TOWN OF FAIRFAX
STAFF REPORT
August 1, 2018

TO: Mayor and Town Council

FROM: Anne Mannes, Recreation and Community Services Manager GM

SUBJECT: Approve conversion of the Artist-in-Residence program into an Artist-in-Residence Collaborative

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RECOMMENDATION

Approve conversion of the Artist-in-Residence program into an Artist-in-Residence Collaborative and authorize the Town Manager to do everything necessary and appropriate to implement the proposal as recommended.

DISCUSSION

The standard term for the Artist-in-Residence (AIR) has been one to two years typically beginning in January. The Parks & Recreation Commission (PARC) is recommending a change to the structure of the program. PARC would like to create an AIR Collaborative. Specifically, the AIR Collaborative would have up to three (3) AIR's from diverse disciplines (e.g., painting, photography) collectively working together and with town staff to increase the visibility of the arts in Fairfax. The loft space would be a shared space for all three artists to meet, perform their art work, and plan/coordinate for town events and projects. Attached is the AIR Collaborative proposal discussed by the Council at its budget workshop.

The Town Council appointed the current Artist-in-Residence, Stephanie Mohan, on January 18, 2017, with her term expiring December 31, 2018. PARC and staff are recommending the following key revisions to the program:

- Ms. Mohan's term as AIR be extended until December 31, 2021.
- Appoint Georgia Gibbs as the second AIR for the Collaborative based on her collaborative work with PARC and Ms. Mohan to increase the visibility of art in the community.
- Issue an RFP for the 3rd artist with the caveat that if PARC does not find a suitable artist for the AIR Collaborative, it would not recommend the appointment of a 3rd artist to the Council
- The AIR Collaborative would be for a three (3) year term with PARC conducting annual informal evaluations to gauge progress and effectiveness of the AIR Collaborative.

FISCAL IMPACT

None. (The FY18-19 Budget already accounts for the reallocation of funds.)

ATTACHMENT

AIR Collaborative Proposal

AGENDA ITEM # 11

RECREATION AND COMMUNITY SERVICES

Artist in Residence Collaborative Proposal 2018
Fairfax Recreation and Community Services department in conjunction with the Parks and Recreation Commission would like to move forward with adjusting the Artist in Residence program to be an Artist in Residence Collaborative.

Currently, every 2 years a panel of staff and PARC representatives post a Request for Proposal (RFP) for an artist to apply for the Artist in Residence position. Because this program has gained more visibility we have experienced a higher application response than in previous years with highly talented candidates. In 2017, at the encouragement of some town council members, we agreed to look into expanding this program to encompass more than 1 artist in residence at a time for the RFP for the upcoming term period 2019- and beyond.

As we approach the next RFP cycle, we'd like to implement a new format for the program:

- RFP to be designed for a three- person artist team in a diverse set of disciplines (photography, painting, mixed media, filmmaking, sculpture, performing arts and more).
- The new term limit would be for 3 years with an informal annual review for each artist and for the team as a whole to determine progress and make adjustments if needed.
- The goal would be for them to collectively work together and with town staff to increase the visibility of the arts in Fairfax.
- Expenses for the project would stay the same but allocation would be different (see below).
- The loft space would be a shared space for all three artists to meet, plan, do their art work and plan for town events and projects.

Budget:
Artist in Residence Collaborative: $3,000 (each artist gets $1,000 stipend per year to support their own work and the work for the Town of Fairfax)
Theater: $3,500
Art and Culture supplies: $500
Total: $7,000

****For the upcoming proposal cycle in late 2018 and early 2019 we'd like to extend Stephanie Mohan photography artist in residence and add Georgia Gibbs as our painting artist in residence--both of these artists have given a significant amount of their time in helping build, create and shape the Art and Culture initiatives and we feel would be tremendous assets to the program as we continue to build it.*

Goals for 2018-19:

- Host 2nd Annual Art Walk in September
- Focus more energy on publicity and outreach of Arts and Culture programs happening in Fairfax
- Meet with other like-minded towns to research arts programming (Mill Valley, San Rafael, etc)
- Explore Parkade Bus Hut as potential art exhibit space
- Create rotating artist/craft vendor at Farmers Market from May – October
- Explore hanging "Art month" banners in the fall downtown