

County of Monterey Board Policy Manual

Policy Name County Facilities Art Exhibition Policy	Policy Number G-94	Page 1 of 5
Policy Category Government and Administration		

I. Purpose

To identify and support the local visual arts community by offering highly visible public spaces for the exhibition of artwork at designated County facilities. The purpose of the exhibits is not to create or provide a marketplace for art or a forum for public political debate, but to encourage the community's appreciation of visual arts in a setting that may be viewed without charge by all community members. This policy applies to all County facilities and establishes guidelines for distinct roles and areas of responsibility between the "County" and "Artwork Program."

II. Background

The Monterey County Rotating Artwork Program, hereafter "Artwork Program," was developed to heighten public appreciation for the visual arts, promote its value to society, and provide a means of personal expression for area artists. The primary focus of the program is to present a broad representation of quality artwork from the local arts community to the public and to encourage a greater diversity of local youth, seniors, and other-abled artists.

Since 2006, the Arts Council for Monterey County (ACMC) has displayed original artwork exhibits in public lobbies and publicly accessible conference rooms at the County Government Center Administration Building and Health Department Administration Building in Salinas.

III. Policy

It is the policy of the County that:

1. All County facilities, owned and leased, will follow the guidelines described below. The policy establishes clear guidelines and defines distinct roles, responsibilities, and criteria for the selection and exhibition of artwork in County facilities.
2. Three parties have been designated to coordinate and manage the selection and exhibition of artwork at County facilities: "County Facility Arts Policy Task Force," "RMA-Deputy Director of Public Works, Parks and Facilities, or his/her designee," and "Arts Council for Monterey County."

3. It is the intent of the policy for Monterey County to continue its collaboration with ACMC to display original visual arts of local artists in public common areas and shared conference rooms of County facilities.
4. Exhibited artwork shall be free of sales price information. Artists' contact information may be posted near their artwork subject to the approval of the County.
5. The County assumes no liability or responsibility arising from or out of any loss, damages, or vandalism to artwork while on exhibit at any County facility.

IV. County Facility Arts Policy Task Force (CFAPTF)

A task force, CFAPTF, composed of representatives from County departments assigned by the County Administrative Officer (CAO), has been established to act as County liaison and assist with the coordination and management of the selection and exhibition of artwork at County facilities.

Composition:

The Task Force is currently comprised of representatives from eleven County departments alphabetically listed below. The Economic Development Department will serve as the Task Force Lead.

1. County Administrative Office - Intergovernmental & Legislative Affairs
2. County Administrative Office - Office of Community Engagement & Advocacy
3. Economic Development Department
4. Health Department - Planning, Evaluation, and Policy
5. Resource Management Agency - Public Works and Facilities

County employees interested in participating on the task force must obtain written approval from their Department Head prior to forwarding their request for consideration for assignment by the CAO. Length of continuous assignment of Department representatives will be determined by the CAO in conjunction with the Task Force Lead.

Role of CFAPTF:

The CFAPTF will act as and/or provide the following services:

1. Serve as liaison between the County of Monterey and ACMC.
2. Promote effective collaboration between County departments, RMA-Deputy Director of Public Works, Parks and Facilities, or his/her designee, and ACMC to carry out the purpose of this policy.
3. Point-of-Contact for County departments concerning artwork in their respective facility.
4. Formalize a rotation schedule for artwork exhibits at County facilities in collaboration with the ACMC and RMA-Deputy Director of Public Works, Parks and Facilities, or his/her designee.
5. In any situation where: 1) the appropriateness of any exhibit displayed in a County facility is called into question; 2) the artwork implies the County is sponsoring and/or endorsing any commercial establishment or business; or 3) the artwork associates the County with a position other than neutrality on matters of political controversy, the Task Force Lead will review and make the final, ultimate determination in the best interests of the County regarding the artwork's disposition, including removal of the artwork from the facility.

6. Promote a racial equity lens that includes consideration for artists of underserved regions of the County including, but not limited to, youth and adults in foster care, incarcerated or formerly incarcerated, and mental health clients.

V. RMA-Chief of Facilities

Role of RMA-Chief of Facilities:

1. The Resource Management Agency (RMA) Deputy Director of Public Works, Parks and Facilities, or his/her designee, shall review and designate the County facilities, both owned and leased, appropriate for participation in the Artwork Program.
2. The RMA-Deputy Director of Public Works, Parks and Facilities, or his/her designee, will make the final assessment and determination regarding exhibit locations, methods/materials, logistics, safety and security matters, code compliance, accessibility and maintenance requirements, facility integrity, and other related criteria.
3. Assign Facilities staff to assist APMC with access for installation/removal of exhibits and to review each final installation to ensure all required criteria of 1 and 2 above are met.

Facilities Approved for Participation in Artwork Program

The RMA-Deputy Director of Public Works, Parks and Facilities, or his/her designee has approved the County facilities listed below for participation in the Artwork Program and consideration for visual arts exhibits. County facilities not listed below must comply with all policy guidelines and obtain the written approval of the Department Head and RMA-Deputy Director of Public Works, Parks and Facilities, or his/her designee prior to any artwork being displayed in the facility.

Facilities in Salinas

- a. Government Center, Administration Building
- b. Government Center, Schilling Place
- c. Health Department, Administration Building

Facilities in Monterey

- a. Superior Court, Monterey County Courthouse

VI. APMC

Role of APMC:

The role of the APMC is as follows:

1. To serve as liaison for the Artwork Program and work with the designated County liaison to implement the County Facilities Art Exhibition Policy.
2. As a committee, to select artwork by area artists for display in County facilities per the selection criteria below.
3. To assemble a collection of exhibits that are diverse in style, scale, media, and artists represented.
4. To rotate exhibits periodically on a schedule acceptable to the County to maximize opportunities for area artists' artwork to be seen by the public and to provide a varied visual experience for the regularly visiting public.
5. To serve as liaison between selected artists and County representatives to arrange for the exhibiting of their original artwork at designated County facilities.

6. To ensure that the artists are aware the exhibit's purpose is not to create or provide a marketplace for art or forum for public political debate, but to encourage community appreciation of artwork in a setting that may be viewed without charge by all members of the community.
7. Subject to the approval of the County, artists may place tasteful, appropriately sized contact information near their approved, posted artwork for purposes of selling the artwork to the general public.

Artwork Selection Criteria:

The ACMC selection committee must determine that all artwork meets the following artwork selection criteria before it is approved for exhibition:

1. All artwork approved for selection is the product of local area arts community.
2. Artwork selected shall be of interest to the general public. Selected artwork must have a universal, not particularized, appeal, to attract a broad audience.
3. The selection committee will actively seek to approve a broad representation of quality artwork submitted by a diverse component of local youth, seniors, and other-abled artists.
4. Acceptable artwork includes paintings of all media; other works of visual art, such as prints, drawings, stained glass, carvings, mosaics, fiber and textiles, photographs, drawings, and collages; and crafts or artifacts constructed of clay, wood, metal, glass, stone, plastic, and other materials, provided that the artwork shall be hung on a wall. A cable suspension system to preserve the integrity of wall surfaces and safely display the artwork must be used when those systems become available.
5. Provide for the routine maintenance of displayed exhibits.
6. The selection committee shall find aesthetic merit in all works of art it approves. The term "aesthetic" means that the artwork is pleasing in appearance to the average person.
7. Approved artwork must be compatible in scale, material, form, and content to the exhibit space. Consideration shall be given to the architectural, historical, geographical, social, and cultural context of the facility and its public visitors.
8. Approved artwork must not be obscene. "Obscene artwork" means artwork, taken as a whole, that to an average person, applying contemporary community standards, appeals to the prurient interest, that, taken as a whole, depicts or describes sexual conduct in a patently offensive way, and that, taken as a whole, lacks serious literary, artistic, political, or scientific value.
9. Approved artwork must not be controversial, offensive, and/or intimidating, nor may the artwork incite tension and/or encourage violence.
10. Artwork that implies that the County is sponsoring and/or endorsing any commercial establishment or business artwork that associates the County with a position other than neutrality on matters of political controversy will not be approved.
11. Approved artwork shall be original artwork; replicas of another artist's work shall not be approved.
12. Approved artwork should not require excessive maintenance.
13. Approved artists must agree to sign a waiver releasing the County from any liability or responsibility arising from or out of any loss, damages, or vandalism to their artwork while on exhibit at any County facility.

VII. Review Date

1. This Policy will be reviewed for continuance by February 26, 2023.

VIII. Board Action

1. Legistar File Number 18-183, February 27, 2018.