

## MINUTES

Regular Meeting of the San Mateo County Arts Commission  
Wednesday, November 12, 2014 – 1:00-3:00pm  
Board of Supervisors Conference Room, Lobby Floor, Hall of Justice  
400 County Center, Redwood City, CA 94063

### **1. Roll Call, 1:02pm**

Commissioners present - Chair R. Rodricks, D. Mulliken, S. Swan, K. Chew  
Staff: P. Jensen, J. Tomaloff, E. Dallman  
Commission staff: E. Mallou, T. Silvestri  
Guest: Kevin Freyer

**2. Agenda Amendments:** Peggy Jensen requested Item 7A 1 and 2 to be moved up.

**3. Oral Communications:** Chair Rodricks presented certificates of appreciation to Commissioner Swan for her longtime, four term commitment to the arts and service on the Commission and to Curator Teresa Silvestri for her excellent services and dedication in curating the Commission's galleries and Commission branding.

### **4. Consideration of Minutes of Regular Meetings**

#### **September 10, 2014:**

No changes nor edits made. Motion to approve by Swan, second by Chew.

Ayes: Swan, Rodricks, Chew

Nays: none

Abstention: Mulliken

Motion passes 3-0, with one abstention

### **7. Staff and Commissioner Reports**

#### **A. Staff:**

**Budget update, Peggy Jensen:** Total income \$88,000 (\$22k from Hewlett, \$11k from CAC). \$44k will be designated to grants, \$36.5k for contracts, Mr. Kenyon workshop fees. As of this meeting, \$4,781 remains.

**Webpage/Facebook, Peggy Jensen Juda Tolmasoff:** Commission information should be located on the County platform. The local arts partner Facebook page to be changed, per County Counsel.

**NORTH FAIR OAKS FORWARD PROJECT:** Ellie Dallman, Peggy Jensen: the design/entrance sign will feature silhouettes of people, set in various locations of North Fair Oaks. The public art program will include music, a mural project, and art projects. Three other projects received funding – a. Parking Lot project; b. Graffiti project; c. Living wall.

## **B. Commissioners**

**Commissioner Swan:** presented developing public art policies. (Email due from Sherrill to explain in detail.) She continues discussion with Half Moon Bay Councilman Rick Kowalgyk regarding policy standards for accepting public art.

### **R. Rodricks:**

Commissioner Rodricks attended the Oct. 6<sup>th</sup> California Arts Council (CAC) meeting in San Francisco. CAC will be receiving a one-time gift of \$5,000,000 from the Governor's office, and the CAC will be voting at their November meeting on how to distribute these funds among their various programs, including the State-Local Arts Partner program of the Commission is a member.

Post Grant report sent to Hewlett via Commissioner Rodricks and Grants Manager Mallouh.

Hillsdale Shopping Center/Bohannon Development Easter egg project: High school teams from San Mateo Union High School District, up to five participants each, will be decorating 4' high egg structures. Eggs will be judged by the Commissioners, and monetary awards will be given to the winners by Hillsdale Shopping Center.

Oct. 16<sup>th</sup> Board Governance workshop, presented by the Commission with Commissioners Rodricks, Chew, and Mulliken in attendance; 28 attendees representing 18 local organizations heard a rich, and well-presented lecture by Emily Hall, CEO, and Kristin Heller, Vice President, of The Olive Grove consulting firm, who covered the gamut of Board scenarios and Board prospecting strategies.

## **5. Reports**

### **A. Curator Report, Teresa Silvestri:**

Two painters are now featured in the Caldwell Gallery. Commission branding has improved greatly with articles and main features in a wide variety of local newspapers.

**B. Grant Program Manager Report, Esther Mallouh:**

**Nov. 7<sup>th</sup>: 2<sup>nd</sup> session on Marketing and How to Navigate Social Media:** Eight people attended a well-presented workshop with excellent presentations.

**Grants Program:** Thirteen letters of intents were received, with seven new applicants.

**6. Action Items**

A. Motion to modify grant requirements per Action Item memo

Motion to approve, S. Swan; seconded by Karen Chew

Ayes: 4

Nays: 0

Motion passes: 4-0

**8. Discussion Items**

**A. Kevin Freyer, Brisbane Parks and Recreation Commissioner, on Public Art:**

Brisbane is the second smallest city in San Mateo County, population of 4,000. Freyer worked tirelessly on creating a Public Arts Ordinance, effective Oct. 2, 2014, as new building and planning development is on the rise with Crocker Industrial Park and the 660 acre Baylands Development.

An 18 month study was provided to their City Council and Planning Commission, using the city of Emeryville as main example. For developments over \$1M, 1% goes to public art, which will generate tens of millions for art in the next twenty years.

Mission Blue Concert series: eleven years in existence, an excellent program of raising money and awareness of chamber music, \$40k budget, 50/50 local and regional attendees.

**9. Meeting adjourned, 2:48 p.m.**