



**San Mateo County
Arts Commission**

Nicole Moayeri, M.D., 1st District
Dildar Gill Pisani, 2nd District
Sherrill Swan, 3rd District
Karen Chew, 4th District
Susan Salamy, 5th District

Department of Parks
455 County Center, 4th Floor
Redwood City, CA 94063
David G. Holland, Director
(650) 599-1393

**Regular Meeting of the Arts Commission
Monday, November 17, 2008
12 to 1:30 p.m.
455 County Center, 4th Floor, Room 401
Redwood City, CA 94063**

Minutes

1. Roll Call

Chair Chew called the meeting to order at 12:08 p.m.

Commissioners: Chew (Chair), Gill Pisani, Moayeri (arrived at 12:35 p.m.), Salamy, Swan

2. Oral Communications

Ms. Julie Fellers, Peninsula Arts Council, said the 2009 Diamond Awards would be in the community room of the new Redwood Shores Library on January 29, 2009, 5:30 to 8:00 p.m. She said that Mr. Jason Newblanc was a new Board member and his interest was in public art.

3. Agenda Amendments

There were none.

4. Consideration of Minutes

A. Regular Meeting of October 20, 2008

Commission Action: M/S Gill Pisani/Swan to approve the minutes as submitted.

Motion carried 3-0 with Commissioner Salamy abstaining and Commissioner Moayeri not yet in attendance.

5. Action Items

A. Review and Approve 2009 Meeting Dates

(This item was heard after item 5.C)

Commissioner Moayeri said that she now had clinic on Mondays until 12:30 p.m.

Commission Action: M/S Gill Pisani/Salamy to accept the proposed meeting dates and change the meeting time to 1 to 2:30 p.m.

Motion carried 5-0.

B. Consideration of Nomination Process for 2009 Arts Educator of the Year

The Commission identified numerous ways to get the nomination call out for the County's 2009 Arts Educator of the Year:

- Almanac and San Mateo County Times
- Dick Sperisen, County Office of Education for Disbursement to all Public Schools
- Private Schools
- Community Colleges
- Hillsborough Education Foundation
- Redwood City Music Education Foundation

It was noted that for prior years, there had been an alternating focus on private and public arts educator nominations each year.

Commission Action: M/S Gill Pisani/Swan to consider both public and private arts educators for nomination for annual arts educator award.

Motion carried 4-0 with Commissioner Moayeri not yet in attendance.

The Commission discussed in addition to a resolution honoring the arts educator of the year to provide a gift certificate to Morrison's or RAFT to the recipient and publicize the recognition event.

Commissioner Salamy suggested adding "Years of experience as an arts educator" to the nomination form and to post the nomination form on the Parks website. There was Commission consensus. Staff will find out whether the form could be completed online as well.

C. Consideration of March 2009 Women's Art Show

Commissioner Gill Pisani said that artwork would be accepted on March 2 and the show would run March and April. Entries would be limited to two pieces rather than three pieces as in previous years because of the major increase in submittals in 2008. Juried work will be hung in the Caldwell Gallery; non-juried work will be hung in the Community Gallery.

Commission Action: M/S Gill Pisani/Swan for the Arts Commission to share the costs of the art show, including an honorarium for the juror of \$400.00, three \$100.00 artist awards, and \$100 for refreshments for the artist's reception.

Motion carried 4-0 with Commissioner Moayeri not yet in attendance.

6. Subcommittee Reports

A. Symposium/Cultural Event – Chew, Gill Pisani, Holland

Chair Chew reported that Commissioner Gill Pisani, Director Holland and she had visited with Dr. Alberto Rafols, Executive Director, Cultural Council of Santa Cruz County. Mr. Rafols said it was important to know what an arts organization was supporting and why; to have a strategic plan. She said that twice a year all of the arts organizations, artists and art advocates meet. Director Holland said there were three broad points to their success: they meet, assess need, and know what the value is; they stay focused and declare success; and they try their best to have a place for everyone at the table. He said the model was an arts coalition with an

executive council. He said he met with the Santa Cruz County Parks Director, and that arts commission has a large annual event, and their whole program is memorialized. He said he saw the symposium as an opportunity to develop a collaborative committee to assess what's needed for the arts/artists in San Mateo County, and develop a cultural organization..

B. Marketing – Moayeri, Swan, Holland

Commissioner Swan said the subcommittee had met with Mr. Jeff Trabucco, Artsopolis, and Ms. Anne LeClair, SMCCVB, to discuss marketing the arts in San Mateo County, including developing a name and logo for the County's Artsopolis site. Ms. LeClair said the CVB would be hosting Travel Writers in 2009 and art as the theme was a potentiality; decision would be made by March.

C. Arts Education – Moayeri, Salamy, Holland

Commissioner Moayeri said she had attended a meeting of the California Arts Education Advocacy group, who discussed getting arts education into the lower grades, providing mentoring on career days, and demonstrating to the business community how an arts education makes a person a better problem solver.

D. Policy - Holland

Director Holland said that the County of Santa Cruz Parks Department has policies in place related to art, and he will get copies of those for the subcommittee to review.

7. Adjournment

The meeting adjourned at 1:30 p.m.