



AGENDA ITEM SUMMARY

Agenda Date	December 10, 2024
Requested Action	CONSIDER RESOLUTION NO. 2024-R96; A RESOLUTION OF THE CITY OF BOERNE, TEXAS ADOPTING THE ARTS AND CULTURE STRATEGIC PLAN.
Contact Person	Nicholas Montagno, Operations Manager Special Project
Background Information	<p>As discussed at the November 12, 2024, City Council meeting, the Arts and Culture Strategic Plan is ready for adoption. Below is a comprehensive overview of the plan's development and objectives.</p> <p><u>Historical Context and Need for a Strategic Plan:</u> Over the years, Boerne has embraced placemaking through community events and public art. These efforts underscored the need for a deliberate approach to arts and culture. The 2018 Master Plan (Item 6.2.4) identified the importance of exploring funding alternatives for arts-related initiatives, including programs, venues, education, and acquisitions. The Arts and Culture Strategic Plan (Attachment A) offers a structured roadmap to elevate Boerne's quality of life while preserving its unique character.</p> <p><u>Partnership with Keen Independent Research:</u> Staff engaged Keen Independent Research for their expertise in strategic planning and evidence-based research. Keen has successfully collaborated with Texas cities such as San Marcos and Celina on arts and culture initiatives, bringing valuable insights to this project.</p> <p>Key Goals of the Keen Partnership:</p> <ul style="list-style-type: none">• Assess the current state of arts and culture amenities and events.• Envision the desired future of arts and culture in Boerne and provide actionable recommendations.• Align strategies with the 2018 Master Plan to support community and economic development.

Development Process

Community Engagement:

The development process began in February 2024 with data collection and community outreach. Key engagement milestones included:

- **Stakeholder Meetings:** In April 2024, staff and Keen hosted meetings with City Council members, arts organizations, business owners, and community creatives.
- **Public Meeting:** An in-person meeting on April 4, 2024, featured project overviews and interactive activity stations.
- **Virtual Workshop Survey:** Open from April 2 to May 12, 2024, the survey garnered 127 community responses, with detailed findings in Appendix E of the Strategic Plan.
- **Draft Review:** A virtual presentation of the draft plan was held on September 19, 2024, followed by public feedback.

Findings and Community Input:

- Strong community support for arts and culture as tools to enhance quality of life.
- Recognition of Boerne's unique identity, balancing its heritage and Hill Country landscape with modern aspirations.
- Recommendations to strengthen community partnerships and communication regarding arts initiatives.

Key Elements of the Strategic Plan

Goals:

1. Foster a thriving local art and cultural economy to improve residents' quality of life.
2. Utilize arts and culture as tools to enhance safety and security.
3. Celebrate Boerne's history and heritage through placemaking initiatives.

Strategies:

1. Engage local arts and cultural leaders to build partnerships.
2. Highlight and expand existing resources and events.
3. Apply best practices to manage public art collections.
4. Develop and utilize spaces for arts and culture activities.

	<p><u>Implementation Plan:</u> Sections 3 and 4 of the Strategic Plan detail nearly 20 recommendations, with an emphasis on foundational policies and strategies to support future initiatives. Notable recommendations include increasing the visibility of arts events and strengthening relationships with community partners.</p>
Item Justification	<input type="checkbox"/> Legal/Regulatory Obligation <input checked="" type="checkbox"/> Infrastructure Investment <input type="checkbox"/> Reduce Costs <input checked="" type="checkbox"/> Customer Pull <input type="checkbox"/> Increase Revenue <input checked="" type="checkbox"/> Service Enhancement <input type="checkbox"/> Mitigate Risk <input type="checkbox"/> Process Efficiency <input checked="" type="checkbox"/> Master Plan Recommendation <input type="checkbox"/> Other:
Strategic Alignment	Community Charm C1: Offering quality customer experiences. C2: Seeking customer-driven feedback. C3: Collaborating with community partners to enhance quality of life. F2: Investing in and maintaining high-quality infrastructure systems and public assets. B2: Advancing master plan recommendations.
Financial Considerations	No additional financial allocation is required for the adoption of this plan.
Citizen Input/Board Review	N/A
Legal Review	N/A
Alternative Options	N/A
Supporting Documents	Resolution No. 2024-R96 Attachment A – Arts & Culture Strategic Plan