

## **Pelham Arts Advisory Committee Goals and Priorities 2019 – 2022**

**Provide advice to Council on all matters related to the arts, including public art, visual and performing arts**

### **Goal #1: Communication and Outreach**

1. Develop a concise message about the role of the Pelham Arts Advisory Committee and the importance of the arts in Pelham

Actions:

- 1.1 Create and use a consistent message about the arts in Pelham by October 2019

2. Create awareness about the arts in Pelham

Actions:

- 2.1 Develop a webpage on the TOP website, November 2019
- 2.2 Use social media to create awareness, ongoing
- 2.3 Engage residents at community events and at the MCC, ongoing

3. Engage arts-related groups and clubs in discussions about the visual and performing arts in Pelham

Actions:

- 3.1 Create a list of groups and organizations, December 2019
- 3.2 Invite groups and clubs to discuss ideas about the arts in Pelham, December 2020

4. Research Best Practices

Actions:

- 4.1 Research other communities with vibrant local visual and performing arts, June 2021

### **Goal #2: Foster the Arts in Pelham**

1. Enhance and expand "Art on the Walls"

Actions:

- 1.1 Enhance Art on the Walls at MCC, December 2019
- 1.2 Identify other community space suitable for Art on the Walls, June 2021

2. Identify opportunities for the performing arts

Actions:

- 2.1 Explore community and professional theatre activities, September 2021
- 2.2 Explore new musical performing activities including open mic nights, dance and other forms of musical performances, June 2022

3. Develop the process to select and recommend public artworks, including identification of the evaluation criteria for public art (such as aesthetics, costs, assessment, insurance, maintenance, etc.) for donations, purchases, rotation of art and decommissioning of art

Actions:

- 3.1 Inventory all public art in the Town of Pelham, December 2020
- 3.2 Identify spaces suitable for public art using the Public Art Plan, December 2020

**Goal #3: Identify Partnerships and Funding Opportunities**

1. Explore opportunities to work in collaboration with local schools

Actions:

- 1. Identify arts programming and contacts in local schools, June 2020
- 2. Establish competitions and opportunities to showcase performing and visual arts, June 2022

2. Secure an annual budget from the Town of Pelham to support the work of the Pelham Arts Committee

Actions:

- 2.1 Prepare and submit a budget request in September, annually.

3. Research, identify and review funding opportunities

Actions:

- 3.1 Research government funding opportunities, ongoing
- 3.2 Explore and identify potential business partnerships, ongoing

4. Recommend policies to Council, as needed

Actions:

4.1 Develop recommendations to integrate public art into capital projects in the public realm, June 2022

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