

Regular Meeting of the Arts Commission
Wednesday, February 19, 2014 – 1:00-2:30pm
Board of Supervisors Conference Room, Hall of Justice
400 County Center, Redwood City, CA 94063

Meeting Notes

1. Roll Call, 1:07pm

Commissioners present –Chair R. Rodricks, S. Swan, K. Chew
Staff: P. Jensen, J. Tomaloff
Commission staff: T. Silvestri,
Commissioners' absent - D. Mulliken,

2. Agenda Amendments: None.

3. Oral Communications: None.

4. Consideration of Minutes of Regular Meeting of January 8, 2014

Minutes will be corrected to show Commissioner Chew absent due to sport injury
Motion to approve by Chew
Second to approve by Swan
Motion passed 3 ayes, 0 noes

5. Reports

A. Curator Report: Curator Silvestri reported \$800+ in art sales for the artist and current show at the Caldwell Gallery. Teresa is now focusing on the upcoming Annual Women's Show, slated for intake and jurying on March 3rd, 9-12noon. Commissioners will be hanging the show from 1:00 -3:00pm on the same afternoon, post jurying.

B. Grant Program Manager Report: Chair Rodricks reported that Manager Esther Mallou has been fielding calls and emails for the upcoming grant cycle.

6. Staff and Commissioner Reports

Staff: Peggy Jensen updated the Commissioners' past request for two commissioners per district. The Commission would need to go through an arduous process with the Board of Supervisors in order to alter the County Ordinance. Upon discussion and with a resolved heart, Rodricks and Chew volunteered to

merge the standards of the Commissioner and Advisory Committee so that we add to our numbers.

Commissioners Rodricks reported her findings from the California Arts Council meeting that she recently attended. Chair/Senator Lieu and Vice Chair Calderon are jointly proposing a \$25 million bill in support of the arts. She directed the Commission to the Otis Study showing California ranked 48th in regards to dollars spent on the arts. The CAC staff provided a Q&A session and fielded many complaints about the Cultural Data Project. Rodricks reiterated that the data is well-used by the state, various jurisdictions, businesses, etc..

Commissioner Rodricks encouraged staff and Commissioners to tune into the Western Arts Advocates upcoming webinar on March 4th, from architect Frank Gehry's offices in Santa Monica.

Commissioner Rodricks mentioned that the CAC has a new logo and we'll update the logo on our website when humanly possible. She also reported that California is the only state who has a vehicle license program where car owners can have graphically designed license plates for their car with their donation helps fund the arts. Since 2002, this program has garnered over \$46 million.

Commissioner Rodricks also asked the Commission if she could attend the Americans for Art Conference in Nashville, TN, this year. She would provide her airfare and meals, while asking the Commission to fund the registration and hotel – approximately \$1,100.00.

7. Discussion Items

A. Measure A Proposal: Website (Commissioners Rodricks and Mulliken, Silvestri): A discussion ensued regarding potential viability and long range purpose of a website. Commissioner Rodricks reported that a few counties have an institutional website as well as a commercial/Artsopolis type of website. However, most counties, such as Alameda and San Francisco, and the cities of San Jose and San Diego, do not use commercial types of websites because of numerous redundant public websites. After discussion, the Commission has decided to table this portion of the proposal for Measure A funds, will work with County IT staff on updating the Arts Commission website pages as they upgrade the County's website; the Arts Commission's section of the County website is scheduled for upgrade in approximately 10 to 12 months, and at that time the Commission will

ask County staff to add some extra pages to the Arts Commission's section of the website.

B. Measure A Proposal: North Fair Oaks Public Art (Swan, Jensen): Peggy Jensen reported that the NFOC/Arts Commission public art project meetings will commence in this next month and the team, including Swan and Chew, will be providing suggestions and ideas for the April 29th community meeting, 6:30-8:30pm. Swan and Chew to send ideas, links, etc. to Ellie Dallman, Outreach Coordinator for the NFO Forward Team.

C. Measure A Proposal: Global Village Cultural Fair (Chew): Commissioner Chew reported that the Fair Manager, Matt Cranford, has been very generous and helpful in supporting efforts to create a Global Village Cultural Fair. 5 to 7 cultural performance groups showed interest in dancing at the San Mateo County Fair's *Kids Day* on June 9th. All traffic and communication has forwarded to Mr. Cranford's office. It's a continuing tradition that performing groups donate their time in exchange for free admission and parking privileges. Mr. Cranford is freely providing the stage, grounds, welcome tent, etc. for the dancers. Potential funding from the Commission may be available for post-performance make-and-take art projects with the children and families in attendance. As the event is hosted this year by the County Fair, no Measure A funds are required to fund this event.

D. Measure A Proposal: Grants Expansion (Rodricks):

Commissioner Rodricks has completed the Grants Expansion portion of the Measure A proposal, and it will be incorporated into the full proposal.

9. Adjournment: at 2:29pm.