



Donald Mulliken, 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

County Office Building  
555 County Center, 5<sup>th</sup> Floor  
Redwood City, CA 94063  
(650) 599-1005  
[www.smcgov.org/smcac](http://www.smcgov.org/smcac)  
[www.discoversmc.com](http://www.discoversmc.com)

SAN MATEO  
COUNTY  
**ARTS**  
COMMISSION

**Regular Meeting of the Arts Commission**  
**Wednesday, April 10, 2013 — 1:00 to 2:30 p.m.**  
555 County Center, 5th Floor Conference Room  
Redwood City, CA 94063

## AGENDA

1. **Roll Call**
2. **Agenda Amendments**
3. **Oral Communications** to allow the public to address the Commission on any matter **not** on the agenda. If your subject is **not** on the agenda, the Chair will recognize you at this time. **Speakers are customarily limited to two minutes.** A speaker's slip is required.
4. **Consideration of Minutes** of Regular Meeting of March 13, 2013
5. **Reports\***
  - A. Curator's Report
  - B. Grants & Workshop Program Manager's Report
6. **Action Items**
  - A. Consider a motion asking the Board of Supervisors to accept a donation from The William & Flora Hewlett Foundation to the County Arts grants program in the amount of \$20,000 a year for two years starting in FY 2013/14
  - B. Approve the Arts Education Grants
  - C. Motion to appoint an Arts Commissioner to the Poet Laureate Advisory Committee
7. **Staff and Commission Reports\***
8. **Discussion Items**
  - A. Draft two-year (2013-2015 Arts Commission Budget and Workplan
  - B. Report on reaseach regarding the development of an Advisory Auxiliary Committee and the possible recruitment process
  - C. New Arts Commission logo
9. **Adjournment**

\*Reports are verbal

## Upcoming Meetings

May 8, 2013; June 12, 2013; July 10, 2013; August 14, 2013; September 11, 2013; October 9, 2013; November 13, 2013; December 11, 2013

*Public records that relate to any item on the open session agenda for a regular Arts Commission meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the Commission. The Commission has designated the office of the Department of Public Works, Parks Division, located at 555 County Center, 5<sup>th</sup> Floor, Redwood City, CA 94063, for the purpose of making those public records available for inspection. The documents are also available to be sent electronically by e-mailing [redacted]. In compliance with the Americans with Disabilities Act (ADA), auxiliary aids and services for this meeting will be provided upon request when given three days notice. Please call (650) [redacted] (voice) or e-mail [redacted]. For the safety of those sensitive to airborne chemicals, please refrain from wearing chemically based products.*

# MEMORANDUM

To: SMCo Arts Commissioners

From: Robin Rodricks

re: **Agenda Item 6A, April 10, Regular Arts Commission Meeting**

Date: **April 3, 2013**

**RECOMMENDATION:** Vote to authorize and direct that Grants Manager, Arts Commission Chair and Staff contract with The William and Flora Hewlett Foundation for matching grant funds for the San Mateo County Arts Commission Grants Program.

**BACKGROUND:** Hewlett Packard met with the Arts Commission Manager and suggested a meeting with Supervisors and County Management to discuss the opportunity for Hewlett to match the funds that the Arts Commission's new grants program is granting.

On March 27, 2013, Supervisors Carole Groom and Warren Slocum, Deputy County Manager Peggy Jensen, Chief Legislative Aide Juda Tolmasoff, Grants Program Manager Esther Mallouh, Commission Chair Rodricks, met with Hewlett staff: John E. McGuirk, Performing Arts Program Director, and Emiko Ono, Performing Arts Program Officer.

Mr. McGuirk first advised of two tools that the Arts Commission can use to identify local arts organizations: the California Cultural Data Project and the Bay Area Cultural Asset

Mr. McGuirk then reported that the Hewlett Foundation's arts grant-making is their only grant-making that is based regional giving, and that San Mateo County is under-represented in Hewlett funding. Therefore, the Hewlett Foundation is very interested in utilizing the Arts Commission to expand their grant-making in San Mateo County.

As Hewlett Foundation is prohibited from lobbying Government agencies, Mr. McGuirk suggested that the next step to take to establish a collaboration would be for the Arts Commission to send the Hewlett Foundation a letter of request. They will then respond, after which the County's Legal Council will work with Hewlett staff to draft a letter of Agreement.

**DISCUSSION:** Hewlett Foundation would like to expand their grant-making in San Mateo County; the Arts Commission has a new grants program in place with parameters and guidelines that Hewlett sees as fitting with their own general guidelines.

Further, the association, collaboration, and connection with a nationally recognized

foundation will provide opportunities to the Arts Commission to partner with other leading funders and organizations – helping the Commission to expand its outreach and support of the arts and culture in the County.

# MEMORANDUM

**To:** SMC Co Arts Commissioners  
**From:** Robin Rodricks  
**re:** Agenda Item 6B, April 10, 2013 Regular Arts Commission Meeting  
**Date:** April 2, 2013

**RECOMMENDATION:** Vote to appoint a commissioner to the Poet Laureate Committee.

**BACKGROUND:** At the March 13, 2013 meeting Marcy Dragan, Legislative Aide to Supervisor Warren Slocum, announced the recent formation of a Poet Laureate Committee. The Committee, of which Supervisor Slocum is a member, has asked for a representative from the Arts Commission to serve on this committee.

In addition to Supervisor Slocum, other Committee members are Julie Fellers of the Peninsula Arts Council, and Bardi Koodrin of the San Mateo County Fair Literary Program.

**DISCUSSION:** As poetry contributes to both the artistic and cultural life of a community, this position provides an opportunity for outreach and added visibility for the Arts Commission.

# 2013-2014 Arts Commission Budget

|                                             | Budget with <u>OUT</u><br>CAL Arts Council<br>Grant<br>(incl. Hewlett<br>match funds) | Budget WITH<br>Cal Arts Council<br>Grant<br>(incl. Hewlett match<br>funds) | Budget with<br>Cal Arts Council<br>Grant <u>AND</u><br>Additional funding<br>sources<br>(incl. Hewlett match<br>funds) |
|---------------------------------------------|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| <b>EXPENSES</b>                             |                                                                                       |                                                                            |                                                                                                                        |
| Arts Recognition                            |                                                                                       |                                                                            |                                                                                                                        |
| Award - San Mateo County Fair               | \$600                                                                                 | \$600                                                                      | \$600                                                                                                                  |
| Funding - Juried Women's Art Show           | <u>\$500</u>                                                                          | <u>\$500</u>                                                               | <u>\$500</u>                                                                                                           |
| Subtotal                                    | \$1,100                                                                               | \$1,100                                                                    | \$1,100                                                                                                                |
| Professional Memberships                    |                                                                                       |                                                                            |                                                                                                                        |
| Americans for the Arts                      | \$500                                                                                 | \$500                                                                      | \$500                                                                                                                  |
| Marketing                                   |                                                                                       |                                                                            |                                                                                                                        |
| Commission's page on County website         | \$4,000                                                                               | \$4,000                                                                    | \$4,000                                                                                                                |
| Advisory Committee                          |                                                                                       |                                                                            |                                                                                                                        |
| Quarterly meeting and other expenses        | \$250                                                                                 | \$250                                                                      | \$250                                                                                                                  |
| Curation                                    |                                                                                       |                                                                            |                                                                                                                        |
| Gallery Coordinator Contract                | \$14,000                                                                              | \$14,000                                                                   | \$14,000                                                                                                               |
| Grants Program                              |                                                                                       |                                                                            |                                                                                                                        |
| Grants & Workshop Program Manager           | \$22,000                                                                              | \$34,000                                                                   | \$34,000                                                                                                               |
| Workshops                                   | \$1,150                                                                               | \$1,150                                                                    | \$1,150                                                                                                                |
| Grants:                                     |                                                                                       |                                                                            |                                                                                                                        |
| Technical Assistance & Programs             | \$12,000                                                                              | \$12,000                                                                   | \$18,000                                                                                                               |
| Innovation in Arts Education                | <u>\$12,000</u>                                                                       | <u>\$12,000</u>                                                            | <u>\$18,000</u>                                                                                                        |
| Subtotal                                    | <u>\$24,000</u>                                                                       | <u>\$24,000</u>                                                            | <u>\$36,000</u>                                                                                                        |
| <b>Total Expenditures</b>                   | <b>\$67,000</b>                                                                       | <b>\$79,000</b>                                                            | <b>\$91,000</b>                                                                                                        |
| <b>INCOME</b>                               |                                                                                       |                                                                            |                                                                                                                        |
| Hewlett - matching Commission's grant funds | \$12,000                                                                              | \$12,000                                                                   | \$12,000                                                                                                               |
| California Arts Council - Grant             | \$0                                                                                   | \$12,000                                                                   | \$12,000                                                                                                               |
| Additional Funding Sources                  | \$0                                                                                   |                                                                            | \$12,000                                                                                                               |
| County funding/contribution                 | <u>\$55,000</u>                                                                       | <u>\$55,000</u>                                                            | <u>\$55,000</u>                                                                                                        |
| <b>Total Income</b>                         | <b>\$67,000</b>                                                                       | <b>\$79,000</b>                                                            | <b>\$91,000</b>                                                                                                        |
|                                             | \$0                                                                                   | \$0                                                                        | \$0                                                                                                                    |

# **SAN MATEO COUNTY ARTS COMMISSION**

## **WORK PLANS *for* 2013 – 2015**

The work plan for 2013-2014 and 2014-2015 consists of the implementing the next steps of the *Five Year Strategic Plan*:

### **2013 - 2014**

- Fund the arts awards for the San Mateo County Fair and The Women's Art Show
- Host three (3) workshops through the Grants Program
- Provide Technical Assistance and Program Grants
- Provide Arts Education Grants
- Join state and national arts organizations for arts agencies, including *Americans For The Arts*
- Set up advisory committees
- Expand outreach for matching grants

### **2014 - 2015**

- Fund the arts awards for the San Mateo County Fair and The Women's Art Show
- Host three (3) workshops through the Grants Program
- Provide Technical Assistance and Program Grants
- Provide Arts Education Grants
- Continue state and national arts organizations memberships
- Expand the Commission to ten (10) commissioners
- Continue working network and research potential partners to expand matching grants