



Work Plan FY2024

Goals should be consistent with the City’s goals:

- Maintain a community where residents and visitors feel safe
- Ensure a strong financial outlook through careful planning, sustainable service levels, and fiscal sustainability
- Promote a high quality of life that current and future generations can afford to call home
- Invest in infrastructure to serve the needs of the community
- Nurture an organizational culture where employees are recognized for the delivery of high-quality services to the community

Staffing Department: Community Services Department

GOALS	DUE DATE	TRACKING MILESTONES	STATUS
1. Promote, encourage and increase awareness and support for the arts and the Commission.	1. Ongoing 2. Ongoing 3. Ongoing 4. Mar 2024 5. Mar 2024 6. Jun 2024	1. Attend and participate in community events 2. Share information of ongoing activities with Commission 3. Identify marketing resources that can raise awareness and promote arts and culture in La Mesa 4. Create list of media resources to help organizations promote arts and culture 5. Explore branding to help promote Commission 6. Create an Arts & Culture Commission brochure and newsletter	
2. Identify locations of public art in La Mesa	Apr 2024	Map public visual art installation locations	
3. Make recommendations on ways to integrate arts and culture into community life	1. Mar 2024 2. Jun 2024	1. Create recommendations based on 2023 survey 2. Map recommended sites for future murals and art pieces in City owned spaces	
4. Research funding opportunities for an Arts and Culture Masterplan and future art installations	Ongoing	Identify projects and apply for grants.	
5. Administer Walkway of the Stars Mural Project	1. Feb 2024 2. Mar 2024 3. May 2024 4. Dec 2024	1. Identify funding for project 2. Announce call for artists RFP 3. Select artists and create murals 4. Ribbon Cutting	



Arts & Culture Commission

2.87.070 - Mission, duties and functions.

- (a) The mission of the arts and culture commission is to promote the arts, along with the historical, aesthetic, and cultural aspects of the community by using the arts as a mechanism to promote diversity, equity, and inclusion.

- (b) The commission shall have the following duties and functions:
 - (1) Serve in an advisory capacity to the city council on policies relating to public art;
 - (2) Promote, encourage and increase support for the art;
 - (3) Make recommendations on new ways to integrate arts and culture into community life;
 - (4) Plan, participate in, and/or help sponsor events showcasing art throughout the city;
 - (5) Consult and work with community organizations to coordinate activities of the commission.