

**Monterey County Board of Supervisors
Referral Submittal Form**

**Referral No. 2025.14
Assignment Date: 10/21/25**

SUBMITTAL - Completed by referring Board office and returned to CAO no later than noon on Thursday prior to Board meeting:

Date: 10/14/2025	Submitted By: Supervisor Luis Alejo	District #: 1
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Referral Title: Monterey Count Arts Master Plan

Referral Purpose: The purpose of this referral is to initiate the development of an Arts Master Plan for the County of Monterey, designed to establish a long-term vision for promoting, supporting, and expanding public art throughout the county's unincorporated areas.

Brief Referral Description: An Arts Master Plan will serve as a strategic framework to guide the County's approach to arts and cultural development, positioning Monterey County as a vibrant, inclusive, and culturally rich destination for residents and visitors alike. Rooted in community engagement and cultural equity, the plan will aim to inspire residents, empower local artists, and expand equitable access to public art opportunities while celebrating the diverse stories, histories, and voices that define our region.

Focusing on the unincorporated communities, the Arts Master Plan will guide the thoughtful curation, placement, and preservation of public art that reflects both the deep historical roots and the forward-looking aspirations of Monterey County. Through transformative and inclusive artistic expression, the plan will foster unity, intergenerational connection, and cultural pride, uplifting communities with art that inspires, heals, and engages.

Developed in partnership with the Arts Council for Monterey County, the plan will help cultivate unincorporated areas as thriving cultural destinations that enhance quality of life, support creative placemaking, and contribute to the economic vitality and identity of the region.

Beyond guiding artistic initiatives, the Arts Master Plan will also serve as a policy and planning tool to advise the Board of Supervisors on arts and culture strategies. It will promote collaboration across local jurisdictions, educational institutions, and community organizations; encourage cultural preservation and diversity; and strengthen partnerships between public, private, and nonprofit sectors.

Ultimately, the Monterey County Arts Master Plan will ensure that art and culture are recognized as essential components of community well-being, local identity, and economic development, helping shape a more connected, creative, and resilient Monterey County.

Classification - Implication	Mode of Response
☐ Ministerial / Minor ☐ Land Use Policy ☐ Social Policy ☐ Budget Policy ☒ Other: <u>Community Beautification/Art</u>	☐ Memo ☒ Board Report ☒ Presentation
	Requested Response Timeline
	☐ 2 weeks ☒ 1 month ☐ 8 weeks ☐ Status reports until completed ☐ Other: _____ ☐ Specific Date: _____

**ASSIGNMENT – Provided by CAO at Board Meeting. Copied to Board Offices and Department Head(s)
Completed by CAO's Office:**

Department(s): CAO	Referral Lead: Debbie Paolinelli	Board Date: 10/21/25
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REASSIGNMENT – Provided by CAO. Copied to Board Offices and Department Head(s). Completed by CAO's Office:

Department(s):	Referral Lead:	Original Date:
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ANALYSIS - Completed by Department and copied to Board Offices and CAO:

Department analysis of resources required/impact on existing department priorities to complete referral:
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Analysis Completed By: _____ Date: _____	Department's Recommended Response Timeline
	☐ By requested date ☐ 2 weeks ☐ 1 month ☐ 6 weeks ☐ 6 months ☐ 1 year ☐ Other/Specific Date: _____

REFERRAL RESPONSE/COMPLETION - Provided by Department to Board Offices and CAO:

Referral Response Date:	Board Item No.:	Referrals List Deletion:
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