



DATE: August 27, 2020

AGENDA ITEM # 5

TO: Public Arts Commission

FROM: Jon Maginot, Staff Liaison

SUBJECT: Promotion of public art during COVID-19 Shelter-in-place order and overall public art marketing strategies

RECOMMENDATION: Discuss the potential for promotion of public art during the COVID-19 Shelter-in-place order and overall public art marketing strategies

BACKGROUND

At the May 14, 2020 Public Arts Commission (PAC) meeting, the PAC requested an agenda item to discuss potential opportunities to promote the City's public art during the current COVID-19 Shelter-in-place order. At the June 10, 2020 PAC meeting, a subcommittee of Commissioners King, Strock and Yee was formed to develop ideas for ways to promote public art.

DISCUSSION

It is recommended the PAC discuss potential opportunities for promotion of the City's public art during the COVID-19 Shelter-in-place order as well as general overall marketing strategies.