



Vacant, 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  
Karen Chee, Youth Commissioner

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SAN MATEO  
COUNTY  
**ARTS**  
COMMISSION

**Rescheduled Regular Meeting of the Arts Commission  
Tuesday, April 10, 2012  
3:00 - 5:00 p.m.  
555 County Center, Conference Room 1, 5th Floor  
Redwood City, CA 94063**

**MINUTES**

**1. Roll Call**

Chair Rodricks called the meeting to order at 3:00 p.m.

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

Staff: Bennett, Lockman, Tolmasoff

**2. Agenda Amendments**

There were none.

**3. Oral Communications**

Ms. Margot Knight said she was the newly appointed Executive Director of the Djerassi Residency Art Program, and invited the Commission to Djerassi's Annual Open House and Arts Rendezvous on May 21. She said Mr. Randy Cohen, Vice President of Research for Americans for the Arts would speak on funding trends for the arts.

**4. Consideration of Minutes**

Tabled.

**5. Reports**

A. Curator's Report

Curator Silvestri said the Women's View art exhibit would end soon. She noted that the show had been well received and there were a number of sales. She said she met with Commissioners Chew and Steel to discuss exhibit guidelines for the galleries.

B. Youth Commissioner's Report

None.

## **6. Action Items**

- A. Review and Approve Exhibit Guidelines for the Caldwell, Community and Rotunda Galleries

Chair Rodricks said Commissioners Chew and Steel had met with the curator to develop guidelines for the galleries and those were included in the packets.

Commissioner Chew asked if the curator had exhibiting artists sign hold/harmless forms. Ms. Silvestri said she had been using a hold/harmless clause but was not sure if it was adequate. Commissioner Chew suggested running the hold/harmless by County Counsel. There was general concurrence.

Commissioner Chew suggested under "3. CONTENT" to add "for all ages" after "suitable" and after "religion" in the same sentence, delete "-please use your best judgments and." Next line after "If there is questions, please consult with Teresa Silvestri at [teresappup@aol.com](mailto:teresappup@aol.com)." Curator Silvestri suggested she be the contact for requests for tables and chairs for receptions rather than Brenda Bennett. Commissioner Chew suggested under "7. ARTIST/ARTIST GROUP RECEPTION," 2<sup>nd</sup> sentence, to delete "For instance," and in next new sentence, change "can end" to "must end."

Commission Action: M/S Chew/Swan to adopt the San Mateo County Exhibition Entry Guidelines with the suggested changes to Sections 3 and 7 and all references to Brenda Bennett and her contact information changed to Teresa Silvestri with Ms. Silvestri's contact information.

Motion carried 4-0 with Youth Commissioner Chee absent.

- B. Consideration of Authorizing the Commission Chair to Attend the June 8-10, 2012 Americans for the Arts Conference in San Antonio, Texas

Chair Rodricks withdrew her request. .

## **7. Presentation and Discussion**

Ms. Louise Stevens, ArtsMarket, said at the Commission's February meeting the Commissioners were asked to consider a series of focused questions and respond in writing. She said through that she developed the first draft of a strategic plan which was then released to the Commission and followed by a series of mini-conference calls. She said she also gave the Commissioners a number of examples of "best practices" of other California Arts Commissions to read and review, and that and comments from the Commissioners informed the second draft of a strategic plan.

Ms. Stevens presented a PowerPoint summary of the Draft #2 Strategic Plan.

Ms. Stevens said one reason to consider moving the process forward at a faster pace was to be able to use this draft plan as support for application to the California Arts Council for a grant due April 20, 2012.

Ms. Stevens said the Commission's \$54,000 budget was money from taxpayers and it was imperative for the Commission to consider the highest use of that money to have the best impact on the lives of the residents and taxpayers.

Ms. Stevens noting Silicon Valley and connectivity between creativity and innovation, said the draft Plan looks at phasing out the current way the Commission funds projects and replacing that with one program to develop grants for 501(c)(3) arts organizations and a second program to provide grants for innovative teaching programs in arts education, noting that the two County Supervisors she spoke with about this were enthusiastic about the idea.

Ms. Stevens said the Commission would want policies and services that would continue to build value in the arts such as sponsoring symposia and workshops every year and expanding efforts to include a public arts program through primarily education and outreach.

Ms. Stevens said the draft Plan's Grants Program looks at matching requirements and mechanisms, and the concept of leveraging funds with different levels of matching. She said it was valuable to make this as simple as possible for very small organizations to do in-kind matching, but larger organizations should be expected to bring in more funds from other places.

Ms. Stevens said the draft Plan has a proposed "values and beliefs" statement of "ensuring that the arts are valued for their contributions to the County's quality of life and economic development" that could be further finessed if desired. She said its purpose was to signal the County's movement into looking at the arts as an integral part of economic development and to make sure the work done by arts organizations and artists was valued. She said this was not a mission statement about the Commission, but a statement about the value given to those in the County whom the Commission represents.

Ms. Stevens said the draft Plan articulates a series of values and beliefs that would guide the branding, grant making, services and programming of the Commission. She noted five goals of the draft plan including infrastructure, advocacy, grants and technical assistance, furthering arts education learning opportunities, and public art.

Ms. Stevens said it was important to remember that this was a five-year plan. She said it looked at adding two Commissioners per district and perhaps more later as well as an advisory committee. She said the Commission would need to show action and movement over the next year and do those things most important in setting the stage for 2013-2014. She said as the County was considering economic development it was good for the Commission to be in position to be parked with a corresponding department handling such development. She said the draft Plan looks at moving the

financial support of the Artsopolis website to some other entity with an auxiliary plan to consider using the San Mateo County Convention and Visitors Bureau website. She said it was important to get the District I commissioner vacancy filled and to think aggressively about having two commissioners per district. She said there was willingness and positive reinforcement to look at contracted positions in the short term in lieu of a staff administrator position noting the Commission by itself could not implement the plan strategies.

Ms. Stevens presented recommended action steps for the new fiscal year:

- Apply for California Arts Council grant to fund contracted position
- Terminate Artsopolis agreement.
- Fill the District 1 vacancy and then work with the Supervisors to bolster the size of the Commission to three Commissioners per District.
- Begin to scale back to meeting every other month to reduce staff work and overhead.
- Use \$54,000 budget
  - ✓ \$10,000 for pilot grants and technical assistance program
  - ✓ \$5000 - Innovation and Arts Education grants; two at \$2,500 each
  - ✓ \$5,000 - workshops
  - ✓ \$4,000 to Visitors and Convention Bureau to upgrade their web calendar for arts marketing and search engine capacity.
  - ✓ Expand the Gallery Program to start including the beginning of training and outreach around Public Art.
  - ✓ 33% for either 2, or ideally 1, part-time contract positions to administer the next steps of grant programs and workshops, separate from public art, to build relationships, and get to know and represent the Commission with the non-profits arts organizations throughout the county through introductory workshops and sessions, for instance.

Commissioner Steel asked if Ms. Stevens had spoken with the Visitors and Convention Bureau. Ms. Stevens said she has had very good conversations and correspondence with Ms. Ann Le Clair who is the CEO. She said Ms. Le Clair was willing to commit to a full-time intern position in the fall to take care of data entry support.

Commissioner Steel asked staff what was known about next year's budget. Park Superintendent Lockman said that a budget for the same amount had been submitted to the County Manager for his review.

Ms. Tolmasoff asked Ms. Stevens about the \$4,000 budget for the Visitors and Convention Bureau website. Ms. Stevens said it would be the ramp-up cost.

Commissioner Swan expressed concern about how the Commission would be supported. Ms. Stevens said that the goal was to get a contract position to assist. Commissioner Swan also indicated concern about a grant program noting that currently the County's method was to reimburse but not provide up front funds. Ms. Stevens suggested finding out if something like the County Education stem grant formula could be used.

Commissioner Chew said there was a great deal of work in the draft Plan but it was needed in the County. She said the Commission would need the support of the Supervisors. Ms. Stevens said if the Supervisors were not particularly invested in the arts, they would more likely look to the Commission to act first. She said if the Commission has an action plan and commits to every item and delivers, then others would support.

Chair Rodricks said she thought it was important to take the immediate next step to make application for a California Arts Council grant. Ms. Stevens said she would contribute time to assist in completion of the application.

Ms. Stevens asked staff about the process of adding commissioners. Ms. Tolmasoff said that was something the Board of Supervisors would need to consider and recommended developing the skills set needed for new Commissioners. Ms. Stevens said she would deliver a job description for the contract employee and skills set for commissioners, and would be presented to the Board of Supervisors as part of the adoption of the strategic plan.

Ms. Julie Fellers, Board President, Peninsula Arts Council, said the outline was really good, but the amount of work needed was daunting, and asked who would do the work. Commissioner Swan said the idea was to find someone committed to the arts who would work part time. Ms. Fellers said she thought dropping Artsopolis website was a good move. She said the Commission's recognition of arts educators duplicated efforts as her organization does that annually. Ms. Stevens asked that Ms. Fellers forward names of any potential commissioners.

Ms. Knight said she supported private/non-profit partnerships and thought going with the Visitors and Convention Bureau was a good idea.

Commissioners Swan and Chew will work with the Convention and Visitors Bureau on the web-marketing platform. Commissioners Steel and Rodricks will work on the 2012/2013 budget and work plan. Commissioner Swan said the monthly meetings were needed. Chair Rodricks offered assistance with preparing meeting materials. Park Superintendent Lockman said staff would discuss.

## **8. Staff and Commission Reports**

None.

## **8. Adjournment**

The meeting adjourned at 4:46 p.m.