

Regular Meeting of the Arts Commission
Wednesday, July 10, 2013
555 County Center, 5th Floor conference Room
Redwood City, CA 94063

MINUTES

1. Roll Call

The meeting was called to order at 1:00 p.m. In attendance were Chair Rodricks, Commissioners Swan, Steel and Chew, Curator Theresa Silvestri, staff Juda Tolmasoff and Peggy Jensen, and guest Tricia Seibold, graphic artist from Menlo Park. Absent: Donald Mulliken, Commissioner and Grants Program Manager, Esther Mallouh.

2. Agenda Amendments

Move Discussion Item 7A prior to Oral Communications. This item will be reported in the minutes under the Discussion Items section.

3. Oral Communications

None

4. Consideration of Minutes of Regular Meeting, June 12, 2013

The minutes were approved by Swan and seconded by Steel.

5. Reports

A. Curator's Report:

- The most recent shows in the Caldwell and Community galleries have been receiving notice from the press and have resulted in sales of art work.
- The "Hot and Cold" show in the Caldwell Gallery was the topic of a San Mateo Daily Journal article, Bonnie Zinardi, a local columnist, wrote about the show, and the local Pacifica newspaper cited the show.
- In addition, 3 paintings were sold from Helga Christopher's exhibit in the Community Gallery.
- New exhibits are currently being installed in the galleries. Photography will be shown in the Caldwell and Community galleries and painted, one-of-a-kind furniture will be displayed in the Rotunda Gallery.

B. Grants and Workshop Program Manager's Report (via Chair):

- The grant checks were sent out to selected grantees.
- The Chair and Esther Mallouh are completing the Hewlett Foundation grant application due July 26. Funds are expected to be distributed in November, 2013.

6. Staff and Commission Reports

Staff: Peggy Jensen

- There will be a delay in fund payment to Esther Mallouh because requested payment exceeded the current fiscal year budget.
- Going forward, the County Manager's office will manage the finances of the Arts Commission.
- The Chair was requested to briefly present a report of the activities of the Arts Commission during this last fiscal year to the Board of Supervisors on August 6, 2013. The Chair has been preparing a written report of activities which will be provided to the Supervisors prior to the meeting.

Commissioners:

- Commissioner Chew and the Chair reported about their work at the awards celebration for San Mateo County winners of the *California State Summer School for the Arts* (CSSSA) at Draper University in San Mateo. The CSSSA provides a comprehensive residency summer arts program for high school students. There were 20 students selected for the program from diverse areas of San Mateo County – enrollment is limited to 500. This is the first year that the Arts Commission has played an active role to promote this program.

Discussion Items

A. Design of new logos for the Arts Commission and Arts Grants Program:

- Tricia Seibold, Graphic Artist, who was asked by the Commission to provide an updated logo, presented examples to the Commission.
- The commission selected 3 examples and requested modifications of each.
- Ms. Seibold stated she will e-mail the requested logo options to the Commission prior to the next meeting.
- Commissioners will select a logo at the next meeting.

B. Draft Proposal of the Arts Commission's Advisory Auxillary Committee Structure

- A draft plan for an Advisory Committee written by Chew and the Chair was presented.
- A discussion followed among Commissioners and Jensen about the objectives of the Committee and whether this is the right time to add such a Committee.
- It was decided that it would be more productive during the next fiscal year to focus on building the grants program to gain more recognition. The Hewlett Foundation grant opportunity was cited as an example of partnering with a well known and respected institution which can help the Commission to increase financial support of the arts.

- Jensen proposed that the Commission focus on the development of Esther Mallouh's work plan for the next fiscal year so that it reflects putting on at least 3 workshops and increasing granted funds.
- The Commission decided to table the Advisory Committee for now and focus on the next fiscal year contract for Ms. Mallouh so that it contains a schedule and timeline for workshops and steps to increase the dollar amount of awarded grants.

C. Next steps for implementation and completion of work Plan and Strategic Plan tasks

- The Strategic Plan addresses the formation of an Advisory Committee.
- As described above, the Commission decided at this time to focus on (a) continuing to build funding for the arts and (b) to serve as a conduit for exchange by organizing work shops for artists, arts organizations and the business community, rather than focus on the creation of an Advisory Committee.

Adjournment

The meeting was adjourned at approximately 2:30 p.m.