



CITY OF EMERYVILLE

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PLEASE POST

PUBLIC NOTICE

NOTICE OF FORMATION OF STRATEGIC PLAN STEERING COMMITTEE FOR THE EMERYVILLE ARTS AND CULTURAL CENTER

APPLICATION DEADLINE EXTENDED TO MONDAY, OCTOBER 13, 2008

NOTICE IS HEREBY GIVEN that the Emeryville Redevelopment Agency is accepting applications from interested individuals to serve on a new “**Strategic Plan Steering Committee**” being formed in connection with the Emeryville Arts and Cultural Center Project.

In spring 2008, the Emeryville Redevelopment Agency approved embarking on a one-year strategic planning and visioning process for a new arts and cultural center, to be located within the architecturally- and historically-important former United Stamping Company building located at 4060 Hollis Street in Emeryville’s Park Avenue District. The Redevelopment Agency purchased this building in spring 2006 and conducted an initial schematic design process that was completed in 2007 to visualize ways in which the 30,000-square foot former warehouse building could be adaptively renovated to house arts uses. In June 2008, the Redevelopment Agency entered a contract with the San Francisco-based firm, Museum Management Consultants (MMC), to conduct a community-based strategic planning process to help guide the Agency in developing a vision for the ideal uses and function of the center, as well as the most effective model for operation of the center. The first assessment phase of the strategic planning process is currently underway, during which MMC is conducting one-on-one interviews with community stakeholders and researching other comparable models of arts centers.

Also during this phase, the Agency desires that a Strategic Plan Steering Committee be formed that will help guide the consultants and Agency in the development of the Strategic Plan for the Emeryville Arts and Cultural Center. The Steering Committee is expected to hold approximately six to eight meetings between November 2008 and April 2009. The meetings will be held at Emeryville City Hall, 1333 Park Avenue, Emeryville, California, at times to be determined after appointment of the Steering Committee. It is anticipated that the meetings will be held on a weekday and be approximately two hours in duration, either at the beginning or end of the work day, or in the early evening.

Those considering participation on the Steering Committee are strongly encouraged to participate in a half-day "Visioning Workshop" on the morning of Saturday, October 11th at Emeryville City Hall. The Workshop will begin at 9 a.m. in the City Council Chambers, 1333 Park Avenue (8:45 a.m. registration/sign-up begins).

The goals of the Strategic Plan Steering Committee are to brainstorm ideas, share information, prioritize needs, develop goals and objectives for the Art Center to be included in the Strategic Plan, and review and comment on the draft Strategic Plan document. Recommendations made by the Steering Committee will be forwarded to the Agency for its consideration.

It is the Agency's intention to establish a Strategic Plan Steering Committee comprised of a maximum of ten (10) members, two of whom will be appointed Councilmembers. It is also desirable that the Steering Committee include individuals who have one or more of the following interests and/or areas of expertise: interest in Emeryville's arts community, familiarity with cultural facility development, business operations planning, financial feasibility analysis, arts education, strategic planning, community-based planning processes, and marketing or public relations.


The Emeryville Redevelopment Agency encourages interested residents and business persons in Emeryville to apply for appointment to the Emeryville Arts and Cultural Center Strategic Plan Steering Committee. The City of Emeryville and Redevelopment Agency do not discriminate on the basis of race, ethnicity, gender, disability, sexual orientation, religion or creed. All persons interested in applying may obtain an Advisory Committee Application Form on the City's website under the Government page at <http://www.ci.emeryville.ca.us/gov/>, or by contacting the City Clerk at 510.450.7800 to request that one be mailed.

Completed applications should be mailed or delivered to the City Clerk at the City of Emeryville, 1333 Park Avenue, Emeryville, CA 94608.

The original application deadline of August 27th has been extended. Please note that the City is accepting applications for appointments to the Strategic Plan Steering Committee through 5 p.m. on Monday, October 13, 2008. It is anticipated that the Redevelopment Agency will appoint members to the Steering Committee at its October 21st meeting.

Additional information on the Strategic Plan Process, Schedule, and Arts and Cultural Center Project may be found on the City's website at <http://www.ci.emeryville.ca.us/news/> or by contacting Amy Hiestand in the Economic Development and Housing Department at 510.596-4354 or ahiestand@emeryville.org.

DATED: September 26, 2008



Karen Hemphill
City Clerk

Posting date: September 26, 2008

Post until: October 17, 2008