



San Mateo County Arts Commission

Cindy Zheng, 1st District
Dildar Gill Pisani, 2nd District
Sherrill Swan, 3rd District
Karen Chew, 4th District
Lisa Steel, 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, August 17, 2009, 12 (noon) to 1:30 p.m.
455 County Center, Room 401, 4th Floor*
Redwood City, CA 94063**

MINUTES

1. Roll Call

Commissioners: Chew, Gill Pisani, Steel, Swan, Zheng (absent)
Staff: Holland, Tolmasoff, Bennett

2. Oral Communications

None

3. Agenda Amendments

None

4. Consideration of Minutes

A. Regular Meeting of July 20, 2009

Commission Action: M/S Steel/Chew to approve the minutes as submitted.

Motion carried 4-0 with Commissioner Zheng not in attendance.

5. Action Items

A. Consideration of Authorization of Sponsorship for Fine Arts "BEST OF" Awards for the 2009 Peninsula Festival

Director Holland said the request to sponsor these awards had come in immediately after the last Commission meeting. As there was a short turnaround to respond, he authorized sponsoring the awards. He said if the Commission did not want to sponsor the awards, the Parks Department would cover the costs.

Commissioner Steel said that staff should have conferred with the Commission before taking this action. Director Holland said Parks would cover the costs if the Commission did not want to sponsor the awards.

Commission Action: M/S Chew/Gill Pisani to authorize sponsorship of the 2009 Peninsula Festival's Fine Arts awards, a total of 12 awards at \$50 each, and not to exceed \$600.

Motion carried 4-0.

B. Consideration of Meeting Schedule

Director Holland said that the Parks Department as all of the other departments in the County was developing budget reduction scenarios. He said toward that outcome staff was proposing to both the Parks and Arts Commissions that they meet every two months rather than every month.

Commissioner Steel asked what the savings would be for the Department to meet bi-monthly. Director Holland said the savings was mainly staff resources. Commissioner Steel and other Commissioners concurred that it was not necessary for the County to provide refreshments for their meetings and suggested further that agenda packets be emailed only to save on mailing costs.

Commissioner Gill Pisani said she felt that the Commission was just starting to meld and that it would be good to continue the monthly meetings.

Commission Action: M/S Gill Pisani/Steel that the Arts Commission will continue to meet monthly at least until the end of the fiscal year or June 30, 2010.

Motion carried 4-0 with Commissioner Zheng not in attendance.

6. Subcommittees (Arts Education, Budget, Networking and Support, Policy)

A. Discussion: Projects

B. Reports

Chair Swan said that the Commission had received a proposal from Ms. Anne LeClair, SMCCVB, for the CVB to market the arts in San Mateo County similar to the campaign for "Fresh as it Gets."

Commissioner Steel said the Budget Committee was looking at different uses of the existing funding. Commissioner Gill Pisani said that requesting more funding was not feasible and they were looking at funding and how to best apply it. She said potentially the curation of the galleries could be done by a curator-in-training. Commissioner Steel said the CVB proposal looked like a good deal and that a marketing campaign was needed. She said that most of the budget was committed except for a few thousand dollars and the committee would be looking at alternatives for use of the funds.

Chair Swan said that the CVB proposal included a person one-and-a-half days per week to promote the arts in San Mateo County. Discussion ensued about the goals and desired outcomes of marketing of the arts. Commissioner Chew asked what would be measured to determine the success of marketing so that could be reported to the Board of Supervisors. Commissioner Steel suggested asking Ms. LeClair to quantify measurements of the proposed marketing campaign.

Referring to a meeting that recently occurred, Director Holland said that Ms. Julie Ulmer, a consultant for the California Arts Alliance, had spoken with Julie Fellers and him two months prior about arts education. He said discussion further evolved with Ms. Ulmer regarding how to create a non-profit/arts council to support the arts and what was needed to accomplish that. He said Ms. Ulmer had brought a group of people together to discuss this, including Commissioners Chew and Gill Pisani, but had presented it as a proposal for her to lead the development of such

an organization and to be paid for it. There were other miscommunications that occurred during the meeting. He said he spoke with Ms. Ulmer to let her know that her proposal was not going to go forward. He suggested that the Commissioner look at using a facilitator to have a discussion with PAC on a collective solution in creating a stronger arts council/coalition or foundation. Chair Swan said the Commission had identified the need for an arts foundation and said the question was how to kick it off. Director Holland suggested finding a strong facilitator and bringing important stakeholders together to develop a plan. Commissioner Steel suggested holding off on the CVB proposal for now. Chair Swan said she would respond to Ms. LeClair. Director Holland and Commissioner Gill Pisani volunteered to develop a list of stakeholders; Commissioner Gill Pisani said she would try to identify a facilitator.

7. Commissioner Reports

Commissioner Gill Pisani noted the launch of the San Mateo County RAFT and Commissioner Chew and Moayeri's roles in moving that project into possibility.

8. Adjournment

The meeting adjourned at 1:33 p.m.