



AGENDA

March 27, 2017

City Council Meeting
2:00 p.m.
City Council Chambers
311 Vernon Street
Roseville, California

1. CALL TO ORDER

2. ROLL CALL

Vice Mayor: Bonnie Gore
Councilmember: Scott Alvord
Councilmember: Tim Herman
Councilmember: John Allard
Mayor: Susan Rohan

3. PLEDGE OF ALLEGIANCE

4. PUBLIC COMMENTS

NOTICE TO THE PUBLIC

Persons may address the City Council on items not on this agenda. Please complete a "Speaker Information Card" and present it to the City Clerk prior to the start of the meeting. Speakers shall restrict their comments to issues that are within the subject jurisdiction of the City Council and limit their comments to three (3) minutes per person. The total time allocated for Public Comment is 25 minutes. The Brown Act, with certain exceptions, does not permit the City Council to discuss or take action on issues that are not listed on the agenda.

5. PRESENTATIONS

6. SPECIAL REQUESTS/REPORTS/PRESENTATION

6.1. Intention to Participate in the California Cultural Districts Program

Memo from Assistant City Manager Dominick Casey and City Manager Rob Jensen recommending Council adopt RESOLUTION NO. 17-107 ACKNOWLEDGING THE PARTNERSHIP WITH BLUE LINE ARTS AND DOWNTOWN ROSEVILLE

PARTNERSHIP FOR ESTABLISHMENT OF A CULTURAL DISTRICT, AND SUPPORTING SUBMISSION OF A LETTER OF INTENT TO THE CALIFORNIA ARTS COUNCIL TO PARTICIPATE IN THE PILOT YEAR OF THE CALIFORNIA CULTURAL DISTRICTS PROGRAM. The intent of this resolution is to outline and memorialize the partnership between the City of Roseville and the Blue Line Arts Gallery, and the significant investment in the downtown as a requirement of the application process to participate in the pilot year of the California Cultural Districts Program.

CC #: 8381

File #: 0700

CONTACT: Dominick Casey 916-774-5288 dcasey@roseville.ca.us

7. ADJOURNMENT

CLOSED SESSION



COUNCIL COMMUNICATION

CC #: 8381

File #: 0700

Title: Intention to Participate in the California Cultural Districts Program

Contact: Dominick Casey 916-774-5288 dcasey@roseville.ca.us

Meeting Date: 3/27/2017

Item #: 6.1.

RECOMMENDATION TO COUNCIL

Adopt a resolution acknowledging the partnership with Blue Line Arts and Downtown Roseville Partnership, and supporting submission of a letter of intent to the California Arts Council to participate in the pilot year of the California Cultural Districts Program.

BACKGROUND

The California Cultural District is a pilot program being offered through the California Arts Commission (CAC). The purpose of the program is to cultivate authentic and sustainable cultural districts that reflect the breadth and diversity of California extensive cultural assets.

In this pilot year, ten to fifteen Cultural Districts will be selected through an open application process. Select districts for the first California Cultural Districts cohort will receive a host of benefits and will participate in a developmental evaluation process to refine the program for the future.

Benefits of participating in the program include the following:

- Official State Certification
- Branding Materials
- Technical Assistance
- Joint Marketing Support
- Participation in creating the program
- Stipend of \$5,000 for evaluation participation

In addition to these benefits the program also supports the Downtown Specific Plan and the City's Cultural Arts and Entertainment Strategic Plan.

The area selected for this designation is the Downtown Specific Plan or a portion of. As we refine the process Staff will work with Blue Line Arts to determine the best strategy. It may begin with Vernon Street first and grow into the Historic District as the program evolves.

FISCAL IMPACT

The resolution captures the current practices with regard to cultural arts programming in the Downtown Specific Plan. No new fiscal impacts will occur as a result of this resolution. However, should the City of Roseville be selected it may require future fiscal obligations to meet the requirements of the program, at this time these potential costs and revenues are undetermined.

ECONOMIC DEVELOPMENT / JOBS CREATED

The resolution itself will not create jobs or provide an economic impact. However, if selected to participate in the pilot program this designation could help bring additional people to the downtown and encourage new growth and business development in the area. New jobs could be created to develop and evaluate new programming within the district.

ENVIRONMENTAL REVIEW

The California Environmental Quality Act (CEQA) does not apply to activities that will not result in a direct or reasonably foreseeable indirect physical change in the environment (CEQA Guidelines §15061(b)(3)). Adoption of the resolution does not include the potential for a significant environmental effect, and therefore is not subject to CEQA.

Respectfully Submitted,

Dominick Casey, Assistant City Manager

Rob Jensen, City Manager



Rob Jensen, City Manager

ATTACHMENTS:

Description

Resolution No. 17-107

RESOLUTION NO. 17-107

ACKNOWLEDGING THE PARTNERSHIP WITH BLUE LINE ARTS AND DOWNTOWN ROSEVILLE PARTNERSHIP FOR ESTABLISHMENT OF A CULTURAL DISTRICT, AND SUPPORTING SUBMISSION OF A LETTER OF INTENT TO THE CALIFORNIA ARTS COUNCIL TO PARTICIPATE IN THE PILOT YEAR OF THE CALIFORNIA CULTURAL DISTRICTS PROGRAM

WHEREAS, on September 20, 2006, the City of Roseville (“City”) entered into a lease agreement with Roseville Arts (now Blue Line Arts, a California nonprofit arts corporation) to provide Blue Line Arts with lease space in a City-owned building located in Downtown Roseville in order to operate an arts center to benefit the community; and

WHEREAS, the mission of Blue Line Arts is to create a vibrant community through the arts by supporting arts education, gallery exhibitions, arts programming, and the artists in the region; and

WHEREAS, the lease provided for rental payments in the amount of \$1.00 per year for a term of 20 years, with an option to renew for an additional 10 year term; and

WHEREAS, pursuant to the lease, Blue Line Arts is required to maintain operating hours open to the general public and for special events for a minimum of five days per week; and

WHEREAS, Blue Line Arts is also required to remain open during City sponsored or City promoted events held in the evenings in Downtown Roseville, including Downtown Tuesday Nights; and

WHEREAS, the City recognizes Blue Line Arts as having the requisite experience in cultivating arts and culture to benefit the region; and

WHEREAS, on April 1, 2009, the City adopted the Downtown Specific Plan, a policy document that contains guiding principles for development of 11 districts located in the City’s civic downtown core; and

WHEREAS, one of the core principles of the Downtown Specific Plan is the promotion of arts, culture, heritage, entertainment, and education; and

WHEREAS, in 2013, the City commissioned preparation of an Arts and Entertainment Strategic Plan to help retain creative talent in the community and enhance the quality of life for residents; and

WHEREAS, on May 7, 2014, the City adopted an Arts and Entertainment Strategic Plan which set forth strategies for developing and leveraging Roseville’s arts and entertainment opportunities; and

WHEREAS, one of the high priority strategies identified in the Arts and Entertainment Strategic Plan was the development of a downtown Arts and Entertainment District; and

WHEREAS, at the request of downtown Roseville property owners, the Downtown Roseville Property and Business Improvement District (“PBID”) was established by the City on August 6, 2014 to authorize the assessment of a levy by City upon property owners within the PBID to be used to fund improvements, maintenance, and activities that benefit properties in the PBID;

WHEREAS, on July 20, 2016, the City contracted with the Downtown Roseville Partnership, a California nonprofit corporation, to administer and implement the improvements, maintenance and activities of the PBID; and

WHEREAS, on July 1, 2016, the City and Blue Line Arts entered into a Service Agreement whereby City agreed to do the following:

- Communicate in a timely manner to Blue Line Arts about City sponsored special events with arts related themes in Downtown Roseville;
- Take the lead on downtown special events, working collaboratively with Blue Line Arts to provide arts related activities during such events;
- Collaborate on the development of arts programs for the Roseville Police Activities League;
- Provide the leadership and resources needed to implement the Arts and Entertainment Strategic Plan and the Downtown Specific Plan; and

WHEREAS, likewise in the Service Agreement Blue Line Arts agreed to do the following:

- Curate art exhibitions at the Downtown Roseville Civic Center and Chamber of Commerce;
- Operate an after school arts education program for the Roseville Police Activities League;
- Facilitate art-related cultural events;
- Coordinate arts related activities during City sponsored downtown events;
- Partner with City staff on arts related activities where appropriate; and

WHEREAS, in order to further support the goals of the Downtown Specific Plan, the

Arts and Entertainment Strategic Plan, and the PBID, the City is continuing its partnership with Blue Line Arts and the Downtown Roseville Partnership by submitting a Letter of Intent to the California Arts Council for the pilot year of the new California Cultural Districts Program; and

WHEREAS, the goal of this partnership is to promote, manage, and encourage interest and participation in the arts in Downtown Roseville to residents and visitors; and

WHEREAS, the designation of Downtown Roseville as a “California Cultural District” would further serve to attract additional cultural enterprises, encourage economic development, foster local cultural development, and further the cultural identity of Roseville; and

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Roseville that it acknowledges the partnership with Blue Line Arts and Downtown Roseville Partnership for establishment of a Cultural District, and supports submission of a letter of intent to the California Arts Council to participate in the pilot year of the California Cultural Districts Program; and

PASSED AND ADOPTED by the Council of the City of Roseville this ____ day of _____, 2017, by the following vote on roll call:

AYES COUNCILMEMBERS:

NOES COUNCILMEMBERS:

ABSENT COUNCILMEMBERS:

MAYOR

ATTEST:

City Clerk