

**From:** [Cecilia Clark](#)  
**To:** [Chris Ghione](#)  
**Subject:** Arts Master Plan ideas for letter  
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Hi Chris,

Here's the information I owe you to build a case for a master plan for the arts and the library in MH.

It's time in the evolution of the city as a growing arts community and for the supporting commission to have a master plan that will guide the city and the commission in future planning. Currently there is nothing that exists to help inform decisions that come before the commission, or, ideas that are presented by commissioners themselves. I think the commission needs direction and also needs a document to guide decisions -- otherwise, everything that comes before us is "a good idea," and may or may not move the community forward as an arts- community. The plan would help the city and the commission determine what that really means and what kind of arts-community do we want to be.

The commission has a work plan that is designed to dovetail the city's strategic plan and goals. But that exists in a vacuum to what is currently happening with economic development, parks and rec, and other department and city activities where public art might be leveraged in a project.

One of the goals I put into the work plan last year was to research and identify sustainable funding models for public art and, ideally, support for performing and visual arts in the community. This seems like a perfect role for a commission to play to shore up funding sources since the RDA surplus is now gone. Unfortunately, it became clear to me that the research is a much bigger job than I could handle with a full time job and commute. Researching and making recommendations for sustainable funding models for the arts in a community the size of MH would be part of a master plan prepared by a hired consultant.

As someone like yourself who's very familiar with grants, you know that there are opportunities to seek funding for a consultant to prepare a master plan. Then funding could be sought, if desired, to retain someone on a part time and/or temporary basis to help execute the plan, with support and guidance by the commission and, of course, city staff.

I think what we should lobby for in the budget is funding to conduct an RFP to hire a consultant to write the master plan. The next step if the city desired would be to hire someone to write some capacity-building grants to secure a part time/temporary person to execute the plan. That's later down the road. But I put it in so the city knows that we've thought about it and realize that you can't just write a master plan without identifying the resources of who would execute the plan. Maybe the staff has the capacity -- I don't know.

I believe this is the right moment to act and capitalize on the momentum and excitement that is and will continue with the downtown revitalization. If we wait, we could lose excitement, community good will and potential political capital.

Let me know if you need anything else from me.

Thanks, Chris.

Cecilia