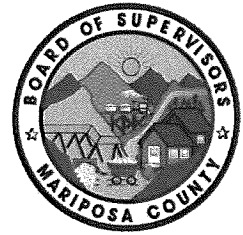


MARIPOSA COUNTY

Planning · 209-966-5151



RESOLUTION - ACTION REQUESTED 2021-487

MEETING: August 17, 2021
TO: The Board of Supervisors
FROM: Sarah Williams, Planning Director
RE: Approve the Creative Placemaking Strategy

RECOMMENDATION AND JUSTIFICATION:

Adopt a Resolution Approving the Creative Placemaking Strategy, Finding the Project is Exempt from CEQA; and Authorize County Departments and Agencies to Pursue Implementing Its Recommendations.

Supported by a grant from the National Endowment for the Art's Our Town grant program, the Planning Department and Mariposa County Arts Council have been jointly working on the Creative Placemaking Strategy (CPS) since 2019. For the purposes of the project, creative placemaking is defined as:

"...projects [that] help to transform communities into lively, beautiful, and resilient places with the arts at their core. Creative placemaking is when artists, arts organizations, and community development practitioners deliberately integrate arts and culture into community revitalization work - placing arts at the table with land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies. Creative placemaking supports local efforts to enhance quality of life and opportunity for existing residents, increases creative activity, and creates a distinct sense of place."

The CPS relies on extensive community engagement to identify a vision for applying public art, design, and other creative placemaking practices to contribute to Mariposa County's livability goals. These include economic development, environmental conservation and enhancement, and celebration of the county's diverse history and cultural identity. The strategy recommends a range of programs, policies, and tangible projects that advance the community's vision, and can be implemented by county agencies, the Mariposa County Arts Council, and other community partners.

Mariposa County residents drove the decision-making at every step of the planning process, and their perspectives and input constitute the basis of the CPS' recommendations. First, every phase of the planning process, including review of the initial grant application that funded the work, consultant selection, development and implementation of the stakeholder engagement work, and production and review of the final document, was overseen by the Creative Placemaking Strategy Advisory Committee. This official advisory committee was formed in part to serve these specific functions, and the committee endorses the final deliverable.

Additionally, the planning effort applied creative placemaking practices to drive a reaching community engagement program that was adapted to function at the height of the pandemic. This approach was highlighted by two platforms. The first, This Must be the Place, was a crowd-sourced photo project that collected visual representations of community members' favorite places in the county. The second, an online survey, collected more detailed input from community stakeholders and was animated by two art installations along the Mariposa Creek Parkway.

The input collected through these engagement milestones constitutes the heart of the CPS' recommendations. A draft of the document has been available online since July 16, and the draft presented here includes comments received through the public review process.

Note that while the version of the document in the meeting packet is in 8.5x11" format, the CPS is intended to be viewed as 11x17" sheets.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

On August 18, 2020, the Board received an update from the Planning Department on the CPS project with more detailed background and design information regarding the temporary installation co-created with the Southern Sierra Miwuk Nation.

RES-2020-250: Approved a budget action increasing revenue and appropriations in the Creative Placemaking Master Plan budget in order to receive unanticipated funds and provide the ability to pay for services. During this Board item, the Board was introduced to the idea of an installation co-created with the Southern Sierra Miwuk Nation along Mariposa Creek.

RES-2019-677: Approved a contract with Atlas Lab, Inc. to provide consulting services for the Creative Placemaking Master Plan.

RES-2018-387: Approved the submittal of an application to the NEA Our Town Grant Program to fund preparation of a countywide Creative Placemaking Master Plan, approved a letter of support, and authorized the Board of Supervisors Chair to sign the letter

RES-2018-026: Established the Creative Placemaking Strategy Advisory Committee, to which members were appointed on 3/13/2018.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Alternatives include further planning work to amend or revise the document. However, there are no funds currently allocated to further planning activities related to the Creative Placemaking Strategy.

Negative action would result in delaying implementation of the Creative Placemaking Strategy's recommendations.

ATTACHMENTS:

Draft CPS Resolution (DOCX)
210721 Notice of Exemption_DRAFT (DOCX)
210805 CPS_LETTER (PDF)
210805 CPS_Appendices_LETTER (PDF)

RESULT: ADOPTED [UNANIMOUS]

MOVER: Rosemarie Smallcombe, District I Supervisor

SECONDER: Tom Sweeney, District II Supervisors

AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

**STATE OF CALIFORNIA
COUNTY OF MARIPOSA
BOARD OF SUPERVISORS**

Resolution No. 21-487 A Resolution Approving The 2021 Creative Placemaking Strategy and Authorizing County Departments and Agencies to Pursue Implementing its Recommendations

WHEREAS, several of the General Plan Elements, including the Economic Development, Arts and Culture, and Regional Tourism Elements, contain goals, policies, and programs that weave together economic development objectives with efforts to enhance and celebrate Mariposa County's identity and sense of place – a process known as Creative Placemaking; and

WHEREAS, Resolution No. 2018-26 established the Creative Placemaking Strategy Advisory Committee (CPSAC) to initiate the development of a coordinated plan to achieve General Plan goals, policies and implementation measures related to Creative Placemaking; and

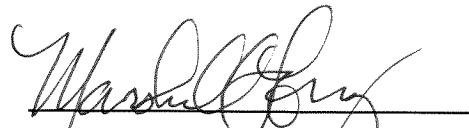
WHEREAS, the CPSAC played an integral role in the development of that coordinated plan (the Creative Placemaking Strategy [CPS]), and the CPSAC endorses the final document.; and

WHEREAS, the CPS used extensive stakeholder engagement to articulate a community vision for future creative placemaking initiatives in Mariposa County, and recommends a variety of programs, policies, and projects to achieve that vision

NOW THEREFORE BE IT RESOLVED, that the Board of Supervisors does hereby approve the 2021 Creative Placemaking Strategy, find this action is exempt from the California Environmental Quality Act, and authorize county departments and agencies to pursue implementing its recommendations.

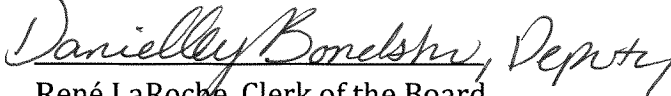
ON MOTION BY Supervisor Smallcombe, seconded by Supervisor Sweeney, this resolution is duly passed and adopted this 17th day of August 2021 by the following vote:

AYES: SMALLCOMBE, SWEENEY, LONG, FORSYTHE, MENETREY
NOES: NONE
EXCUSED: NONE
ABSTAIN: NONE

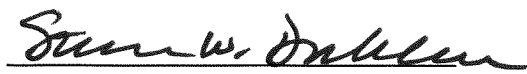


Marshall Long, Chairman
Board of Supervisors

ATTEST:


René LaRoche, Clerk of the Board

APPROVED AS TO FORM:


Steven W. Dahlem, County Counsel