On Veterans Day 2016, the City dedicated "First Ashore" in Glorietta Bay Park. The monument commemorates Coronado's rich and unique 70-year history with the U.S. Underwater Demolition Teams and the U.S. Navy SEALs. In December, the City unveiled the kinetic sculpture "Transition" by artist Jon Koehler on the lawn of Coronado's newest public facility, the John D. Spreckels Center and Bowling Green (JDSC). Also in 2016, the City commissioned two additional Public Art projects that will debut in 2017. A large, original oil quadriptych entitled "1904 Tea Garden" by Bronle Crosby, to be sited in the JDSC great room, and two large, bold, floral mosaics by local artist Kirstin Green will grace the exterior of the Spreckels Park Restroom Replacement project. Public Art is flourishing in Coronado thanks to the adoption of the 2013 Public Art Masterplan.

The Commission, in collaboration with local business Bay Books, hosted the third annual 2016 Writers Workshop attracting 75 writers and participants to Coronado to perfect their craft. In addition, the commission laid the groundwork for the establishment of a Community Read that will launch in late January 2017. Visual artists benefited from the work of the Commission, which featured 35 local artists at the "2016 Florals by Locals" exhibition during the annual Coronado Flower Show. The Commission mounted four exhibitions in the C3 Gallery in 2016, which included a show highlighting the work of student artists. In addition, the Commission played a

central role in securing funding from the Coronado Tourism Improvement District Community Grant Program to design and install five different series of banners to be displayed throughout the year on Coronado's Orange Avenue Corridor.

Additionally, in 2016 the Commission cultivated a relationship with the newly established Coronado Arts Education Foundation (CAEF) with Commissioner Bill Lowman serving on the foundation as a non-voting representative from the Cultural Arts Commission. In addition, the Coronado Unified School District has launched an after-school visual arts enrichment class for middle school students slated to begin in early 2017 to provide artwork for the City of Coronado Caltrans "Art Outside the Box" Public Art Project. The Art Outside the Box project was initiated in 2015 during the City's 125th Celebration.

Finally, 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.

2016 COMMISSION WORK

ELECTION OF OFFICERS AND COMMISSION CHANGES

- At the January 7, 2016 CAC meeting, Commissioner Jeff Tyler was elected to serve as the Commission's Chair and Commissioner Doug Metz as Vice-Chair.
- Commissioner Nancy Swanson resigned in March 2016 due to work and family commitments.
- Bill Lowman was appointed to the Commission by the City Council on June 7, 2016, and specializes in the area of Arts Education.
- Commissioner Brenda Jo Robyn resigned effective September 30, 2016, but continues to volunteer.
- Commissioner Peggy Lindquist resigned on September 29, 2016, due to personal health reasons.
- At the November 1, 2016 City Council Meeting, Commissioners Jeff Tyler and Frances Howdysshell were reappointed to serve three-year terms on the Cultural Arts Commission ending in December 2019.
- There are currently two openings on the CAC and the Commission and CAA are actively working to recruit candidates to fill the positions in early 2017.

2016 COMMISSION & PROGRAM AREA ACCOMPLISHMENTS

CULTURAL ARTS COMMISSION

1. Established an ad hoc committee to develop and launch a process to develop a City of Coronado Cultural Arts Strategic Plan to guide the local arts organizations, cultural partners, individual artists,

and arts businesses in the City for the next seven to ten years. Received City Council approval on November 15, 2016, to proceed with the RFP process to hire a professional cultural planning firm with a budget not to exceed \$120,000.

2. Explored the establishment of a Cultural Arts support organization and established a recognition event for Cultural Arts Commission volunteers during National Volunteer Month in April.
3. Enhanced Coronado as an “Arts Destination” through the work of the Commission as well as associated cultural events of both the commission and local Arts Partners. (Coronado Island Film Festival (CIFF), First Ashore Public Art Project, JDSC Public Art Installations, 2016 Coronado Writers Workshop, 2016 Florals by Locals, Coronado Community Read, and four exhibitions in the C3 Gallery in 2016).
4. Encouraged use of public spaces for public art and venues for art and cultural events including public art projects for the John D. Spreckels Center, First Ashore Public Art Project, C3 Gallery exhibitions, Concert on the Green, and the Banners on Orange Avenue Corridor Program.
5. Collaborated with local non-profits, the City of Coronado and other organizations to feature arts related activities. (Coronado Golf Course, Coronado Public Library, the Navy Seal Foundation, Coronado Flower Show, and Coronado Unified School District)
6. Provided content for Coronado TV including the creation of event slides and promotional videos on the C3 Gallery, Coronado Writers Workshop and First Ashore Dedication.

ARTS EDUCATION

1. Discussions continue to determine the best method of providing arts enrichment in local schools.
2. Cultural Arts Commissioner for Arts Education is serving as a non-voting member of the newly created Coronado Arts Education Foundation.
3. “Genuine Islanders” exhibition held in the C3 Gallery featuring artwork from 35+ Coronado High School and Coronado School of the Arts students.
4. Launching an after-school visual arts enrichment class for 2017 to provide artwork for the Caltrans Wrap Public Art project.
5. Provided publicity and volunteer support of “Fall for the Arts” festival in October 2016.

ARTS PARTNERS & ADVOCACY

1. Provided a “roundtable” forum for 15 local arts organizations to exchange information, event, and activity schedules on a bi-monthly schedule. Provided speakers/workshops and presentations by the CTID, Chamber of Commerce, Coronado Historical Association, and Social Media consultant.

2. Encouraged collaborations between organizations including Coronado Island Film Festival and Recreation Department including Movies on the Bay, Coronado Public Library, and CAC working on exhibition commemorating 70th anniversary of the UDTs/SEALs in Coronado.
3. Retained the services of Barbra Drizin of Start from Scratch Media Consulting to update social media and to review the social media strategies of various partners.
4. Conducted the 2015 Economic Impact Survey and compiled the results for inclusion in the 2016 Annual Report to the City Council.
5. Coronado TV is currently broadcasting the Coronado Cultural Arts Commission meetings on a published schedule. Commission is providing slides/announcements of upcoming events as well as videos highlighting art events for broadcast on Coronado TV.

COMMUNICATIONS: PR & MEDIA

1. Widened social media presence (updated Facebook Page, Twitter and paid ads to targeted audiences)
2. Updated CoronadoARTS.com Home Page with updated slider format, social media icons and news/blog.
3. Created Public Art Directory pages on CoronadoARTS.com for City of Coronado Public Art Collection.
4. Delivered a weekly e-mail "Three on Thursday" to 1000+ mailing list highlighting upcoming arts and culture events.
5. Increased posting on website and social media platforms. (Facebook/Twitter)
6. Expanded Communication: PR and Media Working Team membership.

DEVELOPMENT & SPECIAL EVENTS

1. Hosted Volunteer Recognition Dessert in April during National Volunteer Recognition Month.
2. Hosted luncheon to introduce concept of advocates of the arts program referred to as the Muses of Coronado.
3. Promoted and assisted in the production of the 10th Anniversary Musica Vitale Concert.
4. Assisted Musica Vitale in successfully applying for a City of Coronado Community Grant.
5. Produced "Concert on the Green" at Coronado Golf Course in October.
6. Produced four exhibition receptions for the C3 Gallery in 2016.
7. Coordinated receptions for First Ashore lecture at the Coronado Public Library and Coronado Boathouse and Club Room for the First Ashore Public Art Dedication.

LITERARY ARTS

1. Produced 2016 Coronado Writers Workshop.
2. Partnered with Bay Books to host an Authors Reception following the 2016 CWW.

3. Promoted 2016 Bay Books Author Book signings.
4. Launched a Coronado Community Read Program for February 2017.
5. Increased authors posting on CoronadoARTS.com and promoted Coronado Scribes Events.

PUBLIC ART

1. Collaborated with US Navy SEAL representatives of the US Navy SEAL Museum in Ft. Pierce, FL for the design, approval, installation and 11.11.16 dedication of the “First Ashore” bronze “Naked Warrior” combat swimmer monument at Glorietta Bay Park.
2. Completed the Coronado Public Art Collection listing of all public art on CoronadoArts.com website.
3. Collaborated with the City and designated planning teams for selection, design and commissioning for two pieces of Public Art at the new John D. Spreckels Center & Bowling Green
 - Exterior “Transition” kinetic metal sculpture by Jon Koehler (installation Dec 8, 2016)
 - Interior “1904 Tea Garden” quadriptych paintings by Bronle Crosby (installation Feb 2017)
4. Collaborated with the City and designated planning teams for the selection, design, commissioning and fabrication of two Kirstin Green exterior mosaics for Spreckels Park restroom reconstruction installation scheduled in spring 2017.
5. Opened initial discussions regarding associated Portable Trailer Public Art Wraps.
6. Collaborated with the City to incorporate Public Art in a future Gateway Project design.
7. Collaborated with CAC Arts Education for an 8-week course for CHS, CMS & CoSA (including mentoring, design, project understanding, & production of wrap-ready art) on opportunities for Interactive Art created by CUSD students/community for Caltrans Signal Box Wraps in early 2017
8. Opened discussions for the pursuit of additional opportunities to add temporary art installations such as a “Coronado Piano About Town” program.
9. Opened discussions with PAWS for the installation of interior and exterior art at their facility.

VISUAL ARTS

1. Identifying potential classes for professional development for artists centering on exhibiting and marketing their work.
2. Established the Coronado Community Gallery criteria adopted by the City Council.
3. Sponsored four exhibitions and receptions in 2016 including a student exhibition featuring Coronado High School students.
4. Participated in the Coronado ArtWalk with Commission presence in the Information Booth and sponsored a “local” artist booth.

5. Sponsored the second annual “Florals by Locals” exhibition in conjunction with the Flower Show. Larger show with increased sales for artists. Also added a student class run by a CoSA student and local exhibiting artist.
6. Added a number of qualified artists to CoronadoARTS.com directory as well as increased the number of artists submitting their work for public exhibition consideration.
7. Established the Banners on the Orange Avenue Corridor Program and creation of three new banners for display in 2016. Developing an Arts Banners series for installation in May/June of 2017.
8. Opened discussion with the John D. Spreckels Center regarding art programming and display of local artist work.

CITY OF CORONADO



ADDENDUM A

2017 Cultural Arts Commission WORK PLAN

CULTURAL ARTS COMMISSION 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 COMMISSION GOALS

1. Develop and launch the Cultural Compass, a 5-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.

ARTS EDUCATION 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; facilitating arts education partnerships among City, school district, and private entities; and supporting professional development in the arts for teachers.

2017 ARTS EDUCATION GOALS

1. Seek the best method of encouraging and supporting education in local schools. It may be that the provision of resources, support of existing programs and work with the schools is much more effective than offering programming through the commission. (4,5,6,7,9)
2. Collaborate with the new Coronado Arts Education Foundation to develop programs and courses to assist in expanding arts education opportunities in the City. (2,4,5,6,7,9)
3. Continue to support, schedule and develop the annual student show in C3 Gallery. (3,4,7,8,9)
4. Successfully realize the “Wrap” Project for approved traffic sites around Coronado. (3,4,5,6,7,8,9)

ARTS PARTNERS AND ADVOCACY 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 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 AND ADVOCACY GOALS

1. Focus on creation of a Working Team for the Arts Partners and Advocacy Program Area
2. Encourage collaborations between organizations providing a “roundtable” forum for local arts organizations to exchange information on events and activity schedules, and discuss topics of common interests in workshops and presentations. (4,7)
3. Continue to identify qualified professionals that can assist Arts Partners better employ social media in communicating and marketing programs (7)
4. Research and identify arts organizations (local, regional, state and national) to establish networking opportunities and gain access to best practices and grant opportunities. (4,7)
5. Collaborate with Communications: Public Relations and Media Program Area to develop cultural arts programming for Coronado TV (CTV). (7, 8, 9)
6. Review current definition of arts partners and consider expanding/creating the arts partners program to include other categories of partners (public/private) and benefits for partnership status. (3,4,5,7)

COMMUNICATION: PR AND MEDIA 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 COMMUNICATION: PR AND MEDIA GOALS

1. Expand Social media to Pinterest and Facebook Live (1, 3, 4, 7)
2. Include video productions on Social Media Outlets (1, 3, 4, 7, 9)
3. Collaborate with Arts Partners Program Area to increase coverage of the Arts in Coronado (1, 2, 3, 4, 7, 9)
4. Preview all content with CAA for approval (2, 4, 9)
5. Develop a "How to PR/Media" resource for web tool training and skill development/building for new PRWT Members (2, 8, 9)
6. Monthly posting on CAC Website of Volunteer opportunities "CAC Volunteer Corner." (2,4)
7. Foster better cross-collaboration between working teams and divisions. (7, 8)

DEVELOPMENT 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.

2017 DEVELOPMENT GOALS

1. Explore and document the pros/cons of establishing a Coronado Cultural Arts Foundation (501(c)(3)). (1,2,3,4)
2. Develop and implement a Working Team recruitment and retention program including the annual April Volunteer Recognition Dessert. (1,2,3,4,7,8,9)
3. Continue to build the CAC sponsorship program, services, and initiatives including the development of "Muses of Coronado." (3,8)
4. Explore and plan a fundraiser, "Loving the Pearls." (3)
5. Investigate establishing an "on-line gallery" for sales of CAC merchandise. (3,4,5,8)

LITERARY ARTS MISSION

To energize the literary climate of our City. To identify and highlight 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. To support the presence of local literature as part of commerce in our City.

2017 LITERARY ARTS GOALS

1. Produce 2017 Coronado Writers Workshop (4,5,7,8,9)
2. Continue to partner with Bay Books to promote the Literary Arts in Coronado through events and book signings (4,5,7)
3. Produce the 2017 Coronado Community Read Program (4,5,7,8,9)
4. Increase Literary Arts content on CoronadoARTS.com and on CoronadoARTS social media (4,7,8)

PUBLIC ART 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 GOALS

1. Collaborate with the City and designated planning teams to incorporate additional Public Art in City projects including the new Coronado J.D. Spreckels Center (lawn bowling sculpture, sculpture by front door, bowling painting & glass public art), the Gateway Project, and the Spreckels Restroom Reconstruction associated Portable Trailer Public Art Wraps. (4,5,7)
2. Pursue a 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. (4,7)
3. Increase the promotion of Public Art on both the City and CoronadoARTS.com websites as well as an updated self-guided tour brochure and app as discussed above. (4,7,9)
4. Collaborate with CAC Visual Arts & Arts Education for an 8-week course (include mentoring, design, project understanding, and production of wrap-ready art) on opportunities for Interactive

Art created by CUSD students/community for Caltrans Signal Box Wraps (back on track for Fall 2016). (5,6,7)

5. Explore and develop opportunities for enabling Coronado residents to commission or donate new public art as family legacy donations. (1,7)
6. Develop a program and continue to explore and pursue additional opportunities to add temporary art installations such as a “Coronado Piano About Town” program. (4,7)
7. Collaborate with PAWS for the installation of interior and exterior art at their facility. (4,5,7)
8. Commission a piece of Public Art for the ocean or beach. (4,7)
9. Continue to pursue a sculpture in/on the fountain in front of the El Cordova Hotel. (4,7)
10. Commission a piece of “young” sculpture such as “children skipping down a line of rocks alongside the ocean or along a sidewalk to the Community Pool.” (4,7)
11. Consider pursuing a 1-day Coronado “Art Open House” afternoon throughout Coronado with all locations open for viewing. (5,7,9)
12. Develop a piece of “interactive” art/sculpture so that people can place themselves within the art and take a photo. (4,7)

VISUAL ART 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 GOALS

1. Continue public exhibits of local artist works in C3 Gallery with 3-4 major exhibits per year. Consider a call for a themed exhibit to include more artists. Continue to open gallery for 2-week mini-exhibits to non-profit and school organizations in between major exhibits. (4,5,6,8,9)
2. Continue to refine C3 Gallery criteria with respect to jury process, call to artist, submission of applications, gallery cost and maintenance, exhibition cost and maintenance, and art installations. (4,8)
3. Expand “Florals by Locals” at the Annual Flower Show to include Adult classes and possible “Sip and Dip” type demonstration and participation class. (3,4,5,6,7,8)
4. Establish the presence of Local Artists through the following: (4,7,8)
 - o Establish local venues for ongoing “pop-up” art exhibits paired with other local events and tourist attractions.

- Investigate with Loews Summer Jazz Festival the possibility of arts sales before and during concerts in Summer 2017
- 5. Continue to develop and present professional development workshops for artists centering on exhibiting and marketing their work. Collaborate with Adult Education, Recreation Services and Senior Association. Enlist local and visiting artists to conduct classes (8)
- 6. Create a resource list for local artist for professional photographs of work, Calls to Artists, framing and other needs as identified. (4,8)
- 7. Continue to develop Banner on Orange Corridor program and develop criteria for local artists to apply for Art banner consideration. (4,5,7)
- 8. Investigate an online store to assist in local art sales that would link to each local artist. (3)
- 9. To elicit more interest for local artists, create special invitation to join at each art reception at C3 Gallery or other. (4,5,7,8)