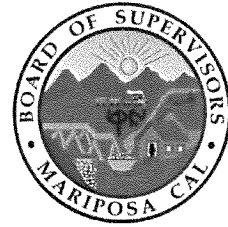




MARIPOSA COUNTY

Planning • 209-966-5151



RESOLUTION - ACTION REQUESTED 2018-387

MEETING: August 7, 2018
TO: The Board of Supervisors
FROM: Sarah Williams, Planning Director
RE: Our Town Creative Placemaking Grant

RECOMMENDATION AND JUSTIFICATION:

Adopt a Resolution Approving the Submittal of an Application to the NEA (National Endowment for the Arts) Our Town Grant Program to Fund Preparation of a Countywide Creative Placemaking Master Plan; Approve a Letter of Support; and Authorize the Board of Supervisors Chair to Sign the Letter.

The NEA Our Town Grant Program is among the most substantial and successful creative placemaking grant programs available to communities. These grants support projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes. Successful Our Town projects ultimately lay the groundwork for systemic changes that sustain the integration of arts, culture, and design into strategies for strengthening communities. Each year, the program funds a diverse array of projects from a variety of social and cultural contexts. This includes rural communities, many of which have used the grant to support comprehensive cultural planning efforts.

This application would provide funding that would enable the project's partnership, which includes the Mariposa County Arts Council, to contract with an interdisciplinary consultant team to:

- 1) lead an innovative and stimulating community planning process to engage a diverse cross-section of the county on a vision for countywide creative placemaking;
- 2) identify creative placemaking priorities, and tangible policies, programs, and projects to achieve those priorities;
- 3) recommend an implementation schedule, including action steps, cost estimates, and organizational responsibilities; and
- 4) organize these planning and engagement outcomes in an accessible, user-friendly format to empower the responsible parties achieve the county's creative placemaking vision.

Announcement of grant award or rejection would occur in April, 2019. If successful, grant work could start no sooner than July 1, 2019.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

Resolution - Action Requested 2018-387

RES-2017-758 approved the county's application to the NACo Creative Placemaking challenge, for which the county was a finalist.

RES-2018-026 established the Creative Placemaking Strategy Advisory Committee, to which members were appointed on 3/13/2018.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Negative action will result in less community dialogue in the future development of a Creative Placemaking Master Plan for Mariposa County and will not enable some of the implementation measures of the General Plan to be realized.

ATTACHMENTS:

BoS_LOS Our Town RS1 (DOCX)

180807 BOS Resolution (DOC)

RESULT: ADOPTED BY CONSENT VOTE [UNANIMOUS]

MOVER: Marshall Long, District III Supervisor

SECONDER: Kevin Cann, District IV Supervisor

AYES: Rosemarie Smallcombe, Marshall Long, Kevin Cann, Miles Menetrey

EXCUSED: Merlin Jones

**STATE OF CALIFORNIA
COUNTY OF MARIPOSA
BOARD OF SUPERVISORS**

Resolution
No. 2018-387

A Resolution Approving the Submittal of an Application to the National Endowment for the Arts (NEA) Our Town Grant Program to Fund Preparation of a Countywide Creative Placemaking Master Plan and Authorize the Board Chair to Sign the Attached Letter of Support.

WHEREAS, several of the General Plan Elements, including the Economic Development, Arts and Culture, and Regional Tourism Elements, contain goals, policies, and programs that weave together economic development objectives with efforts to enhance and celebrate Mariposa County's cultural identity and sense of place – a process known as Creative Placemaking; and

WHEREAS, Resolution No. 2018-26 established the Creative Placemaking Strategy Advisory Committee (CPSAC) to initiate the development of a coordinated plan to achieve General Plan goals, policies and implementation measures related to Creative Placemaking; and

WHEREAS, the CPSAC recommended that staff pursue external funding opportunities to support the development of a coordinated Creative Placemaking Strategy; and

WHEREAS, the NEA Our Town Grant Program is one of the most successful and significant external funding sources for cultural planning efforts such as this.

NOW THEREFORE BE IT RESOLVED THAT, the Board of Supervisors does hereby approve the submittal of an application to the NEA Our Town Grant Program to Fund Preparation of a Countywide Creative Placemaking Master Plan.


ON MOTION BY Supervisor Long, seconded by Supervisor Cann, this resolution is duly passed and adopted this 7th day of August, 2018 by the following vote:

AYES: SMALLCOMBE, LONG, CANN, MENETREY
NOES: NONE
EXCUSED: JONES
ABSTAIN: NONE




Rosemarie Smallcombe, Chair
Mariposa County Board of Supervisors

Attest:



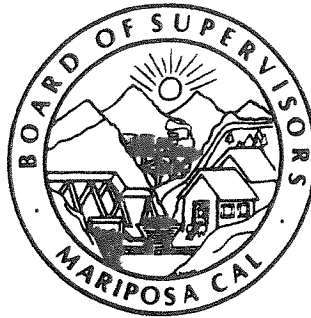
René LaRoche,
Clerk of the Board of Supervisors

Approved as to Form:



Steven W. Dahlem
County Counsel

Mariposa County Board of Supervisors



District 1 ... ROSEMARIE SMALLCOMBE
District 2 MERLIN JONES
District 3 MARSHALL LONG
District 4 KEVIN CANN
District 5 MILES MENETREY

DALLIN KIMBLE
County Administrative Officer

RENE LAROCHE
Clerk of the Board

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August 7, 2018

National Endowment for the Arts
Design Division
400 7th Street, SW
Washington, DC 20506-0001

To the Our Town Review Panel,

I'm writing on behalf of the Mariposa County Board of Supervisors to encourage you to favorably consider Mariposa County's application to the Our Town FY 2019 grant to support the Mariposa County Creative Placemaking Master Plan. This project will advance our community's ongoing efforts to carve out a distinctive and unique sense of place, allowing us to use art, design, and collaborative planning techniques to promote a sustainable, vibrant economy that is both resilient and resonant. On August 7th, 2018, the Board of Supervisors formally passed a resolution endorsing the grant application, and as the Board chair, I can tell you we are collectively excited to be involved in the project.

Our community has relied heavily on Yosemite National Park to stimulate our economy, and, to a great extent, it defines our culture and identity. We have been reasonably effective at capturing the economic benefits of travelers who pass through our community en route to the Park. However, many in our community believe that our economic development strategy can be more effective, and relatedly, more reflective of the cultural and ecological assets that distinguish our rural Sierra Foothills community both from the Park and from other communities in the region. This project is exciting because it will allow the County to inclusively and interactively articulate—perhaps for the first time—exactly what those assets are and how we can use them to celebrate and promote our identity.

From an economic development perspective, we believe that promoting diversity is a responsible and pragmatic approach, in particular in the context of a changing climate. In recent years, the Mariposa community and the Park have experienced a variety of traumatic natural disasters, including rockslides that have irreparably damaged critical transportation infrastructure, wildfires which prompted evacuations from the county seat, and violent flooding which tragically claimed lives. These calamities are in addition to less dramatic but equally significant crises like drought, extreme heat, and the tree mortality pandemic, responsible for the death of millions of trees on

federal, state and private lands. As the region's ecosystems become increasingly unstable, the Park's appeal for visitors—and our infrastructure's ability to support their travels—begin to look like less reliable economic drivers than they have in the past. Promoting a creative, place-based economy that draws on the Park without relying on it will enable our community to thrive in the context of climatic uncertainty.

However, while the Our Town grant offers a significant opportunity to promote a resilient economy, we are at least as excited about the program's potential impact on our community identity and sense of place. The Mariposa County Creative Placemaking Master Plan will empower our community to come together to think beyond Yosemite, examining and embracing the tremendous histories, cultures, and landscapes that truly resonate with our Sierra foothill community and occasionally with visitors. As singular and distinctive as landmarks like Half Dome, Tuolumne Meadows, and Yosemite Falls may seem, the reality is that those wonders are part of a larger ecological system that progresses from the floor of the Central Valley to the peaks of the High Sierra. Located in between these two landscapes, we believe that the Sierra Nevada's rural foothills have a compelling, if often overlooked, contribution to California's natural and cultural history. Through the creative placemaking process, we hope to give those topics the full consideration that they deserve, and to articulate a version of our community's identity that goes beyond what visitors expect to see.

Ultimately, the Our Town grant will allow our community to do something that has rarely, if ever, been done in Mariposa County. By building on the momentum generated by efforts like the establishment of the Creative Placemaking Strategy Advisory Committee and the Transportation for America State of the Art training, we can use the tools of creative placemaking to transform our economy by collaboratively redefining ourselves. This is a tremendous opportunity, one which has the Board of Supervisors' full support.

Sincerely,



Rosemarie Smallcombe
Mariposa County Supervisor; District I
Board Chair, Mariposa County Board of Supervisors