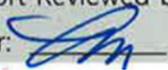


Agenda Report Reviewed by:  
 City Manager: 

**CITY OF SEBASTOPOL  
 CITY COUNCIL  
 AGEND ITEM**

**Meeting Date:** October 6, 2020  
**To:** Mayor and City Council  
**From:** Public Art Committee (PAC)  
 Kari Svanstrom, Planning Director  
**Subject:** Discussion and Consideration of Actions for Support of Sebastopol Public Arts Committee (PAC) Proposal for a Lottery in Support of Sebastopol Artists  
**Recommendation :** Discuss the Proposal and Approve  
**Funding:** Currently Budgeted: \_\_\_\_\_ Yes \_\_\_X\_\_\_ No \_\_\_\_\_ N/A  
 Net General Fund Cost: \$0 - \$2,000, if approved  
 Net Cost to Public Art Fund (203-2102-4890) Amount: \$2,000

Account Code/Costs authorized in City Approved Budget (if applicable) AK (verified by Administrative Services Department)

**INTRODUCTION/PURPOSE:**

This item is to request City Council approval of the Public Arts Committee’s request and allocate \$2,000 from the Public Art Fund for the Lottery Support for Artists program and Discuss and act on the requested City Council “match” (from one of the funds suggested in Fiscal Impact section, or another fund as directed) for an additional \$2,000 to grant an additional four rewards.

**BACKGROUND:**

The Public Art Committee has discussed ways it, and the City of Sebastopol, can support local artists impacted by the Covid-19 pandemic, as many of the venues where they show and sell artwork are considered ‘non-essential’ (galleries, museums, and events such as art trails, etc.) and closed for an extended period of time.

At the July 1, 2020, Public Arts Committee (PAC) meeting there was a discussion on providing financial support for artists during Covid-19, and the concept of a “lottery” with cash gifts was discussed. Vice Chair Mills-Thysen volunteered to create draft language for the lottery, which was presented and discussed at its August meeting and finalized at its September meeting.

**DISCUSSION:**

The PAC has developed a ‘lottery’ program to provide a small amount of financial support to artists impacted by Covid-19 economic impacts. The proposed lottery, outlined in the attachment, would provide four \$500 cash gifts to professional artists in the Sebastopol area using a lottery system. (See attachment for the program details).

The PAC unanimously voted to recommend this program to the City Council for approval of the funds, as well as a request from the PAC for additional funds from the City Council (no account identified) for additional financial support/awards.

From the PAC:

We have endeavored to expedite a project that will be fair, simple and efficacious. Our heartfelt intention is to provide needed support to artists sooner rather than later. Rather than create the need to require proof and then verify eligibility for a wide range of possible applicants, we have chosen for this project to use existing lists of artists provided by the Sebastopol Center for the Arts (SCA) and, if possible, from the Sebastopol Galley Co-op membership. We are awaiting confirmation and a list from the Sebastopol Gallery.

During this pandemic, we expect that some artwork could be displayed outside of City buildings and indoor artwork could be displayed in windows viewable by the public. The PAC has sent an email request to Matthew Rose at the Sebastopol Library regarding the possibility of display of artwork by winning artists at the Library as well.

Should the PAC receive, as is expected, more entrants than the number of gifts offered, then a simple bingo-style lottery draw will be conducted to randomly select winners during the November 4th public (via Zoom) PAC meeting. Should the PAC receive fewer entrants than the number of gifts offered, the totality of funds will be distributed equally among those entrants.

Following the selection of winning artists, we hope to work with the City's Public Relations contact on promotion.

**PUBLIC COMMENT:**

No public comments have been received as of this staff report.

**PUBLIC NOTICE:**

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to scheduled meeting date.

**FISCAL IMPACT:**

The Public Art Committee (PAC) is recommending allocating \$2,000 from the Public Art Fund (Fund 203-2102-4890) to provide four \$500 gifts to artists. Additionally, the PAC is requesting the City Council "match" this funding from the General Fund. If the City Council agrees, staff recommends either the increasing the budget appropriation in the "Community Support" fund (100-1001-4890) or council initiative fund (100-1001-4800) as the current approved budget and draft revisions do not include the match.

**RECOMMENDATION:**

Approve the PAC's request and allocate \$2,000 from the Public Art Fund for the Lottery Support for Artists program.

Discuss and act on the requested City Council "match" (from one of the funds suggested in Fiscal Impact section, or another fund as directed) for an additional \$2,000 to grant an additional four rewards.

Attachments:  
PAC DRAFT Artist Lottery Information

**The Sebastopol Public Arts Committee's  
SUPPORT FOR LOCAL ARTISTS Lottery Project**

The Sebastopol Public Arts Committee (PAC) will hold a LOTTERY in Support of Sebastopol Artists on November 4, 2020. Each Winning Entrant will be awarded a gift of \$500.

The PAC has voted to recommend using a total of \$2,000 from the Public Art Fund for this Lottery.

The PAC would like to request and encourage the City Council to *match* this donation, thus providing a total of 4 (8, if approved) gifts of \$500 each to local artists in need of financial assistance due to the impact of the Covid19 pandemic upon the sale of their artwork.

If the City Council cannot decide upon a match at their October 6th meeting, we request that they please pass this proposal approving funding from the Public Art Fund for 4 lottery gifts of \$500 for local artists.

● **Eligible Artists:**

1. Are currently residing in Sebastopol zip code of 95472 or 95473.
2. Are currently on the SCA or Sebastopol Gallery Co-op list of active local artists.
3. Are in current need because of decrease in income from sales of their artwork DUE to the Covid19 pandemic.
4. Apply by November 2, 2020 Lottery Deadline.
5. Artists who are immediate family or business partners of the members of the Public Arts Committee, City Council, or City staff are not eligible to enter this Lottery.

The intent of this PAC. Lottery is to give assistance to Sebastopol artists currently struggling financially due to the effects of COVID-19 upon their livelihood. Artists, please consider your current circumstances when applying, and do so only if you fit this description; similarly, please do not hesitate to apply if you are eligible. Winners will be asked to provide a W-9 or comparable form and will be responsible for any personal taxes related to their gift.

● **How to Enter Lottery:**

Provide your name, phone number and local address, via email, text, or regular mail.

If you have a website for your artwork, please include that link as well.

If you do not want your name mentioned if you win and write that on your entry and you will be announced as 'anonymous.'

**Send to:** Rebecca Mansour, Senior Administrative Assistant  
City of Sebastopol, 7120 Bodega Avenue, Sebastopol, CA 95472  
[rmansour@cityofsebastopol.org](mailto:rmansour@cityofsebastopol.org) (707) 823-6167

● **When to Enter:**

**Starting:** October 7, 2020 *(IF APPROVED BY COUNCIL)*

**Deadline:** Monday, 5:30 pm, November 2, 2020

● **Lottery Draw and Announcement of Winners:**

**Date:** Wednesday, November 4, 2020, during regular meeting of the P.A.C. via Zoom

● **Timeline:**

**9/2:** PAC meeting vote on Proposal

**10/6:** City Council vote on Proposal

**10/7:** Email Entrant Invitations sent to Artists on List(s)

**11/2:** (Monday, by 5:30pm): Deadline to receive Entries

**11/2-11/3:** PAC Chair and Vice Chair will go through applications to confirm Eligibility (see above)

**11/4:** PAC Regular Meeting and Lottery Drawing via Zoom

**Follow up:** Sending Award Funds to winning artists, Publicity, Promotion, Artwork Display

★ **PROMOTIONAL OPPORTUNITIES FOR LOTTERY ENTRANTS** ★

*If you are interested in having your artwork promoted through this P.A.C. Artist Support Project:*

**INCLUDE THE FOLLOWING WITH YOUR ENTRY FORM:**

1/ **A written paragraph, page, or short story, and/or visual image** describing how your work has been impacted by the covid19 pandemic.

2/ **If you are one of the Lottery Winners, would you like to:**

Send us one photo of yourself and/or one of your artworks for display?

Have a piece of your artwork on display for 3 weeks at the Sebastopol Library and/or the Sebastopol City Offices?

**Examples of possible venues for promotion:** Sebastopol City Website, City Newsletters and Announcements, Newspapers, Radio, Online Blogs.

**Promotion Possibilities:**

Have winning artists submit photos of themselves and or their work

Installation of winners' artwork at library outside or city offices inside

Contact media regarding winners and installation of artwork

Publish Entrant essays, stories, artwork images in selected media venues