

**City of Sunnyvale
Department of Library and Community Services
Community Services Division**

October 10, 2011

TO: Arts Commissioners
FROM: Nancy Bolgard Steward, Superintendent of Community Services
SUBJECT: Suggestions of Ways to Promote Sunnyvale Arts Programs

At the September 2011 Arts Commission meeting, you expressed an interest in promoting Sunnyvale arts programs and services and serving as advocates for the arts in the community. This subject came up just a few years ago, and the following information was developed at that time. I hope this information will serve as a basis for your discussion.

- 1 At City Council meetings during Public Comments:
 - a) Announce City sponsored theatre programs and invite the community.
 - b) Provide a brief overview of some of the arts classes offered by the City. Include what is involved and what one may learn in the class. Talk about the “benefits of the arts” similar to some of the statements contained in the Community Services Division’s *Arts+* brochure.
 - c) Bring to the Council’s attention select *Art in Private Development* and *Art in Public Places* projects around the City, invite the community to view and appreciate the art, and stress the importance of the arts to our quality of life in Sunnyvale.
 - d) Make Public Announcement during the September Council meeting that October is National Arts and Humanities Month.

Each Commissioner can compose a draft of what he/she would like to say to promote a City arts program and send it to the staff liaison for proofing (a necessary step!) to ensure program information is accurate. Once staff signs off and returns it, the Commissioner would use it as the basis of his/her talk before the Council during the Public Comments section of the meeting.

- 2 Attend City events such as Hands on the Arts, public art unveilings, Community Center Theatre performances, and Special Events where one can mingle with the local politicians and advocate for arts programming in Sunnyvale.
- 3 Volunteer at Council and Commission booths during special events, introduce yourself as an Arts Commissioner, and listen to suggestions from the public. Bring the suggestions to staff during the Commission meetings and, if appropriate, consider them as potential study issues for future years.

NBS/ks

cc: Lisa G. Rosenblum, Director of Library and Community Services
Diane Moglen, Community Services Manager, Arts and Marketing