

Regular Meeting of the Arts Commission
Wednesday, August 14, 2013 – 1:00-2:30pm
555 County Center, 5th Floor Conference Room
Redwood City, CA 94063

Meeting Notes

1. Roll Call:

All commissioners present – Mulliken, Rodricks, Steel, Swan, Chew
Staff: P. Jensen, J. Tolmasoff, T. Silvestri, E. Mallouh
Public: Dildar Gill-Pisani, former Commissioner 2nd District

2. Agenda Amendments: None

3. Oral Communications: Dildar Gill-Pisani requested consideration of a student show via Dick Sperisen of the County Office of Education, and creating and revising new options for hanging art in the Commission's galleries. Will be agendized at a later date.

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

Edit by Rodricks: On last page of draft proposal, please delete last bullet point tabling the Auxiliary Advisory Committee and steps to increase dollar amount of grants. Insert that the Commission will be working on the grant funding and that it will be part of the Grant Program Manager's responsibility to distribute the expected increased amount of dollar-awarded grants during the fiscal year.

Motion to approve by Steel, seconded by Chew

5. Reports

A. Curator Report: Teresa reported that the three current shows by Bruce Berends, Nancy Woods and local photographers are receiving great reviews and press coverage by the Daily Journal and Bonnie Zanardi of the San Mateo Times. No sales reported as of these minutes, but stay tuned.

B. Grant Program Manager Report: Esther reported that final comments will be made by the end of the individual grant period. Dick Sperisen, County of Education Arts coordinator, will be sending out a memo to the involved teachers reminding them of the Nov. 29th deadline. By Dec. 16th, Sperisen and Esther will be reviewing applications, targeting Jan 31st for notification of awards.

The commissioners and staff further agreed and reiterated that the Arts Education portfolio of the Grants Program focuses on schools that support low income and under-privileged students, subsidized lunches, and other means of assistance.

Two workshops – a grants workshop and a strategic plan workshop – will be in the making for this next fiscal year. The latter will focus on strengthening the existing 501.3.c organizations as well as marketing and fundraising.

6. Staff and Commissioner Reports

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

Aug. 16th meeting: Mulliken reports that fifteen applicants filed for the Poet Laureate honor, and that the Committee is reviewing and planning to meet on Sept. 9th for the next step. On Oct. 8th, the Board will name the Poet Laureate with a celebration party on Oct. 17th, 2013. (Mark your calendars!)

B. Others:

Chair Rodricks: reported that the Aug. 6th presentation to the Board of Supervisors was very well received, with very positive feedback from Board President Don Horsley and Supervisor Carole Groom.

Peggy Jensen: received a letter from an East Palo Alto arts organization requesting Measure A funds. She recommended in her response that they apply for funding from the San Mateo County Arts Commission Grants Program.

7. Discussion Items:

A. Review of final draft of the new Arts Commission & Grants Program Logos

Commissioners and staff voted on logos for the Arts Commission and the Grants Program, with one minor change (removal of the line between R and T). The logos will be used on all future Commission and Grants Program correspondence and marketing materials. Many thanks to Robin for locating the talented graphic designer, Tricia Siebold of Menlo Park, to create the logos on a very modest stipend.

B. Draft: Outreach plan and development of PR handout

Chair Rodricks brought an example of the San Mateo Library's handout that was used for fundraising efforts. Commissioners Swan and Chew have been tasked to create a handout for Commission, explaining our goals and objectives and promoting the Commission's galleries and grants programs. The new Commission's logos will be featured. Peggy Jensen suggested a postcard format.

C. Set tentative schedule for two Arts Community workshops:

Two workshops:

- Grant Workshop for grant applicants
- Arts Marketing workshop – will be featured in this next fiscal year.

Discussion of dates, times, locations to be agendized at a later date.

D. California State Summer School for the Arts – Outreach for 2014:

Chair Rodricks asked for volunteers to head-up outreach for the arts; Commissioners Chew and Rodricks volunteered to lead the Commission's efforts for 2014.

9. Adjournment: at 2:29pm, with great thanks, appreciation and a lovely gift basket of goodies honoring Lisa Steel and her many years of service on the Commission. The Commission and Staff wished her much success and happiness in her new home and will sorely miss her delightful wit and wry humor.