



## 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, September 20, 2010  
12 to 1:30 p.m.  
455 County Center, Room 401, 4th Floor  
Redwood City, CA 94063

### MINUTES

#### 1. Roll Call

Chair Gill Pisani called the meeting to order at 12 p.m.

Commissioners: Chew, Gill Pisani (Chair), Steel (Vice Chair), Swan (Absent), Zheng (Absent)  
Staff: Holland, Bennett, Tolmasoff

#### 2. Oral Communications

Chair Gill Pisani said the Commission had received a thank you note from a sculptor who had exhibited in the Rotunda Gallery and was particularly pleased to have received an honorarium. It was noted for the record that the agreement with Peninsula Arts Council for funding of up to \$5,000 annually for the curation of the sculpture gallery had been specifically to help artists with the costs of transporting the sculpture and had never been intended as an honorarium for exhibiting.

#### 3. Agenda Amendments

There were none.

#### 4. Consideration of Minutes

A. Regular Meeting of July 19, 2010

Item was continued to the next meeting.

#### 5. Action Items

A. Consideration of Meeting Dates and Times for Regular Arts Commission Meetings

Chair Gill Pisani said that the current meeting date and time had been set based on a Commissioner's schedule who longer served on the Commission. She said Commissioner Swan had a new schedule as well that would prevent her from attending Monday meetings. It was the consensus of the Commission to confirm with Commissioner Swan if the second Wednesdays of the even-numbered months, 1:30 to 3 p.m., would work for her. Staff will confirm with the Commission.

B. Consideration of Approving Printing Costs for Marketing of [www.discoversmc.com](http://www.discoversmc.com) Brochure

The Commission discussed various locations for distribution of the 5X7-inch postcard (rather than brochure) marketing [www.discoversmc.com](http://www.discoversmc.com) such as libraries, schools, the San Mateo Convention and Visitor's Bureau, local Chambers of Commerce, and city recreation centers.

Commission Action: M/S Steel/Chew to approve printing 10,000 copies.

Motion carried 3-0 with Commissioners Swan and Zheng absent.

Chair Gill Pisani expressed concern that some of the images were of locations that were not in San Mateo County. The Commission consensus was to change the tagline from "Discover San Mateo County Today" to "Discover San Mateo County Arts." The Commission also agreed that 100 playbill sized posters would be printed as well. Commissioner Steel said she would have the change made.

C. Consideration of Request to Sponsor the San Mateo County Fair Fine Arts Division Best of Show Awards (\$700)

Commission Action: M/S Chew/Steel to sponsor the San Mateo County Fair Fine Arts Division Best of Show Awards at the \$700 level

Motion carried 3-0 with Commissioners Swan and Zheng absent.

**6. Reports from Subcommittees** (Arts Education, Budget, Curation, Marketing, Networking and Support, Policy)

Arts Education: It was noted that the Filoli Student Art Show had occurred.

Budget: Director Holland noted that the September budget revisions were on the September 28 Board of Supervisors agenda.

Curation: Commissioner Steel asked about the description for a gallery coordinator. Director Holland indicated the intent to contact local college art departments about potential internships to curate the galleries. Chair Gill Pisani will contact Bob Poplack at Notre Dame de Namur University and Commissioner Chew will get contact information for Rory Nakata at College of San Mateo. Ms. Tolmasoff suggested a diagram/floor plan to share with potential curatorial assistants and art organizations that will exhibit in the galleries.

Marketing: No additional reports.

Networking and Support: Chair Gill Pisani said that the committee for the Planning Project was gelling and that each of the members had at least four to five communities networks and were doers with connections. She said a member from the midcoast had not yet been identified. Commissioner Steel indicated she had potential contacts in the Moss Beach area. She said the Committee would be meeting near the end of the month. She said they needed to determine the audience for the survey that was being developed. Ms. Tolmasoff said that the County Manager's Office maintains different contact databases and might be able to assist. She said she would like one or two people to interview other counties that support the arts and visiting those with innovative local arts agencies. Director Holland said staff would look into identifying

innovative County arts organizations that the Commission might be interested in visiting with or interviewing.

Policy: No report.

Chair Gill Pisani said that the sculpture exhibit in the Rotunda Gallery was there until October. The Commission requested that staff find an appropriate type of visual art show for the space.

## **7. Commissioner Reports**

There were no additional comments.

## **8. Adjournment**

The meeting adjourned at 1:25 p.m.