



SELA Cultural Center Advisory Panel

Draft Work Plan

December 16, 2024

Introduction

The SELA Cultural Center Advisory Panel will work with community members and partners to develop a set of recommendations for ongoing operations at the Center, as established by the California Legislature in 2023. To ensure that all Panel meetings are open to the public, the Panel will be subject to the Bagley Keene Open Meeting Act, which requires all activities to be conducted openly for public participation.

The Panel's members represent a diverse cross section of SELA community experiences and arts expertise. Panel members include members of the SELA neighborhood and artist community, local tribal communities, relevant public agencies, as well as arts associations and nonprofits.

Before beginning its work, the Panel is required to establish a work plan that sets deadlines for completing the work described in the legislation. This document outlines the sequence of work products and milestones for the Panel to successfully complete its work as stated in the legislation.

As part of the work plan, the Panel will also craft a vision statement for the SELA Center. MIG will support feedback gathering from the SELA artist community to inform the SELA vision, with both the final statement and work plan to be completed by **December 31, 2024.**

Upon completing the described activities below, Panel members will develop a Recommended Operations Plan that upholds a shared vision for the cultural center, details logistics for completing construction and opening, outlines a proposed operating model, recommends operator(s), analyzes annual operation costs and needs, and highlights potential financing models. This final Recommended Operations Plan will be completed by **January 1, 2027.**

Task A: Panel Meetings (Legislation Text C1)

Panel members will attend monthly meetings over the course of two years, beginning December 2024 to conduct research and develop the operations plan.

The overview of proposed Panel meeting topics is listed below.

Phase I: Panel Research	
Timing	Activities
2025 Q1	Monthly meetings A.1 Review and approve Work Plan and Vision Statement A.2 Inform Community Engagement Plan A.3 Research and guest and expert presentations
	<i>Additional tasks to be defined by the Panel:</i>
2025 Q2	Monthly meetings A.4 Research and guest and expert presentations A.5 Stabilization plan models case studies
	<i>Additional Tasks to be defined by the Panel:</i>
2025 Q3	Monthly meetings A.6 Research and guest and expert presentations A.7 Review community ideas and community stabilization plan framework
	<i>Additional Tasks to be defined by the Panel:</i>
2025 Q4	Monthly meetings A.8 Research and guest and expert presentations A.9 Review community ideas and community stabilization plan framework
	<i>Additional Tasks to be Defined by the Panel:</i>
Phase II: Operations and Plan Development	
Timing	Activities
2026 Q1	Monthly meetings A.10 Review community ideas, operations research, stabilization framework A.11 Discuss ongoing external communications
	<i>Additional Tasks to be Defined by the Panel:</i>
2026 Q2	Monthly meetings A.12 Review community ideas, operations research, stabilization framework
	<i>Additional Tasks to be Defined by the Panel:</i>

<i>Timing</i>	<i>Activities</i>
2026 Q3	Monthly meetings A.13 Review community ideas, operations research, stabilization framework A.14 Discuss ongoing external communications
	<i>Additional Tasks to be Defined by the Panel:</i>
Jan 1, 2027	Complete Draft and Final Recommended Operations Plan

Task B: Community Engagement Activities (Legislation Text C3)

Panel members will support ongoing community engagement efforts to understand community preferences and incorporate expressed priorities into the final Recommended Operations Plan.

Examples of community engagement activities may include community outreach, a public convening, building relationships with key partners, promotion of the cultural center and its services, among other activities.

The timing for proposed activities that will support Community Engagement is listed below.

Phase I: Panel Research	
<i>Timing</i>	<i>Activities</i>
2025	B.1 Develop Community Engagement Plan B.2 Round 1 Community Meetings
	<i>Additional Tasks to be Defined by the Panel:</i>
2025	B.3 Partner Outreach (e.g. attend local events, meet with schools)
	<i>Additional Tasks to be Defined by the Panel:</i>
2025	B.4 Partner Outreach (e.g. connect with local CBOs, SELA art fairs) B.5 Discuss recurring themes from community engagement activities B.6 Review Community Ideas Summary
	<i>Additional Tasks to be Defined by the Panel:</i>
2025	B.7 Partner Outreach (e.g. attend community events, informational tabling) B.8 Round 2 Community Meetings B.9 Review Panel Phase I Report: Preferred Direction (including Vision)
	<i>Additional Tasks to be Defined by the Panel:</i>
Phase II: Operations and Plan Development	
<i>Timing</i>	<i>Activities</i>
2026	B.10 Partner Outreach (e.g. give updates at local events, schools)
	<i>Additional Tasks to be Defined by the Panel:</i>
2026	B.11 Partner Outreach (e.g. give updates with local CBOs, attend local events)

<i>Timing</i>	<i>Activities</i>
2026	B.12 Discuss recurring themes from community engagement activities B.13 Review Community Ideas Summary
	<i>Additional Tasks to be Defined by the Panel:</i>
2026	B.14 Partner Outreach (e.g. present community ideas at a workshop)
	<i>Additional Tasks to be Defined by the Panel:</i>
Jan 1, 2027	B.15 Review Community Preferences and Priorities due Jan 1., 2027

Task C: Ongoing Communications

Panel members will also support external communications to inform the public about the cultural center, its services, and communities, as well as share updates on any Panel activities.

The overview of proposed Ongoing Communications activities is listed below.

Phase I: Panel Research	
<i>Timing</i>	<i>Activities</i>
2025	C.1 Website launch C.2 Share draft Community Engagement Plan
	<i>Additional Tasks to be Defined by the Panel:</i>
2025	C.3 Ongoing website updates and external communications (e.g. press release)
	<i>Additional Taks to be Defined by the Panel:</i>
2025	C.4 Share draft Community Ideas Summary
	<i>Additional Task to be Defined by the Panel:</i>
2025	C.5 Ongoing website updates and external communications (e.g. press release) C.6 Share draft Panel Phase I Report: Preferred Direction
	<i>Additional Tasks to be Defined by the Panel:</i>
Phase II: Operations and Plan Development	
<i>Timing</i>	<i>Activities</i>
2026	C.7 Ongoing website updates and external communications (e.g. press release)
	<i>Additional Tasks to be Defined by the Panel:</i>
2026	C.8 Share draft Community Ideas Summary
	<i>Additional Tasks to be Defined by the Panel:</i>
2026	C.9 Ongoing website updates and external communications (e.g. press release) C.10 Share Community Preferences and Priorities
	<i>Additional Tasks to be Defined by the Panel:</i>

<i>Timing</i>	<i>Activities</i>
Jan 1, 2027	C.11 Post final Recommended Operations Plan to website

Task D: Building Partnerships with Local and State Government, SELA Cities, RMC, SGMC, Schools, etc. (Legislation Text C1, C4, and C5)

Panel members will also build working relationships with partners at the state, the county, SELA community groups, SELA cities, and other local agencies, artists, art organizations, schools, colleges, and universities to inform the final Recommended Operations Plan.

The overview of proposed Building Partnerships activities is listed below.

Phase I: Panel Research	
<i>Timing</i>	<i>Activities</i>
2025	D1. Identify key partners at different jurisdictions, organizations, etc. D.2 Review Partnership Building Scope of Work
	<i>Additional Tasks to be Defined by the Panel:</i>
2025	D3. Public engagement with SELA community groups, artists, schools, county and state officials, tribal communities, etc. (e.g. focus groups, listening sessions)
	<i>Additional Tasks to be Defined by the Panel:</i>
2025	D4. Discuss recurring themes from engagement and prepare upcoming activities
	<i>Additional Tasks to be Defined by the Panel:</i>
2025	D5. Public engagement with SELA community groups, artists, schools, county and state officials, tribal communities, etc. (e.g. workshops, tabling sessions)
	<i>Additional Tasks to be Defined by the Panel:</i>
Phase II: Operations and Plan Development	
<i>Timing</i>	<i>Activities</i>
2026	D6. Public engagement with SELA community groups, artists, schools, county and state officials, tribal communities, etc. (e.g. attend SELA events, public convenings)
	<i>Additional Tasks to be Defined by the Panel:</i>
2026	D7. Discuss recurring themes from engagement and prepare upcoming activities
	<i>Additional Tasks to be Defined by the Panel:</i>

<i>Timing</i>	<i>Activities</i>
2026	D8. Public engagement with SELA community groups, artists, schools, county and state officials, tribal communities, etc. (e.g. workshops, presentations) D9. Confirm partners are aligned with draft Community Preferences and Priorities and Recommended Operations Plan
	<i>Additional Tasks to be Defined by the Panel:</i>
Jan 1, 2027	D.10 Final review of Draft and Final Community Preferences and Priorities & Recommended Operations Report