

Regular Meeting of the Arts Commission
Wednesday, September 11, 2013 – 1:00-2:30pm
555 County Center, 5th Floor Conference Room
Redwood City, CA 94063

Meeting Notes

1. Roll Call:

Commissioners present – Mulliken, Chair Rodricks, Chew
Staff: J. Tomaloff, P. Jensen
Absent: Swan

2. Agenda Amendments: None

3. Oral Communications: None made.

4. Consideration of Minutes of Regular Meeting of July 10, 2013

Add by Rodricks: Item 6B. Peggy Jensen introduced an EPA non-profit organization, East Palo Alto Mural Art, as a potential candidate for the Grants Program. Grants Manager, Esther Mallou, has also provided information to the organization.

Motion to approve by Mulliken, seconded by Chew

5. Reports

A. Curator Report: Teresa, via Chair Rodricks, reports that another sale occurred during the current shows in the Caldwell, Community and Rotunda galleries. She raised concerns about upholding gallery guidelines, especially when working with organizations new and/or unfamiliar to this process. Discussions ensued regarding call-for-entry process with personalized attention and oversight.

B. Grant Program Manager Report: Grants Manager, Esther Mallouh, reported, via Chair Rodricks, that Dick Sperisen, County Office of Education, sent out invitations to schools regarding the upcoming Grants Program cycle and deadlines.

The Commission's County webpage has been updated, including the new logo, and the new logo has also been distributed to the current grantees for inclusion in their marketing efforts.

6. Staff and Commissioner Reports

A. San Mateo County Poet Laureate Committee (D. Mulliken):

Sept. 5, 2013 meeting: Mulliken reports that five of the fifteen enthusiastic applicants who filed for the Poet Laureate honor will be vetted and interviewed on Sept. 25th.

Commissioner Mulliken voiced his concerns for the potential for a stipend to be included

in the Commission's budget in the future, and also highly supported having at least one new staff person to assist the Commission on a contract basis.

B. Staff Reports:

Juda Tomaloff and Peggy Jensen: shared a newly-minted green County pilot project, www.bayareabikeshare.com. Active in San Francisco, Palo Alto, San Jose, Mountain View, and now downtown Redwood City, look for the kiosks with green bicycles that you can rent and ride. More info on their website, including membership, pricing, maps, riding tips, etc.

7. Discussion Items:

A. Promotional handout comments (Swan, Chew): Marketing efforts continue as Swan and Chew presented the draft for a promotional handout. The Commissioners heartily felt it will be very helpful for the Commissioners to use to in their individual outreach efforts. Suggestions (Chair Rodricks) were forthcoming including adding the new logo, mission statement, and Commissioner mission statement. Chair Rodricks will send out an email to each Commissioner asking for a personal mission statement and other information that will be posted on our webpage and other promo products.

B. Mid-Year Update/Report to Board of Supervisors: The Commissioners were in favor of providing a written report to the Board of Supervisors each December. Chair Rodricks and Commissioner Chew to spearhead.

C. Strategic Plan Review: The Commissioners also agreed that our Strategic Plan efforts need to be reviewed and continued each December and June. Commissioner Mulliken and the new 5th District Commissioner to oversee.

D. Measure A Funds Proposal to Board of Supervisors: Resulting from a discussion between Chair Rodricks and Supervisor Carole Groom, the Commissioners agreed to brainstorm and discuss potential projects and programs to propose to the Board. The Commission agreed that continuation and expansion of current projects would be in order.

P. Jensen advised that the proposal include a (a) problem statement, (b) solution statement and (c) fiscal impact, while keeping in mind the importance of validation and overall end-result to be presented to the Board and public. Chair Rodricks and Chew agree to work on this proposal for a targeted Q4 deadline (Nov/Dec).

9. Adjournment: at 2:28pm.