



CREATIVE SONOMA ADVISORY BOARD

Program Reports

November 2024

PUBLIC ART

Fire Memorial

The Fire Memorial Task Force identified 6 finalists out of the 84 applicants. One finalist is local to Sonoma County, and one is from Napa County. The others are from the Greater Bay Area, Southern California, and Toronto. All finalists are scheduled to attend a site orientation meeting on site at Nagasawa Park, as well as an in-person interview with the Task Force. These meetings are currently scheduled for December 12. Once an artist is selected for the project, there will be opportunities for community engagement. The first phase of their work will be a community engagement process to design the memorial, which will occur in early 2025. Staff is continuing to address the use of the park with the City of Santa Rosa. It is likely that a Park Master Plan Amendment will be required as well as a License Agreement between the City and County.

District 5 Public Art Project Grants

This winter, Creative Sonoma will be launching Public Art Project Grants for District 5. This grant program is designed to enable creative projects that demonstrate the power of the arts to contribute to the social cohesion of our communities through beautification of downtown areas or neighborhoods. Applications from organizations and groups in District 5 are being solicited to advance that broad objective, with focus on impact in unincorporated 5th District locations that are publicly accessible. The grants are funded by the office of Supervisor Hopkins through community infrastructure funding. The application will be available in January.

Public Art Plan

Staff is working with Todd Bressi on a strategy to facilitate a workshop with the Board of Supervisors in February 2025. Topics to cover will include: Why a Public Art Program? Why is using TOT funds a good fit? Scenario modeling – use sample projects to show how process would work, and how it would be different for different types of projects (capital vs community based). Governance structure – what are the benefits of a Public Art Committee? What role would a PAC have in a community project? Funding options – incremental budgeting/provide sliding scale of options.

ARTS EDUCATION

Arts Education Framework Revision

A leadership team met in October to began working to revise the current countywide arts plan. The team is comprised of several SCOE coordinators, CTEF, Windsor USD, Luther Burbank Center for the Arts, Creative Bridges, and Creative Sonoma. The goal is to streamline and

update the current Framework and address needs of equity and access with goals for the next 5 years. SCOE PK Coordinator, Ryan Kurada, gave a presentation on the international Reggio Emilia Children Exhibit that is coming to Sonoma County in Dec. 2027. Planning for this exhibit will be incorporated into the master plan. The team meets for a second and final day in November. The plan is due to be completed by February.

Workforce Campaign Launch

Collateral materials have been completed by Kimzin Creative for a behavioral change campaign around arts education. Members of the Arts Educators Workforce Committee are preparing to launch the materials in an all-out campaign.

To support this campaign, collaborative work continues on "[College and Career Pathways in the Arts](#)" Day at SSU. High school, community college, and university students are invited to learn more about careers in the arts and arts education on February 1, 2025.

Creative Sonoma will offer presentations about arts education career pathways to the county's cohort of high school counselors and County Board of Education in November.

GRANT MAKING & PROFESSIONAL DEVELOPMENT

2025 Arts Impact Grants for Organizations

The 2025 Arts Impact Grants for Organizations application closed on October 1, 2024. We received 54 applications, the most ever for a Creative Sonoma arts organization grant program. Applicants included 15 organizations not funded by Creative Sonoma previously. Staff is currently reviewing the applications for eligibility and completion, after which an outside panel of peer reviewers will score for artistic merit. This grant pool totals \$180,000: \$150,000 from Creative Sonoma's annual budget and \$30,000 from the National Endowment for the Arts. The review process should be complete by mid-November 2024 when 45 organizations will be selected to receive \$4,000 each to support their general operations in calendar year 2025.

BIPOC Producers Lab

Creative Sonoma partnered with Kimzin Creative to launch the BIPOC Producers Lab, an innovative, nine-month professional development program designed to foster the growth and success of two emerging Sonoma County-based BIPOC producers. Both emerging producers selected will receive a \$1500 a month stipend (\$13,500 total) to support their participation. The Lab will provide workshops with industry professionals and direct mentorship for participants to gain foundational knowledge of artistic production and event production skills as event producers for [ASAMBLEA](#). Additionally, participants will have a budget of \$10,000 to conceptualize, develop, and produce their own artistic or cultural event for the community. This program is a reimagined continuation of the ACE grant program. The deadline to apply was October 15 and 17 submissions were received. The selected producers will be announced soon.

Professional Development Partners Program

As part of our Professional Development Partners Program, Sebastopol Center for the Arts launched the [SebArts Emerging Artist Incubator Program](#). The Program is designed to empower and support talented emerging artists on their journey to establish themselves as successful and sustainable artists by providing professional development. This comprehensive program encompasses various aspects of their careers, from artistic development to financial

management and community building. SebArts will offer training to two separate cohorts, one in the spring and one in the fall. Creative Sonoma is seeking other Sonoma County arts and culture partners to present professional development workshops or trainings for their members or local stakeholders. Applications are currently being accepted through December 31.

NEXT BOARD MEETING

TBD

Meetings are in-person at 141 Stony Circle, Santa Rosa unless otherwise notified