Date: 04/15/21
To: Ivins City Council
From: Ivins Arts Commission

Re: Recommendation: Implementation of Goal 6 of the Arts Master Plan

We recommend that the City Council establish and maintain, through the Arts Commission, a designated Arts Commission website and media presence such as on Facebook; herein collectively referred to as "social media" and to adopt a logo for the Arts Commission. Our rationale for these recommendations follows.

Rationale

The first of the Arts Commission's powers and duties under Ordinance No. 2019-05, as amended by Ordinance No. 2019-05, is to recommend to the City Council how the Arts Master Plan ("AMP") best can be implemented. The Arts Master Plan delineates goals and action steps designed to help the City progress towards these goals. To build awareness and promote understanding of public art and the benefits of the arts is the 6th goal under the AMP. Our efforts, to date, towards this goal have focused on publication of relevant art information on the City's website and in its newsletter. We think it is important to continue to use these City platforms. Recognizing, however, that many Ivins residents and visitors rely on social media to obtain information, establishing a designated presence of the Arts Commission on social media, we believe, will enhance the City's efforts towards Goal 6. In making this recommendation, we appreciate that any social media presence established and maintained by the Arts Commission must accurately and objectively represent the values and positions of the City Council. To this end, postings through social media would include such things as solicitations for Arts Commission members; notice of grant funds availability; the Explore the Arts column now in the City's newsletter and on its website; and other information relevant to the arts in Ivins. Substantive information from City Council-approved projects also could be posted.

In conjunction with a social media presence, we ask the City to authorize the use of an Arts Commission-specific logo. Use of such logo on social media and at local events such as Heritage Days celebrations will help identify Ivins Arts Commission and the City's commitment to the concept of living artfully, thereby building the awareness envisioned in Goal 6. Attached is a logo designed by Arts Commissioner Phil Moulton and accepted by the Arts Commission.