



BARRY C. SAMUEL  
DIRECTOR

(831) 454-7900  
FAX (831) 454-7940  
TDD (831) 454-7978

979 17th AVENUE SANTA CRUZ, CALIFORNIA 95062-4170

November 4, 1998

AGENDA: NOVEMBER 24, 1998

Board of Supervisors  
701 Ocean Street  
Santa Cruz, CA 95060

SUBJECT: MOBILE MUSE PROJECT

Dear Members of the Board:

The Arts Commission has developed, in concept, an exciting new program which, with your approval, they would like to implement. The project is currently being called the Mobile Muse. The Mobile Muse will be operated in conjunction with the Santa Cruz Metropolitan Transit District (SCMTD).

Benefit to Local Residents and Artists

The concept of Mobile Muse is to utilize the inside, often underused, bus display panels as a traveling exhibit of Santa Cruz County literary and visual art work. The Mobile Muse will provide an opportunity to feature the Artist of the Year's works, childrens art work, and the work of Santa Cruz County artists. The Metro has indicated its' interest in this project. They are delighted to participate in this project because the advertising space inside the buses is often underutilized and the art work would provide their ridership with something interesting to look at. The project, featuring the works of our community's artists also will serve to highlight the wealth of creativity in our County.

Timetable for Implementation

The timetable for implementation of the project would have the first exhibit being installed in the buses in April 1999 and run through June 1999.

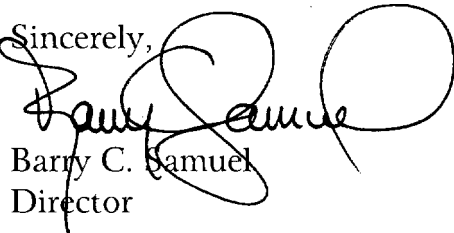
The Metro will hang the art work in the buses at no cost. The cost for the first exhibit is anticipated to be approximately \$1,000 (materials, duplicating, and laminating for placement on 100 buses.) The cost of the project would be borne by the Arts Commission and funds are already available within the Commission's 1998/99 budget. The Arts Commission would be responsible for providing SCMTD with the work, ready to hang.

Mobile Muse Task Force

The County Arts Commission would establish a task force to work with the Commission in developing the guidelines for exhibition, types of exhibitions, time lines for the exhibitions, storage and drop off locations, and other logistical issues. These guidelines would be brought forward to the County Arts Commission for approval.

It is therefore RECOMMENDED that your Board approve the concept of the Mobile Muse project and direct the Arts Commission to implement this new project as soon as possible.

Sincerely,



Barry C. Samuel  
Director

RECOMMENDED:



SUSAN A. MAURIELLO  
County Administrative Officer

cc: County Counsel  
Risk Management  
CAO  
Auditor-Controller  
Parks Department  
County Arts Commission