

TOWN OF TRUCKEE PUBLIC ART MASTER PLAN

ADOPTED BY TOWN COUNCIL
JULY 9, 2019

ART IS THE CONNECTION TO THE PEOPLE. THE PEOPLE ARE WHAT MAKE THE TOWN



ACKNOWLEDGEMENTS

The Public Art Master Plan is the result of a collaborative effort by the Town of Truckee, Truckee Arts Alliance, Truckee Cultural District, Nevada County Arts Council, Truckee Public Arts Commission, Arts for the Schools, Art Truckee, and various members of the public. It embodies the hard work, creativity, and passion of those involved, and demonstrates the value of public art as a community amenity. The Town of Truckee would like to acknowledge the following groups and individuals who played instrumental roles in the creation of this document.

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Lauren Bello Okerman

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Michelle Erskine – Art Truckee

Public Feedback

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Jean Fournier
Daniela Garofalo
Dominic Panziera
Rachele Nyssen
Carole Sesko
Troy Corliss

Cover Art

The cover of the Public Art Master Plan was assimilated from blind contour drawings and collage art that was created by participants of the March 29, 2019 Open House. (Artistic assimilation by Julie Paping)

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Example of Temporary Art - Arts For The Schools Exhibit at Town Hall



The Band - photo: Stephanie Klenck | artist: Anton Standteiner

1. WHY PUBLIC ART IN TRUCKEE?

The Town of Truckee has a unique sense of place and history, situated in a high alpine valley containing the Truckee River and surrounded by the majestic Sierra Nevada. With its forests, waterways and spectacular mountain views, Truckee affords its residents and visitors diverse and readily accessible recreation and open space opportunities. This natural setting, rugged terrain, and colorful history stimulates an outdoor adventure culture and provides compelling opportunities to interpret, capture, and inspire artistic and cultural creations.

Public art is an expression of culture; an opportunity to highlight local creative efforts which directly express the Town's community character and enrich the community. Public displays of art and performances can create economic benefits to artists, local establishments including restaurants, lodging facilities, and real estate. A recent economic impact study produced by Americans for the Arts and the Nevada County Arts Council found that over \$7 million was spent on Truckee's nonprofit arts and culture industry in 2018.

Public art should reflect the community in which it resides, bring people together, revitalize neighborhoods, drive the local economy, honor local heritage and history, and enhance quality of life. Because of its location in the public realm, viewable and accessed by visitors and residents alike, public art conveys an impression to the onlooker of the identity of a place. Art and artistic expression has a very broad definition and apply to different audiences. Sculptures, paintings, theatre, music, musical performance, and architectural design are all forms of art that can be incorporated into a community, some more prevalent and appropriate for Truckee than others. The definition of public art derived from public and staff input is shown in the box below.

For these reasons, public art is an essential component of our thriving community. It is the purpose of this plan to establish guiding policy for the creation of public art which enhances the character of Truckee.

public art (pəblik ärt) **n.** 1 artwork of any media, for example sculpture, painting, mural, live performance or performing art (i.e. musical or dance), drawings, photographs, and other similar forms of art, whether temporary or permanent, that is either owned by a public agency and placed on public property, or owned by private entities and placed in public spaces or owned by private entities, placed on private property but viewable by the public.

- *Town of Truckee*

2. CREATING A PUBLIC ART MASTER PLAN

Over the years public art has progressively become a more notable feature throughout the Truckee landscape. During the early 2000s, as part of the 2025 General Plan development, local artists gained momentum as an organized voice for arts in the community. An outcome of this effort is the inclusion of arts and culture in the Community Character Element of the General Plan with an accompanying goal and policies (see next page). This Public Art Master Plan seeks to enhance the current process described below with a coordinated and consistent approach to public art.

Until now the Town has had some success with placing public art outside of the guidance of a master plan, and has at least partially met each of the policies and actions identified in the 2025 General Plan. The policies that have been previously unmet will be addressed by this Public Art Master Plan.

The various pieces of public art which are enjoyed today have come about by a somewhat individualized approach specific either to the site, project, or artist for which it is associated. Some pieces have been acquired through

mitigation measures tied to specific development projects (Martis Sculpture), others have been donated by the artist (Mountain Flowers and Truckee Ants), and some came about as part of a coordinated process including a committee or Town Council (Artistic Bike Rack Project). Art acquisitions which have resulted from project-specific mitigation measures are a result of a deliberate effort by the Town to test the appetite for art within the development community. Some of these art installations are described on the following pages.

In 2015, local arts advocates formed the Truckee Arts Alliance to organize and support Truckee's art and culture community. In 2017, the Town of Truckee, Truckee Chamber, and Truckee Public Arts Commission, with support from Nevada County Arts Council and the Truckee Arts Alliance, submitted a successful application for Truckee's designation as a California Cultural District. Truckee Cultural District is managed as a partnership program, with an advisory committee representing the three applicant organizations, as well as Truckee Arts Alliance, Nevada County Arts Council, and Arts for the Schools. The Truckee Cultural District Advisory Committee established three goals for the first two years of the district designation; among these is a goal to support a robust cultural planning process, including a Truckee Public Art Master Plan.

With another General Plan Update currently underway, and building on the momentum from the recent cultural district designation, Truckee Town Council directed staff at its February

2025 General Plan Community Character Element goals, policies, and actions relating to arts and culture:

Goal CC-21 of the Community Character element of the 2025 General Plan states “Support arts and cultural activities and amenities in Truckee.” This goal has the following policies and actions:

Policies:

- *P21.1 - Support public art in Truckee, including elements such as murals, sculpture, art installations, and temporary art that enhances the visual quality of the town environment, and communicates Truckee’s sense of place and community character.*
- *P21.2 - Consider including, where appropriate, public art in Town capital improvement and redevelopment projects.*
- *P21.3 - Support and facilitate art exhibits and performances on Town-controlled property.*
- *P21.4 - Collaboratively support a summit between artists, arts organizations, members of the community, the Chamber of Commerce, the Truckee Tahoe Community Foundation, and local governmental agencies to discuss ways to promote the arts in the Truckee area.*
- *P21.5 - Encourage the inclusion of public art or publicly-accessible display space in private development.*
- *P21.6 - Explore innovative ways to provide public financing for local arts programs.*
- ***P21.7 - Explore the need for a Town arts master plan.***

Actions:

- *A21.1 - Review the Capital Improvement Program and Five-Year Redevelopment Plan to identify opportunities where public art and/or art display space can be incorporated into public projects and facilities including existing facilities such as Town Hall.*
- *A21.2 - Amend the Development Code to add incentives for development to include public art of publicly-accessible display space.*
- ***A21.3 - Consider the preparation of a Town arts master plan.***
- *A21.4 - Facilitate forming a citizens advisory committee that will serve as an advisory body on arts and cultural amenities and activities.*

13, 2018 meeting to develop a Public Art Master Plan that could help guide the new General Plan Update process. In June 2018, staff kicked off the project with a community workshop as an opportunity to gather input from people interested in public art and to shape the vision for Truckee’s first Public Art Master Plan. Outcomes from that workshop are detailed in Chapter 3. In March 2019 staff produced a Draft Public Art Master Plan and hosted an Open House at Art Truckee to collect feedback and create art together.

Like many policy documents of the Town, this plan paints the picture for what public art in Truckee should be, but does not itself create the art. Policies that are included in Chapter 4 will be the mechanisms by which the artistic vision of this plan comes to life.

The following several pages include examples of existing public art displayed throughout Truckee.

EXAMPLES OF EXISTING PUBLIC ART IN TRUCKEE



Martis Sculpture - Photo: Troy Corliss | Artist: Anton Standteiner. Located at the corner of Soaring Way and Truckee Airport Rd. The installation was a mitigation requirement for the Martis Outlook development project and included an ad-hoc selection committee.



The Band - Photo: Stephanie Klenck | Artist: Anton Standteiner. Located in Brickelltown, the installation was included by the Town as an artistic element of the Brickelltown Streetscape Improvement Project



Truckee Ants - Artist: Matt Parkhurst. Located in the Hwy 89 roundabout at intersection of Hwy 89, Alder Drive, and Prosser Dam Rd. The installation was proposed to the Town by the artist as a donation of two ants, and Town Council decided to purchase 6 additional to create the appearance of an ant hill.



Mountain Flowers - Photo: Troy Corliss | Artist: Troy Corliss. Located in the roundabout at intersection of Donner Pass Rd. and Pioneer Trail. The installation was a donation by the artist.

EXAMPLES OF EXISTING PUBLIC ART IN TRUCKEE

Locomotion - Photo: Chamber | Artist: Fred Besch. Located in downtown, the installation is the result of a mitigation requirement of the Kelly Brothers Painting development project, and the idea and artist were chosen by the developer.



Temporary Art - Various locations throughout town showcase temporary art, this one is located at Town Hall and displays different programs of Arts for the Schools.



Truckee Artistic Bike Rack Projects - In 2015, the Truckee Public Arts Commission (TPAC) led a call for entries for a multi-site artist-designed bike rack project. Utilizing \$10,000 of grant funds and \$25,000 of Town funds, TPAC and the Truckee Town Council selected 6 designs out of more than 50 submissions, and are depicted below:



The Feather - Photo: Troy Corliss | Artist: Lauren Bello Okerman. Located at the Truckee Donner Recreation and Park District Community Recreation Center



El Dragon - Photo: Troy Corliss | Artist: Hope Smith and Florian Standteiner. Located at West End Beach

EXAMPLES OF EXISTING PUBLIC ART IN TRUCKEE



Derailed - Photo: Troy Corliss | Artist: Bernie LaForest. Located in downtown



Animal Tracks - Photo: Troy Corliss | Artist: Kevin Kremler. Located at Tahoe Forest Hospital



High Iron - Photo: Troy Corliss | Artist: Bernie LaForest. Located in downtown



Uplifted - Photo: Troy Corliss | Artist: Karin Johnson and Jewelz Vaio. Located in downtown pocket park on corner of Jibboom and Bridge Streets.

3. COMMUNITY ENGAGEMENT



The creation of an arts master plan has been a focus of the local artist community since the previous General Plan Update in 2006. In order to ensure broad community input in the art master plan process, the Town involved the local artist community in designing the tenets of the plan and assisting in the assembly of community engagement. The Town reached out to and met with several local artist groups, including Truckee Arts Alliance, Truckee Public Arts Commission, Arts for the Schools, and the newly designated Truckee Cultural District for help in designing a public engagement workshop centered on the creation of a public art master plan.

Workshop

Staff worked with artist liaisons to help design a workshop format that educated non-artists and solicited targeted input that was valuable to developing the vision for the plan. The workshop format consisted of an introduction by staff and a discussion by Sara Smith, with Truckee Arts Alliance (TAA), about the relevance to the Truckee Cultural District. This was followed by

an educational presentation given by local artist and TAA member Troy Corliss, covering art as an expression of culture and the role of a master plan. Participants were then asked to break out and visit three stations focused on topics of interest for the master plan development: community vision and goals, mapping, and public involvement. (A detailed outline of the workshop and summarized input received is included in Appendix A.) Input from this workshop helped define the main principles of the plan, which are: to be an organizational tool for developing further art programming, build a pathway for public art installations in the community, identify potential funding sources, and establish an advisory body charged with the responsibility of public art selection.

What We Heard

Vision - What is public art? Why public art?

Participants seemed to be most interested in the plan supporting art organizations and local artists of all types, including performance and performing artists in addition to physical art. Many participants were interested in establishing a clear policy on funding for art and the process by which public art is acquired. An inclusive approach and broad definition would provide the community diverse types of art so that

there is something for everyone. We heard the role of art should be to respect our history as a place, provide economic benefit, and be thought-provoking.

(Actual comments from attendees):

“Art connects people to this place” “thoughtful inclusiveness” “Represent past, present, future” “Promotes creative thinking” “Latinx art and culture” “Something for everyone”

Mapping – Where would you like to see art?

Locating public art around the community was a popular point of interest for workshop attendees with many imaginative ideas. Participants were very interested in seeing art installations located in the most publicly accessible locations, focused on highest visibility and areas with the most traffic. Some other common themes were rotating internal exhibits in publicly accessible buildings, and identifying spaces designated for performance and performing art, temporary art locations, vertical art, and artworks in nature (trailheads, etc.).

“Murals on fire station walls” “Artistic/painted parking meters and downtown garbage cans” “Performing arts spaces/facility” “Landscape as art” “Trailhead art” “Where people wait - bus stops” “Medians” “No more rusty metal” “I like rusty metal” “Me too”

Public Involvement – How do you want to be involved?

Participants expressed interest in differing levels of involvement for both the planning and implementation of the art plan. Involvement varied from public opinion voting on every art installation to basic awareness around major projects. Some common themes were the inclusion of non-artists to ensure broad community involvement; commission or committee for selection, review, and implementation of art; clear and open process that includes the public at various levels; equitable funding for art across all modalities; bilingual materials for art solicitations and for identification of installed art.

“Should art drive economy?” “How do we involve non-artists?” “Engage TOTAL community” “Public vote on art” “Publicity”

Open House

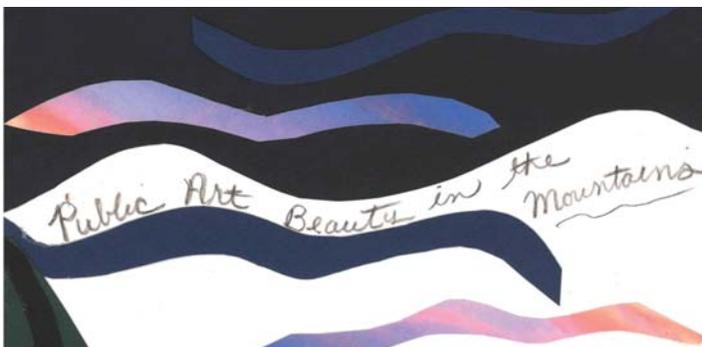
On a blustery evening in March 2019, Town staff hosted an Open House at Art Truckee, located in downtown, to unveil the draft Public Art Master Plan. Artists and community members gathered to learn about the plan, provide feedback, and to create art. Kelly Wallis of Atelier led the group through a guided blind contour sketch and collage work, creating to the question “what does public art in Truckee mean to you?” As a result, some of that artwork is shared in this plan (including the cover) but most importantly



it was shared amongst the attendees as a collaborative artistic experience.

Following the Open House, feedback was collected in many forms including written, over the phone, and in person meetings. Most input was positive and supportive of the main principles of the plan. Some input requested more funding and expansive art programming, while others advocated for very limited regulations so as not to stifle the creative process causing public art to be prohibitory or exclusive.

All input received has been considered with some incorporated into the plan. Some examples of input that was included in the updated plan are: more specific expectations of the plan in Chapter 2, inclusion of multiple funding source options in Chapter 4, broadening the reference to art education beyond a singular program, inclusion of all art mediums including performing and performance art, and building out a more robust implementation chapter with better timelines and defined responsibilities. Some examples of input that was considered but not included in the plan are: allocation of 1-5% of private development project costs for art, defined criteria for art selection within this plan, an arts and culture center as part of this plan, and specific dedication of staff time and salaries for administering public art projects.





“What does public art in Truckee mean to you?”

4. VALUES, GOALS, STRATEGIES & POLICIES

This chapter outlines the values, goals, strategies, and policies that were distilled out of the community engagement process, background research into other communities, as well as staff input. Also included is an attempt to estimate the generalized timeline for key policy milestones with a more robust implementation plan outlined in Chapter 5.

Vision: The Town of Truckee believes that public art is an essential component of a thriving community, a livable city and a world-class destination. The Town's vision is to enrich our community through exposure to a high quality and diverse public art experience.

Core Values: The following core values will guide the programming and implementation of the Public Art Master Plan.

Artistic excellence - Ensure that public art is created by skilled, experienced artists who demonstrate a unique and individualized design aesthetic, and that the works of art add to the Town's public art collection.

Diversity - Promote variety in artistic approaches, media, styles, themes and participating artists in order to encourage a broad range of contributions and foster a diverse community. Strive to involve all segments of the community in public art planning and implementation.

Design Integration - Consider public art as an integral part of urban planning, development and redevelopment throughout Truckee. Encourage the involvement of artists in the early phases of design in order to make such integration possible. Help achieve design and programmatic objectives of public spaces through the incorporation of public art.

Significance - Focus resources on public art projects that are highly visible, create a memorable experience and preserve Truckee's authenticity.

Dynamic Process – Rather than develop a prescriptive plan that pinpoints opportunity sites and types or genres of art projects, the Town should create and administer a dynamic process to fund, select, and implement public art in a creative and cost effective manner.

GOALS

1. Promote high quality, innovative and diverse public art that enhances the community and contributes to the Town's unique and authentic mountain town character.
2. Create opportunities for interaction with public art as a way to enhance experience of the public realm and strengthen a sense of community.
3. Inspire creative thinking and innovation in the arts, and provide opportunities for art education for all residents and visitors of Truckee.
4. Provide clear and efficient procedures for implementing the Public Art Master Plan, identifying suitable sites and venues, selecting and installing public art, and, where appropriate, performances and experiences.

GOAL 1. Promote high quality, innovative and diverse public art that enhances the community and contributes to the Town's unique and authentic mountain town character.

Strategy 1.1: Develop and maintain a Public Art Master Plan that engages a broad spectrum of the community.

Policy 1.1(a): Establish a Public Art Master Plan.

Establish a Public Art Master Plan and periodically update the plan to reflect community values and changes. (Timing: immediate, 2019 completion; Staff responsibility)

Policy 1.1(b): Utilize Community Engagement.

Utilize a community workshop process that engages the arts community, as well as other key community leadership and residents in developing and revising the plan. (Timing: immediate, 2019 completion; Shared community responsibility)

Policy 1.1(c): Integrate the Public Art Master Plan into the General Plan Update.

Integrate the results of the Public Art Master Plan as a topic in the General Plan Update process, and update the policies in the 2025 General Plan on public art to reflect the Master Plan. (Timing: initiate immediately, completion 2021; Staff responsibility)

Strategy 1.2: Dedicate appropriate levels and types of funding for public art.

Policy 1.2(a): Establish dedicated funding for public art.

Establish a dedicated funding stream(s) for public art. This

funding could be in the form of a budget line item, percentage of Capital Improvement Project (CIP) budgets, or other General Fund options later identified. Guidelines for fund expenditures, and funding amounts, to be established as part of the Town budget process annually. (Timing: initiate with 2019 budget process; ongoing; Staff responsibility)

Policy 1.2(b): Explore external funding sources.

Explore external funding sources with the assistance of appropriate partners. Devote staff and/or consultant time to work with private, non-profit and agency partners to seek funding for public arts where opportunities arise. This may be best accomplished through the vehicle of the Truckee Cultural District and coordinated with local arts organizations, like the Truckee Arts Alliance. (Timing: Ongoing; Staff and arts community responsibility)

Policy 1.2(c): Explore private development incentives.

Initiate a collaborative dialogue with key stakeholders (e.g. building community, development community, arts community) about the possibilities of public art requirements or incentives in private development or redevelopment projects. (Timing: mid-term, initiate after first years of implementation of the Public Art Master Plan and integrate with final General Plan policies; Staff and multiple stakeholder responsibility)

GOAL 2. Create opportunities for interaction with public art as a way to enhance experience of the public realm and strengthen a sense of community.

Strategy 2.1: Identify and map opportunity locations for public art.

Policy 2.1(a): Develop a visual inventory of existing public artwork.

Create a publicly-accessible GIS map/database (available on multiple platforms) depicting the locations of existing public art installations throughout the community. The map/database should include a photo, date installed, funding source, artist name, and any other relevant information. (Timing: 2019-2020; Staff responsibility)

Policy 2.1(b): Develop a visual inventory of opportunity sites.

Work with the arts community and Public Works staff to develop an interactive, publicly-accessible GIS map/database (available on multiple platforms) displaying possible new public art opportunity locations. The map/database should include the locations of opportunity sites within public property (or easement areas), with relevant data about the scale and size and timing of the site opportunity. Include enough information on this map/database to allow potential artists or donors the ability to contemplate future art projects. (Timing: completion prior to 2020 budget review; Staff and arts community responsibility)

Policy 2.1(c): Identify linkage between opportunities and funding.

Work with the Public Works

Department to link the public art site opportunities, including project design, to potential appropriate funding expenditures (see policy 1.2 a). (Timing: Spring 2020; Staff responsibility)

Strategy 2.2: Explore a variety of options to diversify public art offerings in Truckee.

Policy 2.2(a): Research and collaborate on diversified public art.

Work with the arts community to explore murals, interactive displays, digital art, performing and performance art and experiential art opportunities throughout Truckee. Conduct research on other communities that include these non-traditional art experiences in their public art planning. (Timing: Ongoing, initiate with the beginning of the advisory body; Advisory body responsibility)

Policy 2.2(b): Identify expansion of public art offerings.

Work closely with the arts community, Truckee Donner Recreation and Park District (TDRPD), and Truckee Public Art Commission (TPAC) to identify ways to expand the offerings that the District is facilitating at its facilities and around the community. (Timing: ongoing; Advisory body responsibility)

GOAL 3. Inspire creative thinking and innovation in the arts, and provide opportunities for art education for all residents and visitors of Truckee.

Strategy 3.1: Continue to support GP Goal CC-21 “support arts and cultural activities

and amenities in Truckee.” Including support of art education in schools at all levels.

Policy 3.1(a): Continue to promote art education in the classroom.

Continue to partner with the school district, art educators, and art education organizations, like Arts for the Schools, to support and promote art education in the classroom, as well as already established arts curriculum. (Timing: ongoing; arts community and school responsibility)

Strategy 3.2: Encourage opportunities for equitable public involvement and community engagement in the public art process.

Policy 3.2(a): Develop bilingual materials.

Work with the arts community, TTUSD, and TDRPD to develop bilingual materials to promote and highlight public art. Provide translated materials for art solicitations to encourage diversity of artist proposals. Provide translation of descriptive information on public art installations to ensure equitable community exposure. (Timing: ongoing; Staff and partner agencies responsibility)

Policy 3.2(b): Provide broad notification and social and print media distribution.

Work with the arts community, Cultural District representatives, TDRPD and the Chamber (through the Town’s branding and marketing contract) to provide broad notification of solicitations, public art meetings, invitations to advisory body meetings, documentation of installations, art ribbon cuttings, etc. (Timing:

ongoing; Staff, partner agency, and arts community responsibility)

Policy 3.2(c): Explore coordination of community arts programming.

Consider working with local art organizations and others such as TDRPD to create a process for coordinating art programming throughout the community. This could involve an advisory body and hosting a website platform, and outreach efforts. (Timing: initiate following implementation of policy 4.1(a); Advisory body responsibility)

GOAL 4. Provide clear and efficient procedures for implementing the Public Art Master Plan, identifying suitable sites and venues, selecting and installing public art, and, where appropriate, performances and experiences.

Strategy 4.1: Identify an efficient and transparent procedure for selecting and installing public art (and art performances and events) on appropriate Town-owned properties as noted in policies 2.1(a), (b) and (c) above.

Policy 4.1(a): Establish a public art commission, committee or advisory group.

This advisory body will make recommendations to the Town Council on how to implement the Public Art Master Plan over time. The role of this group could include creating and evaluating solicitations for art proposals, overseeing public art programming throughout the Town, developing a priority list of opportunity sites, working with private developers on art opportunities, and other

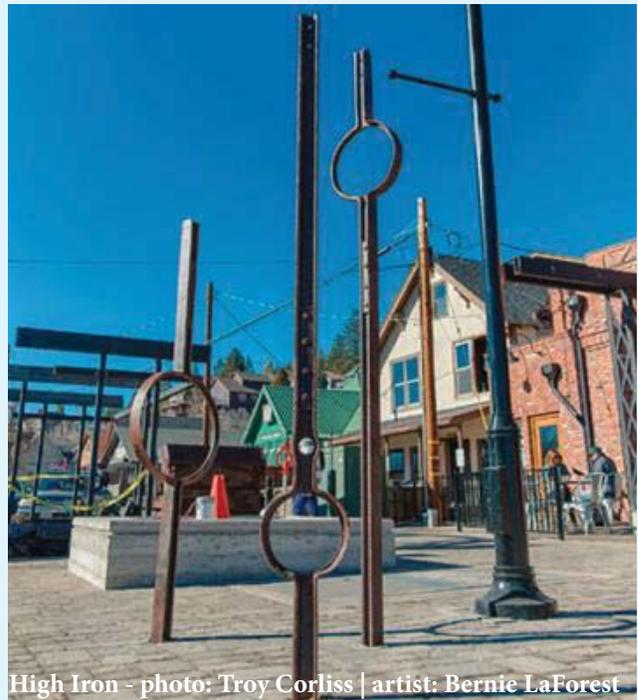
public art activities. This body should consist of both members within and outside of the artist community, e.g. art professionals (with public art experience), and general community members. (Timing: consider as part of the 2020 Town operations budget process; Staff responsibility with Council input and direction)

Policy 4.1(b): Develop a Public Art Master Plan implementation program.

Working with the public arts advisory body from policy 4.1(a) above, develop a Public Art Master Plan implementation program that defines specific sites and establishes priorities, and provides expected timelines for art acquisition and installation, standard requirements for artists interested in submitting art, a list of current open solicitations, and related topics. Consider establishing process for performance and performing art, including sites and programming. (Timing: following implementation of policy 4.1(a); Advisory body responsibility)

Policy 4.1(c): Explore site-integrated artwork.

Work with the Town's Planning and Engineering Divisions on how to incorporate publicly accessible art into the initial architectural and landscape design of large-scale private development projects and CIP projects. This action should occur following the discussion with key stakeholders regarding private development (Policy 1.2 (c) above). (Timing: following implementation of policy 1.2(c); likely 2021; Staff and advisory body responsibility)



5. IMPLEMENTATION

This chapter outlines the implementation of the Plan, prioritizing strategies and policies to best achieve the vision that was established as part of this process. The Plan is a guideline for what public art in Truckee should be, but does not itself create the art. The Policies included in Chapter 4, when implemented, will be the mechanisms by which the artistic vision of this plan comes to life.

The design of the implementation timeline is structured to unfold in phases: immediate-1 year, 2-4 years, and 5 years, most of which will be initiated by Town staff. This phasing ensures that a well defined program structure will be enacted immediately through key policy objectives, while allowing for more thorough program implementation over a longer time period. Specific strategies and policies are organized on a timeline that prioritizes the core programming structure and immediately achievable operational tasks. Some strategies that are included have already been achieved or are underway, e.g. Policies 1.1 (a)-(c) Developing a Public Art Master Plan and Policy 1.2(a) Establishing dedicated funding (a public art line item budget was included within the Economic Development Division for FY 19/20). An implementation table on the next page identifies the timeline for each policy, and below is a narrative accompaniment of that table.

Immediate to 1 year implementation activities are those which have the highest priority and help initiate other policy objectives. For example, implementing policy 4.1(a) to establish a public art advisory body will create the resources necessary for other actions to take place, like developing an implementation program. The immediate term activities include adopting the Public Art Master Plan, integrating the Public Art Master Plan into General Plan Update, establishing a dedicated funding source, developing a visual inventory of existing public artwork as well as for opportunity sites, promoting art education programs, developing a broad notification strategy, establishing a public art advisory body, and developing a Public Art Master Plan implementation program.

Mid-term, 2-4 year, implementation activities will include the refinement of dedicated funding sources and exploring external funding, identifying expansion of public art offerings and diversification, developing bilingual materials, exploring the potential for site-integrated artwork. Long-term implementation activities, occurring in the 5 year time horizon, are not as high of a priority or potentially require long term planning and program design. Those activities include exploring private development incentives and funding opportunities, expanding public art offerings, and exploring more broad community arts programming.

Public Arts Master Plan Implementation Strategy

	Short Term (0 - 1 years)	Mid Term (2 - 4 years)	Long Term (5+ years)
Goal 1	Develop and maintain a Public Art Master Plan		
	1.1(a) Establish a Public Art Master Plan		
	1.1(b) Utilize Community Engagement		
	1.1(c) Integrate Public Art Master Plan in General Plan		
Goal 2	Dedicate appropriate levels and types of funding		
	1.2(a) Establish dedicated funding		
	1.2(b) Explore external funding sources		
	1.2 (c) Explore private development incentives		
Goal 3	Identify and map opportunity locations		
	2.1(a) Develop a visual inventory of existing public artwork		
	2.1(b) Develop a visual inventory of opportunity sites		
	2.1(c) Identify linkage between opportunities and funding		
Goal 4	Explore a variety of options to diversify public art offerings		
	2.2(a) Research and collaborate on diversified public art		
	2.2(b) Identify expansion of public art offerings		
	Continue to support GP Goal CC-21 "support arts and cultural activities and amenities in Truckee"		
Goal 5	Encourage opportunities for equitable public involvement and community engagement		
	3.1(a) Continue to promote art education in the classroom		
	3.2(a) Develop bilingual materials		
	3.2(b) Provide broad notification and social and print media distribution		
Goal 6	Identify an efficient and transparent procedure for selecting and installing public art		
	4.1(a) Establish a public art commission or advisory group		
	4.1(b) Develop a Public Art Master Plan implementation program		
	4.1(c) Explore site-integrated artwork		

APPENDIX A – 2018 Community Workshop Notes

Public Art Master Plan – Community Workshop

Summarized Notes

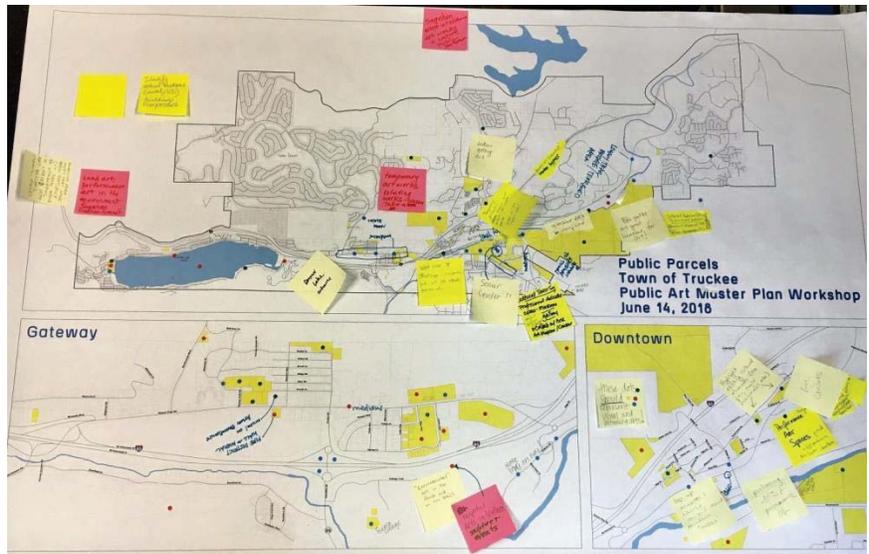
June 13th, 2018, 5:30PM – 7:30PM

Truckee Town Council Chambers

10183 Truckee Airport Rd. Truckee, CA 96161

Mapping Station – Where would you like to see artwork and why?

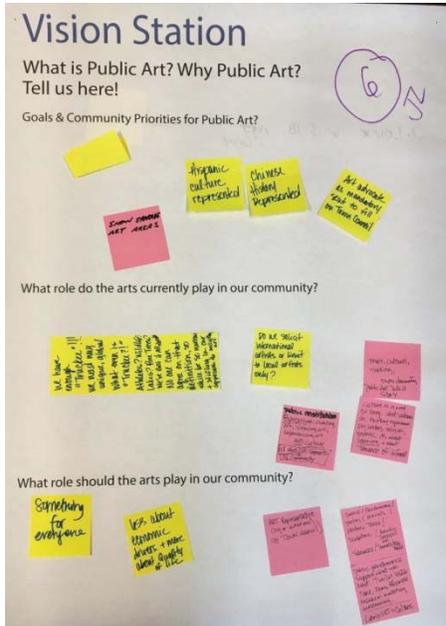
- Identify vertical locations
- Rotating internal exhibits
- Performance and performing art center, and included in public spaces
- Artworks in nature
 - o Tree carvings
 - o Performance art in nature
 - o Trails, trailheads
- Temporary art locations
 - o Mural festival, specified time to create, specified time to remain
- Cultural representations
 - o Chinese, Latino, pioneer
 - o Museum
- High visibility, high traffic:
 - o Murals, painted parking pay stations, Freeway offramps, designated public performance spaces
- New developments, roundabouts, trails
 - o Yes to all, landscape as art, trailheads, legacy trail series, bridges
- Designated graffiti zones
- Medians



Vision – What is public art? Why public art?

- Support artists and organizations
- Broad definition of public art

- Include performance and performing art



- Temporary art
- Historic: skiing, railroad, donner party, Chinese, Washoe
- Robust policy around funding
- Art requirement as part of large developments?
- Role of art
 - o Respect history
 - o Tell our story
 - o Economic benefit
 - o Challenge, provoke, ask questions
 - o Seek public opinion
 - o Arts commission/committee
 - o Funding and Town staff dedicated to art
- Calendar of art events
- More modern and unique art
- Local vs. international artists?
- Something for everyone

- Balance economic drivers with quality of life

Public Involvement – How do you want to be involved?

- Non-artist involvement
- Commission/committee
- Public vote on art
- Equitable funding for art across different types
- Pop-up installations
- Clear, open process for art selection
 - o Cultural principles as basis for selection, Truckee core values
- Interactive pieces, for public to add their own art
- PAMP
 - o Another formal meeting
 - o Public vote on art
- Post-PAMP
 - o Arts commission
- How to handle private art, viewable by public
- Bilingual materials

