MARIPOSA COUNTY RESOLUTION NO. 81-55

A RESOLUTION ACCEPTING AND ADOPTING THE MARIPOSA COUNTY PLAN FOR THE ARTS

WHEREAS pursuant to a grant from the California Arts Council under the Local Partnership Program a draft plan for the arts for Mariposa County has been prepared and submitted to the Board of Supervisors and is attached hereto as Attachment "A"; and

WHEREAS the Board of Supervisors finds the draft plan acceptable with the understanding that future planning efforts are anticipated to make the plan more complete and thorough in coming years, and with recognition of the fact that this plan presents options and recommendations which allow for future determination of policy by the Board of Supervisors;

NOW THEREFORE be it resolved by the Board of Supervisors of Mariposa County, a political subdivision of the State of California, that the Mariposa County Plan for the Arts, attached hereto as Attachment A and incorporated herein by reference, be and hereby is accepted and adopted as the official plan for the arts of Mariposa County, subject to the power of the Board to amend and to determine policy from among the options and recommendations contained therein.

PASSED AND ADOPTED this 17th day of March, 1981, by the Board of Supervisors of Mariposa County, by the following vote:

AYES:  Moffitt, Taber, Clark

NOES:  None

ABSENT:  Dalton

ABSTAINED:  Erickson
ATTEST:

ELLEN BRONSON, County Clerk and
Ex Officio Clerk of the Board

APPROVED AS TO FORM AND
LEGAL SUFFICIENCY:

RICHARD K. DENHALTER, County Counsel
THE MARIPOSA COUNTY
PLAN FOR THE ARTS..... March, 1981

CALIFORNIA ARTS COUNCIL STATE/LOCAL PARTNERSHIP PROGRAM

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I. PLANNING AGENCY DETAILS:

A. Mariposa County Board of Supervisors
   District One  -  Carroll N. Clark
   District Two  -  Eugene P. Dalton, Jr.
   District Three - Eric J. Erickson
   District Four  -  William H. Moffitt - Chairman
   District Five  -  Gertrude Taber

   Person to contact:  Joan Lynk, Executive Aide
                       P.O. Box 784
                       Mariposa, Ca. 95338
                       (209) 966-3222

B. Ad Hoc Advisory Committee
   District One  -  Thomas Hubbert  -  966-2955
   District Two  -  Helen Swickard  -  852-2520
   District Three - Elizabeth Strathearn - 966-2702
   District Four  -  Leroy Radanovich - 966-5522
   District Five  -  Ralph Mendershausen - 742-7734

C. Enabling Agency
   Merry Posers Community Theatre Productions, Inc.
   P.O. Box 2134
   Mariposa, Ca. 95338
   (209) 966-3155

   Persons to contact:  Billee Bettencourt and
                        Norman Livengood
                        Co-chairing Special
                        Arts Plan Committee as
                        Planners

   Type of Agency:  Private, Non-profit,
                    Formed - October, 1978
                    Tax exempt status achieved, 1980
II. PLANNING PROCESS HISTORY

A. Demographics: (Enclosures (2)).

- County Population - 11,055
- Senior Citizens - 3,000

Ethnic Groups
- Native Americans:
- Students K-12 - 1,800 (Public Schools)

Schools - One County High School
- Elementary School - Public and Private
  in various communities.

Type of Government - General Law
- Board of Supervisors

No incorporated towns or cities

- County Seat - Mariposa Town, Population 2,500
- U.S. Post Offices - (9)-Catheys Valley, Coulterville
  - El Portal, Fish Camp, Hornitos
  - Mariposa, Midpines, Wawona and
  - Yosemite National Park

Industries - Tourism, Recreation, Timber, Mining,
- Agriculture, primarily livestock

B. Geographics: (Include a north/south boundary created
- by the Merced River Canyon.

- Mariposa County - 1,455 Square Miles
- Yosemite National Park - 1,189 Square Miles (Not all
  in County)

- North Boundary - Tuolumne County
- South Boundary - Madera County

ONE OF NINE MOTHER LODGE COUNTIES.....

MOTHER OF COUNTIES........
II. PLANNING PROCESS HISTORY

November 12, 1980 - Merry Posers Community Theatre Productions, Inc., make request to be designated enabling agency.

December 9, 1980 - Board of Supervisors sign contract with California Arts Council.

December 23, 1980 - Merry Posers Community Theatre Production, Inc., make second request with proposal and budget. Board of Supervisors approve and sign contract with Merry Posers, to be known as Council.

December 23, 1980 - Board of Supervisors make resolution to appoint an Ad Hoc Advisory Committee, one member from each supervisorial district, to be approved January 13, 1981.


December 23, 1980 - Council approves Marian Ciriscioli as consultant. Contract to be approved by Board of Supervisors.

December 23, 1980 - Council sets up telephone, office and P.O. Box pending approval by Board of Supervisors. The outlines, strategy and deadlines set up.

January 5, 1981 - Council begins work on strategy and philosophy.

January 6, 1981 - Board of Supervisors move to change name of program to Mariposa County Arts Council.

January 6, 1981 - Board of Supervisors approve office, phone and mailing address.

January 10, 1981 - Consultant Marian Ciriscioli and Technical Assistance Regional Director Betsy Unruh present the CAC State Local Program slide program to Council at County Court House.

January 13, 1981 - Consultant approved by Board of Supervisors.

January 15, 1981 - District 5 Supervisor Gertrude Taber holds public meeting for her district to speak with interested parties to serve as Ad Hoc Advisory Committee member.

January 16, 1981 - Mailing list developed by Council and surveys
II. PLANNING PROCESS HISTORY continued.
readied for mailing along with an all-media publicity campaign. Survey deadline set at February 2, 1981.

January 20, 1981 - Board of Supervisors appoint Ad Hoc Advisory Committee Members in Districts One, Three and Five.

February 6, 1981 - Planner Billee Bettencourt and Ad Hoc Advisory Member Tom Hubbert attend the Planning Seminar in San Francisco offered by the California Arts Council.

February 10, 1981 - Board of Supervisors appoint Ad Hoc Advisory Committee Member in District Four.

February 17, 1981 - Mariposa County Arts Council give a Status Report for the Board of Supervisors.

February 20, 1981 - PUBLIC MEETING in District 4 at County Court House.

February 26, 1981 - PUBLIC MEETING in District 5 at Woodland School.

February 27, 1981 - PUBLIC MEETING in District 2 at the IOOF Hall in Coulterville.

February 28, 1981 - PUBLIC MEETING in District 1 at the Bon Ton Cafe in Bear Valley.

March 3, 1981 - Board of Supervisors approve Ad Hoc Advisory Member in District 2.

March 5, 1981 - PUBLIC MEETING in District 3 at McCay Hall in Catheys Valley.

March 12, 1981 - Ad Hoc Advisory Committee and Planners meet to discuss draft of Arts Plan.

March 17, 1981 - Planners present draft of Arts Plan to County Board of Supervisors.
III. PLANNING PROCESS

A. Strategy, Deadlines and Overall Philosophy.

With media and countywide household mailing of survey, generate enthusiasm, organize that enthusiasm with comments and suggestions received on the surveys and through Public Meetings county-wide. From enthusiasm to organizing to planning to activities would be the philosophy. Goal from these steps would be to represent all artistic disciplines county-wide in a common celebration of talents and heritage and knowledge and to work these assets into mechanism for sharing the talents throughout the county with an eye to keeping dollars in the county so we can emphasize the quality of life as well as survival. The Planners knew of the great potentials in Mariposa County and felt one of the best ways to prepare for the future in this County is to have a definite cultural identity. The initial phase began with:

1. Set deadlines for procedures so that the CACS/LPP absolute deadline of March 31, 1981 can be met. Include in the deadline, sufficient time for the Board of Supervisors to consider Plan before approving. (Enclosure No. 3)

2. Develop mailing list for Surveys based on the great list (Voter's Registration) and expanded with lists from Real Estate Agencies, Newsletter lists from art groups, etc.

3. Develop three Surveys with covering letter. This letter to be part of the publicity about the program itself by including the California Arts Councils Mission Statement. (Enclosures No. 4).

   a. Survey for Individuals - to providers and users of arts. These were sent with the cover letter to about 4,500 households countywide. The returns are still coming in - 25% as of 3/17/81.
III. PLANNING PROCESS

A. 3. Surveys continued

b. Survey for Organizations. This will be an on-going project as more organizations are identified. Many of the organizations want a speaker to present the CACS/LPP program to them along with status reports and discussions about the Plan itself. To serve these requests, a speakers bureau will be part of the Plan itself.

c. Mariposa County High School Survey. This was suggested as a school project to Drama Coach Mr. Jon Turner. He received full cooperation from the faculty and even though presented at semesters end with finals and confusion, the students returned their surveys 100%. (There were 353)

4. Public Meetings were scheduled as a follow-up to the surveys and were held from February 20 to March 5, one in each of the Districts. Announcements of the meetings were made in all of the media plus a phone committee working in several of the districts. These are very valuable ways to share the ideas and should be held county wide more often. (Summaries, Enclosure No.6)

B. Comments on strategy. Suggestions and problems.

Along with the cover letter, the media campaign played a large part in the tremendous yield from the survey mailings. The Mariposa Gazette, (countywide weekly); The Merced Sun Star; The Propsector, (countywide advertiser, weekly); Radio Station KUBB and the cable TV channel were used to announce the survey, the Public Meetings and as public information follow-up on the survey results and comments.

Time was very short for the public to receive, fill-out and return the survey, but that may have prompted the immediate action which helped in the combination of factors resulting in the high yield.

Local conditions, of course, shaped the study and planning process. Difficulties in reaching the citizens of Mariposa County will be discussed under 'needs'.

III. PLANNING PROCESS
   C. Needs Assessment:

1. The three surveys resulted in a high yield return which gave the Planners a general idea of what the countywide concerns and needs are. Again, the cover letter promoted the ideas of the Planning Process and helped publicize the need for cooperation in assessing the needs, along with any comments and suggestions for answering the needs. The surveys to individuals are still coming in and the Planners have publicized the need for the survey information even though the deadline is past.

2. Interviews, one on one with artists, and with representatives of arts groups are not complete and must be part of the ongoing process to update the Plan. Those interviews, to date, have been indicators of the need to organize the resources of the arts in Mariposa County. Surveys, letters, phone calls and word of mouth information point to the need for an active and updated arts resources list kept in a centralized location, open to all for information regarding what is available for interaction of groups activities, how individual artists may help or be helped and what Federal, State and Regional information, technical assistance, or funding might be available. Therefore an arts resources file with information kept active and updated should be made available to any citizen in the county.

3. Public Meetings - These were a very valuable way to help assess the needs. Each meeting was quite different. These are very difficult to publicize in Mariposa County and the best solution to the overall publicity problem should be an organized all media campaign along with a Newsletter with announcements of Public Meetings and activities.
III. PLANNING PROCESS

C. Needs Assessment:

4. Assessment of existing facilities

The surveys, interviews and public meetings show a general lack of facilities countywide. Along with the need for facilities there is the clear and present need to organize the scheduling and upgrading of those facilities that do exist. Several examples of existing facilities show the need for more facilities, upgrading of those that do exist and the necessity of tight scheduling so that they may serve more people.

1. Outdoor Theatre, Mariposa Town, Parks & Rec. Department. This theatre is used for a very limited time during the year because of the weather conditions. Although the seating is adequate for audience size, access via many tiers of cement steps from the parking lots limit attendance by Senior Citizens and the handicapped.

2. Masonic Hall, currently leased by the County and used for the Senior Citizen Nutrition Site for lunches, programs, bingo and craft classes. The access to the building is limited by a steep incline of the street and steps without a wheelchair ramp. Small groups must pay a rental and cleaning fee which makes the use of it difficult, when combined with the scheduling problems.

3. Mariposa County High School Auditorium. The scheduling is difficult because of the use by the drama, music and other departments of the High School itself. Access is difficult for many Senior Citizens and the handicapped because of several tiers of cement steps. The lighting and sound equipment are not adequate for dance and major theatrical productions. Scheduling of weeks of rehearsals nearly impossible.
III. PLANNING PROCESS

C. Needs Assessment:

4. Examples of existing facilities, continued

SUMMARY:

The request for suggestions and comments on the surveys and open discussions at Public Meetings indicate the common dream of artists and crafts people is to have a combination of a central multi-purpose cultural/community center in Mariposa town with branches in Coulterville, El Portal, Yosemite National Park, and the Woodland area of District Five. The ideal would be to have activities based in the larger facility which could be taken out to the satellite centers on a regular basis.

Along with the larger group activities in need of adequate facilities is the need for classroom and workshop areas available in the day time. Currently school classrooms are used in the evenings only for special workshops and extension courses offered by Merced Junior College.

Facilities large enough for art shows and large workshops are usually rented and because of schedule overlaps, shows, display and sale activities must be taken down and put up in one day and become "just not worth the effort".

Much more study must be made in this category of facilities. The Planners suggest that while further studies are made of future facilities and search is made for funding that the existing facilities be further assessed with recommendations for upgrading and scheduling. The results of this work to be a part of the Arts Resources file, so that activities may be planned countywide with the facilities in mind. This in depth study should include access by handicapped persons, rental fees, sound and lighting needs, availability of piano and other equipment, such as chairs, tables, blackboards, etc.
III. PLANNING PROCESS

C. Needs Assessment:

5. Assessment of existing Cultural Resources

a. Individual Artists and Craftspersons. We have been told we have the highest percent per capita number of artists in the State of California. If the Planners didn't believe that before, the surveys, Public Meetings, calls and letters have convinced us. Although the individuals survey was anonymous, many people included their names and addresses and thus was born the beginning of an artists registry project which will become the backbone of the Arts Resources file.

b. Arts Groups. There are several small art groups in the County. These are non-profit corporations with no facilities and to date, very small building funds. The Sierra Artists group has about 30 Members and rents a small gallery space in Mariposa Town. Their need is for a larger gallery space. The Merry Poser Community Theatre Productions, Inc., group has been in existence since late in 1978 and is currently conducting a Membership Drive. This group was designated as enabling agency to develop the county arts plan and has expended much of its energy toward this project with no other large production or activity scheduled while under contract with the County. The Indian Women's Art Guild has been contacted and preliminary discussion has been made regarding special needs for programs for Indian youth programs. Much more will be done in this group with the help of a permanent Arts Council. There are experienced teachers of Indian Crafts that can be assisted in expanding youth programs.
III. PLANNING PROCESS

C. Needs Assessment:

5. b. Arts Groups continued

There are many square and round dance groups in the County such as the Bootjack Stompers, who have have their own facility, and others such as the Yosemite Yellowrockers who rent a facility. The development of an Arts Resources file will include all such groups but more time is needed to identify all groups in the county. The various writing groups in the County meet informally in private homes. These and more are being identified.

6. Prioritized List of Needs:

a. PERMANENT AGENCY - Number ONE priority in Mari- posa County is the need for an agency to continue the planning process, to keep it updated and organ- ized. The good start on the Plan which has been developed from scratch, shows the enthusiasm of the citizens because of the planning process it- self and the importance to a very large number of the citizens of the County that the Plan and its implementation take advantage of the momentum it now experiences.

b. ARTS RESOURCES LIST - a centralized community ser- vice program should be based on a listing of art- ists, art groups, available existing facilities and programs, special classes offered, programs offered, travel and ticket information, funding sources, technical assistance programs, equipment available to rent or share, Federal, State, and Regional Arts information, delivery systems, list of media, schedules and calendar to prevent over- lap of programming, other community services, etc.
III. PLANNING PROCESS

C. Needs Assessment;

6. Prioritized List of Needs

c. Public Information – Communication is one of the extreme problems in Mariposa County and no attempt at any kind of planning in this county could be made without the development and implementation of a plan to solve this problem first.

As previously stated, the Planners used a cover letter with the surveys which were sent to nearly every household in the county. This survey became the single most important way to spread the word about the CAC program in the shortest period of time. A concurrent media campaign was conducted with the mailings. From the surveys came the suggestion by the people that there be a NEWSLETTER developed to reach the most people with arts information and a calendar of events.

An important part of the Arts Resources file would be a constantly updated list of media, bulletins in schools and churches, etc. so that any activity would be able to have the best total coverage. The lack of such a list has cruelly affected attendance at any arts program. The development of a Newsletter along with the use of a media list which gives a complete outline of special requirements of each medium should help solve this tough problem. Since the media are art themselves, the solution fits.

There is a good start on this media list developed along with the artists and arts groups as the planning process itself has developed,

\[SUMMARY\ OF\ THE\ PRIORITIES\]

A PERMANENT AGENCY using a complete ARTS RESOURCES FILE, expanded and updated by input from the public and with the total information available to the public and dispersed by means of a NEWSLETTER and organized use of available media can begin to set programs and implement them,
III. PLANNING PROCESS

C. Needs Assessment:

7. Prioritized List of Goals

a. With the establishment of an Arts Agency using an Arts Resources file delivering its services through a Newsletter/All Media system, the setting of goals becomes a realistic and worthwhile next step. The goals become achieved if the Arts Agency is not just another organization in the county. If, countywide, the agency represents all ages and all arts, it will be truly representative of the county and will stand the best chance for survival. The interaction of the arts is the national trend for survival in the nation and must be considered as a goal so that Mariposa County can even get off the ground with her Plan.

Since the establishment of the three top needs priorities set the priorities goals, a listing of projects that will be the work of the Arts Agency follows:

Work toward local support of Arts.
Develop art appreciation in schools, groups.
Encourage art participation with shows, festivals and other activities.
Provide means to learn art skills through such programs as Merced Junior College extension courses.
Help keep groups organized and interacting.
Help find markets for individual artists and cottage industry creations.
Help make acquisitions to libraries of arts books and information.
Utilize programs for technical assistance offered to groups such as Senior Citizens through the Arts and Aging programs of the National Commission On Aging, etc.
IV. Evaluation/Recommendation

A. General Plan & Policy
1. In using the guidelines and workbook as well as information obtained in Newsletters, updates and Seminars provided by the California Arts Council, the work done on this program established the procedures which led to the surveys, media campaign, public meetings and interviews which show a clear prioritization of needs, goals and solutions for Mariposa County.

Priority number ONE is, therefore, the establishment of an Arts Agency to continue the work for the State/Local partnership programming in Mariposa County and as a permanent base for other programs.

B. Transition from Planners to Arts Agency

It is recommended that the newly forming permanent Arts Agency assist in the transition from the current enabling agency status of the Merry Posers Theatre group known by contract as Council. It is recommended that the Ad Hoc Advisory Committee help with the transition from Council to permanent Arts Agency. The Arts Agency will become the enabling agency to administer and implement the Plan. All files, records, and materials connected with the Plan for the Arts should become the property of the Arts Agency. An inventory of these records, files, materials and supplies will be made by the Planners and relinquished to the Arts Agency at the expiration of the contract.

It is recommended that any balance of the CACS/PP initial phase Bloc grant money be used to keep the planning process organized. It is recommended that any money from the Local Priorities portion of this grant be used to further the study or set up an activity at the discretion of the Arts Agency.
IV. Evaluation/Recommendation

C. How the Planning Process will be continued and updated, March 17 to 31, 1981 - While the Mariposa County Board of Supervisors is considering the overall Plan for approval, the Council will work toward a transition to the Arts Agency and tie up the loose ends of the surveys, gather all arts resources material into a proper system of filing and keep the public information work updated.

D. ARTS AGENCY alternatives.

There are two ways in which an Arts Agency may be set up in Mariposa County.

1. County Arts Commission with a full time Arts Administrator to be paid by the County. This officer might work with a volunteer staff from representatives of each District with members of businesses, art groups and artists.

2. A Private, Non-profit, Community Service organization may be incorporated by the citizens of the county to represent all artistic disciplines, county-wide with a Board of Directors chosen on the basis of total representation by all sectors as set forth in a proper set of by-laws.

RECOMMENDATION:

Based on careful study of the data accumulated from the Planning Process to date, the Planners recommend that the arts community set up its own Arts Agency as a private, non-profit organization, setting forth in its Articles of Incorporation under the heading 'Purpose' and as one of the objectives, to be a liaison between the Board of Supervisors and the arts community. Examples of such liaison activities may be as advisors to the Board of Supervisors in grant review work or planning committees. This type of liaison could be of great assistance to the County Board of Supervisors at no cost to the county taxpayer.
IV. Evaluation/Recommendation
   D. Arts Agency Alternatives continued

   Recommendation

   If the County Board of Supervisors and the Planners agree that the arts community and interested parties form a non-profit corporation, the Planners will present to the Board of Supervisors a list of the parties who have offered assistance in forming a permanent Arts Agency.

   The Planners and Ad Hoc Advisory Committee are prepared to work toward the first phase of incorporating with the help of those listed as interested parties.

   To assist the Board of Supervisors in their decision, the Planners have enclosed with this plan a proposed outline of the procedures of incorporating such an agency.

V. Matching the Local Priorities Portion of the CACS/PP Grant.

   Matching the Local Priorities portion of the grant will come from the private sector should the establishment of a County Arts Commission be result from the deliberations between Planners and County Board of Supervisors during the local approval proceedings. This match may be an Arts Festival designed to promote the Plan.

   Matching this portion of the grant, should the alternative of incorporating a separate entity Arts Agency be chosen may come from Membership dues and donations already promised to such an agency.

   When the amount and type of agency is known, the option of matching with inkind services will be pursued,

SUMMARY of Evaluations and Recommendations:

   By contract with the County of Mariposa, the enabling agency will terminate its commitment on the date of approval by the California Arts Council or June 30, 1981, whichever is earlier. The Council has included in the Plan procedures for the transition phase of the planning procedures so that the Plan will not be in jeopardy during the period between local level approval and approval by the C.A.C.
V. Summary of evaluation/recommendation continued

It is anticipated that somewhere in the future Mariposa County's Arts Agency will be able to share the efforts of others in this unique decentralizing of the arts programs project. Each county or city must offer unlimited variations.

The enabling agency and Planners are proud of the people of Mariposa County who are the ones responsible for putting together their ideas and talents into our Mariposa County Plan for the Arts.

The Planners sincerely hope that they have represented all arts and artisans, all ages, all over the county.

The only difficulty not anticipated by the Planners has been to be sure we take one step at a time........we're raring to go!

Norman Livengood                Billee Bettencourt
Planners                        Planners
Mariposa County Arts Council    Mariposa County Arts Council

P.S. May we share with you one of those things that could happen only in Mariposa County?

We received a letter from an artist who had addressed the envelope; "Norm and Billee
and those who assisted
MARIPOSA CULTURE FOREVER"

It was delivered to us!!