



City of Sunnyvale

Agenda Item-No Attachments (PDF)

File #: 17-0373, Version: 1

REPORT TO ARTS COMMISSION

SUBJECT

Review Proposal to Assist the Department of Library and Community Services (LCS) with the Design and Implementation of the 2017 Library Cart Art Contest

BACKGROUND

The Department of Library and Community Services has identified its book shelving carts as an opportunity to promote art within the Library. In honor of National Arts and Humanities month in October 2017, the Department of Library and Community Services is proposing to conduct a Library Cart Art contest. Artists of all ages would be invited to submit original artwork that could be converted to decals and used to decorate the shelving carts. As the City's official advisory body on art-related matters, the Department of Library and Community Services is proposing to work with the Arts Commission in the design and implementation of the contest. The purpose of this report is to request that the Arts Commission provide assistance to staff in identifying appropriate means of promoting the contest and select two members of the Commission to work with staff, representatives of the Board of Library Trustees and the Friends of the Sunnyvale Public Library on the planning team for the contest.

EXISTING POLICY

Sunnyvale General Plan Goal CC-4: Provide public facilities which are accessible, attractive and add to the enjoyment of the physical environment

ENVIRONMENTAL REVIEW

N/A

DISCUSSION

The Library has more than sixty, small, black carts used to shelve materials. These carts have three shelves and two blank sides measuring 12" wide by 33" tall. The carts are in constant use throughout the day in all public areas of the Library. Library staff recognized the potential to use the sides of the carts as a canvas, giving the public an opportunity to contribute and display their artwork. As the carts are moved around, the result will be an ever-changing display of art for the enjoyment of Library visitors. With approximately 1,900 visitors to the Library per day on average, there is a built-in audience for viewing the art produced by community members.

Library staff researched a process for attaching artwork to the metal carts without damaging the carts. The process includes scanning the original artwork to create .eps or .ai files, creating vinyl decals from the digital files, and applying the decals to the carts. The vendor costs associated with producing 60 vinyl decals is approximately \$2,160.

At the Friends of the Sunnyvale Public Library Board meeting on Tuesday, February 14, 2017, Library

staff presented the Library Cart Arts concept. There was initial discussion regarding eligibility, submission guidelines, criteria for judging, contest themes, and award categories; however, no final decisions were made. The Friends Board agreed to provide funding and serve as co-judges for the art submissions.

Recognizing the important role that the Arts Commission plays in providing guidance on matters pertaining to the arts, Library staff is seeking feedback from the Commission on how this type of contest might be promoted in the community and that the Commission select two representatives to work with staff, representatives of the Board of Library Trustees and Friends of the Sunnyvale Public Library as part of the contest planning team.

It is proposed that the Library Cart Arts Contest be launched to coincide with National Arts & Humanities month in October 2017. This will allow sufficient time to design the contest as well as provide an opportunity to raise public awareness about the role the arts and humanities play in our communities. Announcement of the Library Cart Art contest is planned for the Council meeting of October 3, 2017 as part of the Special Order of the Day presentation recognizing Arts and Humanities Month.

FISCAL IMPACT

There is no fiscal impact on the City's operating budget associated with this proposal. The staff time to coordinate the project will be absorbed in the Department of Library and Community Services budget. The funding for the contest itself will be provided by the Friends of the Sunnyvale Public Library.

PUBLIC CONTACT

Public contact was made through posting of the Arts Commission agenda on the City's official-notice bulletin board, on the City's website, and the availability of the agenda and report in the Office of the City Clerk.

ALTERNATIVES

1. Provide feedback on appropriate ways to promote the contest and select representatives of the Arts Commission to participate on the Library Cart Art Contest planning committee.
2. Do not approve Arts Commission participation in the Library Cart Art Contest.
3. Take other action as deemed appropriate.

RECOMMENDATION

Alternative 1: Provide feedback on appropriate ways to promote the contest and select two representatives of the Arts Commission to participate on the Library Cart Art Contest planning committee.

Prepared by: Steve Sloan, Administrative Librarian

Reviewed by: Daniel Wax, Superintendent of Community Services

Approved by: Cynthia E. Bojorquez, Director, Library and Community Services