



Samuel Scott, 1st District
Robin Rodricks, 2nd District
Laura McHugh, 3rd District
Karen Chew, 4th District
Samaruddin Stewart, 5th District

County Manager's Office
400 County Center
Redwood City, CA 94063
(650) 599-1005
www.smcgov.org/smcac



Regular Meeting of the Arts Commission
Saturday, November 14, 2015 — Noon to 4:00 p.m.
San Mateo Main Library – Laurel Room
33 W. 3rd Ave., San Mateo, CA 94402

MINUTES

1. Roll Call – Roll Call and introduction of guests

Commissioners Present: Chair R. Rodricks, L. McHugh, K. Chew, S. Scott, S. Stewart

Commissioners Absent: None

Staff: Deputy County Manager P. Jensen; Legislative Aide J. Tolmasoff

Commission Contractors: Gallery Curator Boris Koodrin, Commissioner Director Andrea Temkin

Everyone participated in a getting to know you activity by answering two questions posed by the Chair: Tell us something about us that is not on your CV? What was the most recent creative thing you did?

2. Agenda Amendments

Commissioner Scott proposed adding the coordination of a convening certain cultural institutions. This will be covered under Strategic Plan Review.

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.
None

4. Consideration of Minutes of Regular Meeting of September 16, 2015

Motion to approve: Scott, second McHugh. Passed unanimously.

5. Reports

A. Commission Director's report

The Commission Director reported on activities in the past month:

- Reading through Commission files and archives, particularly information on applicants, grantees and SM cultural arts organizations
- Reviewed and revised application process and guidelines
- Created a Strategic Plan update document with Commission Chair
- Completed and submitted final report on two-year grant from the William and Flora Hewlett Foundation
- Researched options for infrastructure improvement
- Held informational meetings with 4 of 5 commissioners, the Commission Curator, Juda Tolmasoff, and Cindy Abbott, ED of the Sanchez Art Center, Pacifica
- Attended Daly City Arts & Culture Commission Photo Show reception

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, 5th 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 jtolasoff@smcgov.org. 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)599-1005 (voice) or e-mail jtolasoff@smcgov.org. For the safety of those sensitive to airborne chemicals, please refrain from wearing chemically based products.

B. Curator's report

1) **Caldwell Gallery**- we are just coming off of the Recovery Happens exhibit and the Disabilities Showcase that ran concurrently at Caldwell Gallery in September and October. Both exhibits were well received and Disabilities Showcase coordinator Craig McCulloh reported that they sold a substantial amount of artwork on their closing nights auction.

In the months of November and December we will be exhibiting the large paintings of artists Sheila Finch and Kit Colman. The response so far has been fantastic and one week into the exhibit we are reporting one sale currently in progress for \$4200.

2) **Community Gallery** – Also as part of Recovery Month we have just finished an exhibition by Michael Broadhurst in the Community Gallery. Michael is a client of Abilities United. No sales to report at this time.

Currently we are displaying the colorful abstract paintings of artist Maureen Grimm until the end of December.

3) **Rotunda Gallery** The large head sculptures and totems of Danielle Fafchamps are on display in the Rotunda until December 30. The exhibit "Being In the Here and Now" includes the use of clay, bronze, pigments, recycled steel and copper. We are happy to report one sale totaling \$4,050 in October.

Our net sales for October are \$8250. I will be submitting an exhibition schedule for 2016 at our next meeting in January.

6. Action Items

A. Revise and update Grant Program guidelines and application process.

Commission Director Temkin presented the recommendations to revise the grant application process and guidelines.

Deputy County Manager Jensen suggested that the Commission consider awarding two-year funding in coordination with the County's two-year budget cycle. The Commission will look at developing the process to carry this out, such as starting with a possible 18-month cycle.

Motion: Commissioner Chew made the motion to approve the recommendations with the addition of an option for organizations to apply for two year grant cycle with the second year's funding based on approval of an at end of first year. Commissioner Scott seconded. The motion was unanimously approved.

7. Staff and Commission reports

Legislative Aide J. Tolmasoff:

- Supervisor Groom emailed Superintendent Ann Campbell at the County Office of Education regarding the process for soliciting and awarding 2015-16 Teacher Visual Arts Mini-Grants.
- The Arts Commission website is in the process of being updated with current information.
- The schedule for next year's meetings has been set and distributed to Commissioners.
- Ms. Tolmasoff attended the North Fair Oaks Forward Public Art Committee meeting. The painted utility box and silhouette sculptures have become a popular part of the community. The Committee is working on expanding the painted utility boxes project. The Chair thanked Deputy

County Manager Jensen for suggesting that the Arts Commission become involved with the North Fair Oaks Forward Public Art project.

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, 5th 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 jtolmasoff@smcgov.org. 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)599-1005 (voice) (voice) or e-mail jtolmasoff@smcgov.org. For the safety of those sensitive to airborne chemicals, please refrain from wearing chemically based products.

Commission Chair R. Rodricks:

- Commissioner Stewart and the Chair attended Daly City Arts & Culture Commission Photo Show Reception
- The Americans for the Arts annual conference will be in San Francisco June 2017. The Commissioners are strongly recommended to attend. Suggests that the Commission look into setting aside money in the budget to offer scholarships to arts organizations to attend.
- Called the Commissioners attention to Sustain Arts, an online resource for information on local, regional and national cultural assets.

Commissioner Scott noted another excellent resource for the Commissioners, Building Public Will for Arts and Culture, which can be found at artsmidwest.org.

Commissioner McHugh:

- Coastside Open Studios is this Saturday and Sunday.
- December 30, 2015 is the deadline to submit for Silicon Valley Open Studios.

Commissioner Stewart:

- Attended the San Francisco/Silicon Valley Art Fair. This is the 2nd year it has been held.
- Attended the Western Museums Association conference in San Jose.

Commissioner Chew congratulated San Mateo actors who were performing in Chicago.

8. Discussion Items

A. Review of Strategic Plan: what we've accomplished, what are our priorities for the next 20 months, who will work on what.

Documents attached for reference:

1. Status Update on action items from the Strategic Plan
2. Marketing Plan Draft

The Commissioners reviewed the status of objectives and action items from the 2012-2017 Strategic Plan. Some items were no longer applicable or deemed unable to carry out in the next 18 months. Commissioner McHugh reviewed a proposal to focus in the near term on building the Commission's social media presence by growing elist and increasing followers. In the longer term she proposed the Commission develop a formal strategic marketing plan.

The Commissioners prioritized the remaining action items. The top three priorities for the next 18 months are:

- 1) Raising Public Visibility for the grants program, Commission activities and the San Mateo arts sector;
- 2) Pursuing Partnership Opportunities with other County commissions and departments, arts organizations and other arts supportive entities; and
- 3) Scale the Commission's Digital Presence with an improved website and use of social media to promote the Commission's galleries and individual artists.

All Commissioners will:

- Be "ambassadors" in their districts and facilitate communication between arts organizations, the Commission and the public
- Communicate Commission activities and activities in their districts on a regular basis with their Supervisor
- Alert Commissioner Stewart about events and other photo opportunities in their districts

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, 5th 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 itolmasoff@smcgov.org. 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)599-1005 (voice) or e-mail itolmasoff@smcgov.org. For the safety of those sensitive to airborne chemicals, please refrain from wearing chemically based products.

- Send information regarding events and activities to Commissioner McHugh for posting on website and social media

Commissioners also made individual commitments towards the priorities:

Commission Chair Rodricks

- Will focus on capacity building events for arts organizations and individual artists, for example, a “Connect the Arts” event, working with Commissioner Scott to convene museums, and a professional marketing workshop for individual artists.
- With Commission Director Temkin will look into hosting a meeting of Commission grantees.
- With Curator Koodrin will explore holding an arts awards night at county fair to highlight grantees and county fair awardees.

Commissioner McHugh will do

- Spearhead updating website and posting on social media
- Hold two outreach events in District 3 at community events and/or farmers market.
- Work on hosting a marketing workshop for individual artists.

Commissioner Stewart

- Will support the arts publically by taking photos of Commission activities and arts events in the community and collecting quotes at arts events.
- Recommended working with County communications person and submitting information in a format that will make it easy to execute.

Commissioners McHugh and Stewart will create a digital tour of exhibitions at the Commission’s three galleries.

Commissioner Scott

- Reach out and get to know grantees and other arts organizations in District 1.
- Take a lead on a convening of museums in the county and assist with convening other stakeholder meetings
- Investigate getting a listing of farmers markets for hosting information tables and gathering constituent input.

Commissioner Chew

- Hold “check in” meetings with Redwood City, East Palo Alto and Menlo Park.
- Staff a table at a farmers market in March.

Deputy County Manager Jensen noted that the next Strategic Plan will need to be finished in Spring 2017 to coordinate with the next county 2-year budget planning process.

9. Adjournment at 3:48pm