

Special Meeting of the Arts Commission
Thursday, June 19, 2014. 3:00 p.m. to 4:30 pm
555 County Center, 5th floor, Conference room 2

1. **Roll Call**, 3:00pm
Commissioners present: Sherrill Swan, Robin Roricks, Karen Chew
Commissioner absent: Donald Mulliken
County Staff: Juda Tolmasoff, Peggy Jensen
Guests: Trish Siebel, Laura McHugh, Dildar Gil-Pisani, Mary Alice Bowie
2. **Agenda Amendments**: None
3. **Oral Communications**: None
4. **Strategic Plan**:
Rodricks provided brief description of plan, what's been accomplished, where we are today and future direction. She described the current grants programs and gallery curation. She also presented the plan recommendation that a committee be formed to assist Commissioners to accomplish plan objectives. Peggy Jensen and Commissioner Swan presented North Fair Oaks project as example where Commission is becoming actively involved with local community members.
5. **Arts Leadership Council (ALC)**:
Rodricks presented idea of formation of the ALC to pursue projects to help meet plan objectives. She discussed need for help with social media, connection with other arts organizations, partnering with corporations to help with the arts, education outreach to connect with art teachers, CSSSA summer school program, need for additional funding. Commissioner Chew discussed complexities of social media since user options are numerous. Rodricks stated that she will be approaching the Silicon Valley Foundation Donors to the Arts for Commission funding. Rodricks noted challenge to receive funding since the Arts Commission is a public entity. Question posed by Swan: should 501C3 be formed to receive funds
6. **Potential Projects for ALC**:
Guests were asked to identify projects they would like to work on which would help meet strategic plan objectives. Several projects were identified and are listed in Exhibit A.

7. **Recruitment of Additional Members:**

Rodricks asked attendees to suggest other members for the ALC.

8. **Next Steps:**

Attendees were told list of ideas identified in the meeting would be sent out to all. They were asked to select those projects that they would like to work on and to identify additional projects if they want to pursue something not on the list.

9. **Adjournment:** 5p.m.

EXHIBIT A:
ALC POTENTIAL PROJECTS AND TASKS

- A. Social media as outreach vehicle. Tasks?
- B. Connect with other city and county organizations to sponsor art (activities, events, public art, cultural districts). Tasks?
- C. Education outreach: get more teachers involved in mini grant program, sponsor artists working with school students, promote CSSSA summer school program
- D. Implement a ceremony to award grant recipients, both teachers and organizations.
- E. Expand the Global Village at the annual County faire: dance, readings, music, related children's activities.
- F. Advocate and advise on planning and construction of art/creative spaces and public art as part of the Half Moon Bay library project.
- G. Bring together disparate art groups on the Coastside to encourage collaboration, gain more publicity for art in the region and perhaps form a cultural district that promotes the arts and is a tourist attraction.
- H. Promote artist in residence programs in the County.
- I. Match musical groups/ musicians with schools, senior residences, hospitals.
- J. Research benefits and disadvantages of forming 501.3.C as vehicle for receiving grant money to fund arts in the county.
- K. Set up poetry slams at selected locations in the County—schools? (Louder than a Bomb)
- L. Identify candidate artists for gallery shows sponsored by the Arts Commission.
- M. Coastside: work with hotels to promote Open Studios.