



## San Mateo County Arts Commission

Cindy Zheng, 1<sup>st</sup> District  
Dildar Gill Pisani, 2<sup>nd</sup> District  
Sherrill Swan, 3<sup>rd</sup> District  
Karen Chew, 4<sup>th</sup> District  
Lisa Steel, 5<sup>th</sup> District

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

### Regular Meeting of the Arts Commission

Monday, June 15, 2009

12 (noon) to 1:30 p.m.

Room 405, 4<sup>th</sup> Floor\*

455 County Center

Redwood City, CA 94063

## MINUTES

Chair Swan called the meeting to order at 12:05 p.m.

### 1. Roll Call

Commission: Chew, Gill Pisani (Vice Chair), Steel, Swan (Chair), Zheng (Absent)  
Staff: Bennett, Holland, Tolmasoff  
Peninsula Arts Council: Fellers, Waters

### 2. Oral Communications

None

### 3. Agenda Amendments

None

### 4. Consideration of Minutes

A. Regular Meeting of May 27, 2009

Commission Action: M/S Gill Pisani/Chew to approve the minutes with one modification.

- Page 1, under item 1, 14<sup>th</sup> line, replace “an East Menlo Park Elementary School” with “Beechwood Elementary School.”

Motion carried 4-0 with Commission Zheng absent.

### 5. Action Items

A. Consideration of 2009/10 Peninsula Arts Council Proposal for Gallery Curation Services

Commissioner Gill Pisani said the Budget Subcommittee (Gill Pisani/Steel) would like a breakdown of the charges. Ms. Fellers said that the exhibits showcase local artists and the charges include press releases, public outreach, and installation of the exhibits. Ms. Tolmasoff asked about the breadth of outreach to the county’s artists about exhibiting in the Caldwell Gallery. Ms. Fellers said that Ms. Waters, the curator, has been involved with artists’ communities for 30 years and promotes new artists. Commissioner Chew said that other types of medium needed to be included such as fine arts photography. She asked what groups were

contacted about potentially becoming exhibitors. She noted that there were six shows in the Caldwell Gallery, one of which is a group show. She said there should be more outreach to local galleries for artists. She said the Community Gallery could be used for school group exhibits and emerging artists. Ms. Fellers said she would be happy to meet with Commissioner Chew to address needs. Chair Swan suggested adding Commissioner Chew's requests as an addendum to the proposed agreement. Commissioner Gill Pisani suggested that the discussion be directly with Ms. Waters and to allow for appropriate lead time regarding desired potential changes. Chair Swan suggested that a discussion of the galleries be a condition of approval. Commissioner Gill Pisani suggested approving the agreement with a note to conduct the discussion during the year prior to a 2010/11 proposal for curation services. Director Holland suggested that the Support and Networking Subcommittee (Chew/Gill Pisani) might determine the areas of change/expansion wanted and to begin those discussions with Ms. Waters.

Commission Action: M/S Gill Pisani/Chew to approve execution of an agreement between the County of San Mateo and Peninsula Arts Council for curation services for FY 2009/10 as presented and for the Support and Networking Subcommittee to begin discussions with Peninsula Arts Council (Ms. Waters) regarding expansion of outreach and conceptual changes related to curation of County galleries prior to submittal of a proposal for FY 2010/11.

Motion carried 4-0 with Commissioner Zheng absent.

B. Consideration of Name for Artsopolis Upgraded San Mateo County Arts Website

Discussion revolved around a name that would be catchy, descriptive and distinctive relating to the cultural assets of the County.

Commission Action: M/S Gill Pisani/Steel to approve two names listed by order of preference.

1. SMCitsallhere; or 2. destinationSMC

Motion carried 4-0 with Commissioner Zheng absent.

(Director Holland left the meeting.)

**6. Arts Forum 2.0 Follow-up Report:** Ms. Julie Fellers, Peninsula Arts Council

Ms. Fellers reported that over 40 people attended an Arts Forum 2.0: Connecting the Arts in San Mateo County hosted by the Peninsula Arts Council at the Little Fox Theatre in Redwood City, on April 25. The speakers included John Anagnostou, owner of the Fox and Little Fox Theatres, Susan Moeller, Redwood City Redevelopment Office, Jeff Trabucco, Artsopolis, Sagesse Graham, Riekes Center for Human Enhancement, and Julie Ulmer, California Arts Alliance. Judy Sleeth, Executive Director of Art in Action moderated the panel.

Ms. Fellers said Peninsula Arts Council was developing an electronic Google map to highlight the County's arts, parks and cultural assets, in response to a goal of the first Forum held in April 2008. She said at the first Forum the need for increased marketing efforts was identified to advance the arts in the county. She said this year's Forum focused on marketing the arts with discussions on traditional and new media outreach, such as teaching people how to use tools like Facebook.

Ms. Fellers said that the five top ideas from the discussion at the Arts Forum 2.0 were the need for various types of funding for the arts including foundations, grants and county funding, one

comprehensive arts calendar for the County, securing arts education in schools, colleges and universities, and focus and visioning to create a vibrant arts economy.

There was a short discussion about fundraising.

Ms. Waters shared photos of a potential site in the City of San Mateo for the Peninsula Arts Museum.

**7. Subcommittee Reports**

None

**8. Commissioner Reports**

Commissioner Gill Pisani said that she had attended a four-hour jazz banjo concert at St. Mary's. Commissioner Chew highlighted the Maker Faire (Expo Center

**9. Adjournment**

Meeting adjourned at 2:00 p.m.