IVINS CITY ARTS MASTER PLAN

Recommendation for Implementation of the Arts Master Plan

August 21, 2015

In the spring of 2015, Ivins City Mayor, Chris Hart, asked several persons representing arts organizations and the community-at-large to sit on a Steering Committee to develop an Arts Master Plan for the City. Included in this initial request was for the Steering Committee to recommend the appropriate entity to implement the Arts Master Plan. There was consensus that whatever "entity" the City Council selects to implement the Plan must compliment rather than impede the efforts of existing arts organizations in the community.

In determining what body to recommend to implement the Arts Master Plan, the Steering Committee was guided by three basic principles.

1. The implementing body should not be in a position to compete with 501 (c) (3) entities that may seek funding from the City or other funding entities, i.e. not have a conflict of interest.
2. The implementing body needs to have a formal place within City government for its recommendations to be heard.
3. The implementing body needs to be knowledgeable about the arts in general and the arts, art venues, and artists in Ivins City.

The Steering Committee considered the following options with the above principles in mind.

1. Create a 501(c)(3) Arts Council
2. Create an Arts subcommittee of the Tourism Council
3. Create an Arts Advisory Committee
4. Transfer responsibility to City departments
5. Create an Arts Commission

The Art Council and subcommittee of the Tourism Council (Options 1 and 2 above) each would be or be part of a 501 (c) (3) entity. The Steering Committee determined that as 501 (c) (3) entities, each of these options would have an inherent conflict of interest. As a tax exempt entity, each of these would be in a position to compete for arts funding which could cast a shadow on any recommendations made.

Above Option 3, an Arts Advisory Committee, would avoid the 501 (c) (3) conflict, but would not have the formal place within City government the Steering Committee finds necessary to implement the Arts Master Plan.

Option 4, transfer responsibility for implementing the Arts Master Plan within existing City departments, avoids both the conflict issue and the placement issue raised by Options 1, 2, and 3. The most obvious of the City departments to be given implementation responsibility would be Parks and Recreation. This would be a natural partnership as the Vision in the Arts Master Plan is that arts, parks, and recreation are integrated to encourage living artfully for Ivins City residents and visitors. The Arts Master Plan, however, puts forth a comprehensive proposal for arts in Ivins. This seems a heavy burden to place on the current City's Parks and Recreation Department which has much on its plate. In addition, the Arts Master Plan best may be implemented by a body that comes to the table with some knowledge of the arts, arts venues, and artists in Ivins and can approach the Arts Master Plan with a dedicated purpose.

Creation of an Arts Commission, above Option 5, is the last of the options to be considered by the Steering Committee. Like the Planning Commission, an Arts Commission would have a formal place within City government. Unlike an Arts Council or subcommittee of the Tourism Council, an Arts Commission would not be in a position to compete with 501 (c) (3) organizations for City or other funding. As a dedicated Commission, its efforts could be focused on the sole purpose of implementing the Arts Master Plan.

Recommendation to create an Ivins City Arts Commission

Based on the above-described analysis, the Steering Committee hereby recommends to the Planning Commission that it recommend to the City Council that an Arts Commission be created and charged with the implementation of the Arts Master Plan. The Steering Committee also recommends the following relative to the constitution, conduct of business, and role of the Arts Commission.

Constitution and Conduct of Business

- Five to seven members shall be appointed by the Mayor with advice and consent of the Ivins City Council;
- A majority of the members are to be residents of Ivins;
- Members, in the aggregate, are to have broad experience and expertise in the arts/arts organization management and such other characteristics valued by the City Council;
- Members will serve no more than three consecutive two-year terms
- Members will recuse themselves from voting on any recommendation in which they are involved;
- Members will elect a chair, vice chair, and secretary annually;
- Meetings will be open to the public and minutes will be maintained.

Role of the Ivins City Arts Commission

- Recommend to the Ivins City Council means to implement the Arts Master Plan;
- Recommend to the Ivins City Council persons to be appointed to the Arts Commission;
- Review the Arts Master Plan in accordance with its provisions and recommend to the Ivins City Council revisions to the Plan when warranted;
- Recommend to the Ivins City Council applicants to receive RAP tax funding for the arts under the competitive process; and
- Reside over public hearings and/or informal discussions with the public as the Arts Commission may deem necessary to appropriately fulfill its duties.

The Steering Committee recommends Arts Commissioners have expertise in the arts, be representative of the community as a whole, and provide a mix of viewpoints and expertise. Such appointees may be drawn from:

- local arts organizations,
- local businesses,
- various artistic and professional disciplines,
- educators,
- and the public at large.