



February 28, 2021

Dear Members of the City of Hollister 2040 General Plan Update Planning Committee,

On behalf of the City of Hollister Public Art Review Committee (PARC), we would like to commend City Council and the GPAC for their efforts to include an “arts element” in the General Plan Update. Since 2016, PARC has worked diligently to promote, commission and embed public art within the City’s infrastructure and planning. The General Plan Update provides a unique and historic opportunity to further this work, increasing arts accessibility, participation and engagement for all Hollister residents.

In support of and in response to these important next steps for arts and culture, PARC has developed a series of thoughtful and relevant arts and culture policy recommendations, which we would like to see included in the General Plan Update:

- Commission the development of a Creative Placemaking Master Plan, using interactive and collaborative stakeholder engagement to develop a planning document that leverages art and design to promote a rich and diverse urban/rural economy.
- Recognize the rich artistic, cultural and historic traditions in our City by providing adequate funding for public art, cultural festivals and arts-based community development that will benefit artists, creatives and local businesses.
- Create an Arts & Culture department within the City to promote arts, culture and recreation; serve as a liaison to the new Arts & Culture Commission; and administer funds that support the creative economy.
- Allocate resources to the management of the City’s existing public art collection such as resources to manage public art archives and inventory, to develop an interactive public art walking tour map and to maintain the quality and condition of existing artworks. Allocate resources to the development of the City’s public art collection, including tools for the development of artist contracts, an artist directory, signage and plaques and the costs of installation.
- Embed arts elements into all future planning and development, including both public and private. Identify ways to generate revenue to support the arts through a Percent for the Arts Ordinance.
- Conduct targeted outreach to Hollister’s arts and culture communities to ensure the representation and inclusion of diverse voices and perspectives in the development of the General Plan Update.
- Include a survey of spaces and neighborhoods currently not served by public art and identify ways to enrich these areas. Identify ideas for creative arts options for vacant buildings and sites and the formation of a downtown Cultural District.
- Explore ways to bring in or embrace the high-tech creative industries, such as the role of an economic development director along with creative, permissive uses in the industrial zoning.

We are excited to be a part of the planning of this important document, and thank you for the opportunity to provide input.

Sincerely,



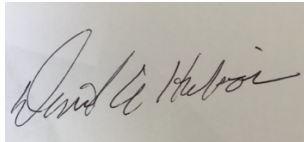
Daisy Caceres, PARC Chair
City of Hollister

Kate Wilbur

Kate Wilbur, PARC Vice Chair
Youth Commissioner, City of Hollister



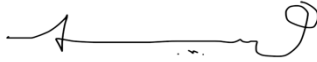
Jennifer Laine, PARC Secretary
San Benito County Arts Council



David Huboi, PARC Member/Past Chair
Huboi Architecture, Planning Commissioner



Sal Duran, PARC Member/ Past Chair
County of San Benito



Arturo Rosette, PARC Member/ Past Chair
Artist, Gavilan College

Corey Shaffer

Corey Shaffer, PARC Member
Hollister Downtown Association