



## San Mateo County Arts Commission

Cindy Zheng, 1<sup>st</sup> District  
Robin Rodricks, 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  
Wednesday, April 13, 2011  
1:30 to 3:00 p.m.  
455 County Center, Room 401, 4th Floor  
Redwood City, CA 94063**

### **MINUTES**

#### **1. Roll Call**

Chair Steel called the meeting to order at 1:32 p.m.

Commissioners: Chew, Rodricks (Vice Chair), Swan, Steel (Chair), Zheng (Absent)

Staff: Bennett, Lockman

Guests: Seren Pendleton-Knoll and Serenita Kumar, Youth Commission

#### **2. Agenda Amendments**

There were none.

#### **3. Oral Communications**

Ms. Seren Pendleton-Knoll and Ms. Serenita Kumar, San Mateo County Youth Commission, addressed the Commission about the possibility of placing youth with the Arts Commission.

The Commission indicated interest and asked staff to follow up. Ms. Pendleton-Knoll said recruitment would occur in June.

Commissioner Chew said that the Commission was conducting an arts need assessment and would like to get youth to take that survey. Staff will provide Commissioner Chew with Ms. Pendleton-Knoll's contact information.

#### **4. Consideration of Minutes**

##### A. Regular Meeting of February 9, 2011

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

Motion carried 4-0 with Commissioner Zheng absent.

#### **5. Action Items**

##### A. Review and Approve Application for a State and Local Partner Program Technical Assistance Grant in the Amount of \$10,000 for Strategic Planning and Development of a Local Arts Partner

Commission Action: M/S Swan/Rodricks to recommend to the Board of Supervisors approval of an application to the California Arts Council for a Technical Assistance grant in the amount of \$10,000 for strategic planning and development of a Local Arts Partner.

Motion carried 4-0 with Commissioner Zheng absent.

##### B. Review and Approve Vice Chair Rodricks Attendance at the 2011 American for the Arts Conference including a Meeting for the California Arts Council's State and Local Partner Program

Staff noted that the grant referenced in the previous agenda item if approved by the California Arts Council would include an additional amount up to \$1,400 to reimburse the costs for the registration, lodging and travel for the Commission to attend the 2011 American for the Arts Conference.

Commission Action: M/S Chew/Swan to approve Vice Chair Rodricks attendance at the 2011 American for the Arts Conference.

Motion carried 4-0 with Commissioner Zheng absent.

#### **6. Discussion**

##### A. Update on CAST Project

Commissioner Chew said the Committee was preparing to do the individual interviews, which would total 10. Those interviews would go to the consultant, who would summarize the findings and that summary would be brought to the Commission. She said that the online survey had a good number of responses but the responding demographic was not very diverse.

Replying to Commissioner Swan, Ms. Bennett said the survey link was posted on the San Mateo County [www.discoversmc.com](http://www.discoversmc.com) and sent to all of the 200-plus San Mateo County arts organizations who have used the arts website for events, and each CAST committee member sent the link to individuals and groups they identified.

Commissioner Chew noted that the committee was making efforts to expand the diversity of the response group and would be doing individual interviews among various groups which might be considered consumers, patrons and funders, and creators as well as youth and multi-ethnic groups.

Commissioner Swan asked if the survey respondents seemed to have a geographic concentration. Superintendent Lockman said the committee had taken the 2010 census demographic information and looked at the population of the county versus the demographics of the survey. Commissioner Chew noted the summary findings related to racial and ethnic background. She said 493 people answered that question of which 462 identify as white (just over 80%), 56 identified as Asian (just under 10%), 41 as Latino or Hispanic, 21 as Black or Afro American, and 8 as Native Hawaiian or other Pacific Islander. She said that they would do 10 interviews and the consultant would summarize that. Commissioner Swan said it would be good to include more diversity in the findings. She asked if there was enough time to do sample groups. Superintendent Lockman indicated that the grant period ended May 30 and the fiscal year June 30 so there were time implications for the consultant to gather and summarize the information.

There was discussion about funds remaining in FY 2010-11 budget. Chair Steel indicated there was \$8,000 that had been set aside for curatorial services that had not been used. Commissioner Swan said there was \$55,000 in the budget plus \$10,000 grant funds. Superintendent Lockman said that the budget was \$55,000 and that the \$10,000 unanticipated revenue would need to be authorized for acceptance and use. Commissioner Swan said that the Commission had not spent \$18,000 of available funds. Superintendent Lockman said the Commission has \$55,000 budget and the \$10,000 was unanticipated. He said discussion might occur to change the budget, noting that the County works on a net county cost basis and the goal was to offset those costs as much as possible.

#### B. FY 2011-12 Budget

Chair Steel said the Budget Committee had a proposed work plan and budget for FY 2011-12. She asked if Commissioner Chew had input on what the CAST Committee would need for funding for that project. She said a final draft work plan and budget for FY 2011-12 would be brought back to the Commission in June. Commissioner Swan asked if the project would cost \$11,400. Chair Steel said that was the amount expected if a second year of grant funding was awarded. She said this proposed budget included a line item for curatorial services. Commissioner Swan asked what the budget amount was. Superintendent Lockman said it was expected that the county would provide \$54,997 in funding and the county was applying for \$10,000 in grant funds including another \$1,400 that the state had indicated it would reimburse for Commissioner Rodricks' attendance at the American for the Arts conference if the grant was awarded. He said if the grant funding was approved the Commission would have \$64,997 in funding. He said the grant funding had certain restrictions as to how it may be used and that at least one-third of the \$10,000 would be used for a strategic plan toward the definite goal of the creation of a designated arts partner. Chair Steel asked if the

Commission should budget for \$54,997 or \$66,397. Superintendent Lockman said that he would confirm the amount of funding for FY 2011-12 from the county. Chair Steel said Commissioner Rodricks and she had discussed if there was additional funding how the Commission would like to use it. She asked the Commissioners to email ideas. She requested that Superintendent Lockman meet with Commissioner Chew and her to discuss a request for proposal for curatorial services.

Through discussion, it was clarified that there had been \$10,000 in grant funding for FY 2010-2011 that was unanticipated and there was an application for additional grant funding in FY 2011-2012.

Discussion ensued on spending the unused funds. Commissioner Swan said perhaps funding could be used to have the CAST project consultant do more work in this fiscal year or funds could be granted to some arts organizations such as Broadway by the Bay. It was clarified that the agreement with the consultant was for \$20,000 with \$2,000 of that paid in FY 2009-2010 and that Stage 2 of four stages would be completed this fiscal year with \$7,500 paid in FY 2010-2011. Commissioner Chew said it would be helpful to have more committee members for CAST and it did not seem there was enough time to increase the workload to produce a different product.

Commissioner Swan suggested that remaining funding be used for projects within Commissioners' districts for which there could be publicity. Commissioner Chew suggested defining a project and developing a work plan to show what would be accomplished. Commissioner Swan suggested doing something for arts education. Commissioner Chew suggested the four Commissioners could develop a project to do jointly or individually within their districts. Chair Steel said that the projects needed to be defensible. Superintendent Lockman suggested the Commission would want to define an area with an objective for funding and identify a deliverable. Commissioner Swan said they were talking about the \$8,000 in the FY 2010-2011 budget that was not used for curatorial services. Superintendent Lockman suggested a countywide project. Commissioner Chew suggested looking into RAFT. Chair Steel said that the funding of any project for FY 2010-11 would be decided at the June meeting.

### C. Subcommittees and Activities

There were no reports.

## **2. Commissioner Reports**

There were none.

## **3. Adjournment**

The meeting adjourned at 3:00 p.m.