

## MEMORANDUM

DATE April 9, 2021  
TO Hollister General Plan Advisory Committee  
FROM David Early and Carey Stone  
SUBJECT Policy Options Public Input for April 13 GPAC Meeting

In preparation for the GPAC meeting on April 13, this memorandum summarizes the public input from both the online survey and the Tuesday, March 9, 2021 and Wednesday, March 10, 2021 General Plan Policy Options Workshops for the following topics:

■ Arts and Culture

The General Plan Advisory Committee (GPAC) is reviewing these policy topics and other items at a series of five meetings. As part of the meeting packet for each meeting, PlaceWorks is releasing a summary of the public feedback relevant to the meeting topics to be discussed at each individual meeting.

Additional information regarding the policy topics and options is contained in the *General Plan Policy Issues Memorandum* which can be reviewed at [www.Hollister2040.org](http://www.Hollister2040.org).

The GPAC meeting dates and topics are as follows:

» March 23, 2021

- Parks and Recreation
- New School Funding
- Farmland Mitigation
- Sensitive Habitats
- Heritage Trees
- Historic and Cultural Resources
- Coordination with Local Tribes
- Environmental Justice

» March 30, 2021

- Economic Development
  - Retail Leakage
  - Job Creation
  - Tourism
  - Industrial Uses

- Airport
  - Cannabis
- Circulation
  - Complete Streets and Safe Routes to School
  - Level of Service
  - Roundabouts
- Inclusionary Housing

» April 6, 2021

- Growth Management
- Special Planning Areas
- Residential Land Use Designations

» April 13, 2021: Arts and Culture

» April 27, 2021

- Greenhouse Gas Emissions
- Natural Hazards
- Local Hazard Mitigation Plan
- Sustainability

#### **ABOUT THE WORKSHOPS AND ONLINE SURVEY**

Approximately 16 people attended the first workshops, and 20 attended the second one. Each workshop included three rounds of small group discussion with three to five small groups per round of discussion. Participants pre-registered for the top three topics they wanted to discuss. Table 1 identifies the topics discussed by the small groups.

**TABLE 1 POLICY OPTIONS SMALL GROUP DISCUSSION TOPICS**

Small Group Policy Topics	March 9 Workshop (# of Small Groups)	March 10 Workshop (# of Small Groups)
Arts and Culture	1	1
Environmental Justice/Climate Change	1	1
Farmland Mitigation/ Sensitive Habitats/Heritage Trees	1	1
Growth Management	2	1
Housing	2	1
Parks/New School Funding	2	2
Retail Leakage/Job Creation/Tourism	2	2
Special Planning Areas	1	1
Circulation	1	1

Source: PlaceWorks, 2021.

The City is also collecting public input on the policy issues through an online survey available on [www.Hollister2040.org](http://www.Hollister2040.org). As of April 5, 2021, approximately six respondents provided feedback on arts and culture. This feedback is reflected in the summary of public input below. The online survey will remain open through April 16, 2021. All feedback from the online survey will be summarized and presented to the Planning Commission and City Council in May and June 2021 (respectively).

## ARTS AND CULTURE

- Workshop participants and the majority of online survey respondents support including the six arts and culture element goals in the General Plan: leadership, creative identity, arts every day, cultural environment, place and ecosystem.
- Other comments on the six arts and culture element goals:
  - Add sustainability as a new goal to ensure continued effort for securing funding.
  - The San Benito County Arts Council (Arts Council) currently provides arts leadership in the city.
- Comments on expanding and fostering the city’s arts and culture sector:

- The majority of workshop participants and online survey respondents support efforts to link secondary school students with creative careers by exploring pipeline to work programs.
- Workshop participants and online survey respondents generally support creation of a City staff position to serve as a liaison.
- One survey respondent recommends the City pay funds to an existing organization, such as the Hollister Downtown Association or Arts Council, to serve as the staff position.
- Some workshop participants and survey respondents support collaboration with the Arts Council on their strategic plan.
- Several online survey respondents support creation of a non-profit that can serve as a fiscal agent and shared-use agreements for use of private space by non-profits.
- General support for policies that ensure arts and culture leadership reflects the city's diversity and establish a City arts commission or staff position to serve as a liaison.
- Additional comments from workshop participants:
  - The Arts Council, along with the Public Art Review Committee, created a list of policy priorities that have been shared with GPAC.
  - Establish how funding will be provided for the arts and culture sector.
  - Provide a new facility that serves as a centralized space for arts and culture.
  - The Arts Council and Youth Alliance can help with implementation of a designated creative arts space.
- Comments on funding and expansion of arts and cultural programs:
  - Workshop participants support all policies and actions identified. The policies should encourage incorporating art within private projects within Downtown.
  - The majority of online survey respondents support efforts to strengthen arts and culture grants, as well as incorporating arts and culture within Downtown.
  - Some online survey respondents support incorporating public art into major new private development projects and developing funding streams for physical arts and culture investments through allocations from the capital budget.
  - A few survey respondents support sustainable public funding streams from ongoing sources such as hotel taxes.
  - One survey respondent would also like to see arts and culture incorporated within schools, parks, community gardens and shopping areas.

- Additional feedback from workshop participants include:
  - Create affordable housing opportunities for artists within Downtown.
  - Conduct an analysis of the current and future demand for live-work units for artists.
  - Consider how funding will be provided to achieve these policies and actions.
  - Add an art walk in Downtown.
- Comments on guiding the development of arts and cultural facilities and events:
  - Workshop participants did not have time to discuss this topic.
  - Online survey respondents generally support examining the need for a community arts center and incorporating public art into city infrastructure and public space projects.
  - Some online survey respondents support mini-grants for small-scale creative activations and grants for murals and exhibitions in interior spaces, such as coffee shops and libraries.
  - Several online survey respondents support evaluating the potential for a Downtown arts and culture district as well as a naturally occurring cultural district outside of downtown.
  - Some online survey respondents support a yearly arts festival.
  - A few respondents support undertaking a placemaking plan and evaluating the need for and means of creating artist living and work space.
  - Additional comments from online survey respondents:
    - Bring attention to the arts for environmental education purposes and promote the use of reuse/upcycled materials.
    - Build upon events already taking place within the City Limits such as the biker rally and farmers markets as a venue for arts.
    - Add rotating exhibits or sculptures of environmental art within City Hall, park facilities, and Downtown.
    - Provide painted bike racks around town.
- Comments on regulatory recommendations the General Plan should include:
  - Workshop participants did not have time to discuss this topic.
  - All online survey respondents support establishing an approval process for public art on private property, such as murals.

- Most online survey respondents support creating land-use policies that support destination creative enterprises.
- Some respondents support policies that address permitting, zoning and licensing issues to enable the creative use of vacant spaces and resolving issues to support low-impact creative enterprises in neighborhoods.