



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
Wednesday, March 16, 2016 — 1:00 p.m. to 3:00 p.m.
Room 402, Fourth Floor, COB-1,
455 County Center, Redwood City, CA 94063

AGENDA

1. **Roll Call** – Roll Call and introduction of guests
2. **Agenda Amendments**
3. 1:04 **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 January 20, 2016
5. **Reports**
Curator's report
Commission Director's report
6. **Action Items**
 - A. Allocation of 2016 unexpended funds
 - B. Minimum/Maximum grant request amounts
7. **Staff and Commission reports**
 - A. Dep. County Manager – Peggy Jensen
 - B. Chief Leg. Aide – J. Tolmasoff
 - C. Commissioner reports:
 - District 1 S. Scott
 - District 2 R. Rodricks
 - District 3 L. McHugh
 - District 4 K. Chew
 - District 5 S. Stewart
8. **Discussion Items**
 - A. Arts Commission host a convening on public art for the nine Bay Area Counties involved in the BayTrail.
 - B. Huffington Post article on trends in Arts organizations: http://www.huffingtonpost.com/robert-l-lynch/five-macro-trends-that-ar_b_9254154.html
9. **Adjournment**

Immediately following adjournment, those Commissioners who are able, please relocate to Board of Supervisors (BOS) Conference Room, Board of Supervisors/County Managers Offices, Lobby Floor, Hall of Justice, 400 County Center, Redwood City for judging of SamTrans *Art Takes a Bus Ride* competition.

Next Arts Commission Meeting:
WEDNESDAY, MAY 18, 2016
1:00 – 3:00 pm
Board of Supervisors (BOS) Conference Room



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Regular Meeting of the Arts Commission
Wednesday, January 20, 2016 — 1:00 p.m. to 3:00 p.m.
 Hall of Justice – Board of Supervisors Conference Room, Lobby Floor
 400 County Center, Redwood City, CA 94063

MINUTES

1. Roll Call

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, Commission Director Andrea Temkin
 Guest: Chris Hunter, Don Horsley's Chief of Staff

2. Agenda Amendments

None

3. Oral Communications

None

4. Consideration of Minutes of Regular Meeting of November 14, 2015

Commissioner McHugh motion to approve, Commissioner Scott seconded
 Pass by unanimous vote.

5. Reports

Curator's report

Commissioner Rodricks reporting for Curator Boris Koodrin. Curator is working on the annual March Women's View exhibit.

Commission Director oral report

- In November when the Commission adopted revised grant application guidelines, we neglected to put in min/max request amounts. As grant guidelines need to open prior to the Commission's March meeting, unless there are objections or concerns, we will list Organizational Support Program at \$2,500 - \$10,000 and Project/Program Support \$2,000 - \$7,500. Commission Chair Rodricks will draft an action memo that we will vote on in March prior to voting on grant awards.
 --No objections or concerns were raised.
- The San Mateo County Office of Education is convening an Arts Education Task Force. The Director and Chair have been invited to first meeting.
- Per our discussion in November regarding a more formal on boarding process for the next set of commissioners, an Arts Commissioner draft Roles and Responsibilities document has been developed

6. Action Items

A. Amendment to Budget adopted at regular July 2015 meeting

Chair Rodricks gave an overview and rationale for changes. Changes are due in part to an increase in CAC budget and therefore an increase in the Commission's SLPP award.

1. Approve **NEW expenditure of \$1,000** for grantmaker membership in the Cultural Data Project (CDP)
2. **INCREASE by \$600** a previously adopted budget item: County Fair *Fine Arts Galleria* increase from \$1,200 to \$1,800 to support the twelve *Best of Show* awards issued.

3. Grants Program budget modifications
 - a. **INCREASE by \$14,000** a previously adopted budget item: vote to increase Arts Grants Awards from \$56,000 to \$70,000.
 - b. Approve **NEW** budget item: expenditure of **\$5,000** for a new grant portfolio: *Small Opportunity Grants*.
 - c. Approve **NEW** budget item: expenditure of **\$600** for *Common Grant Application* online platform for processing of arts grants applications.
4. At March meeting consider allocating unexpended funds as follows: \$500 membership GIA, encumber the remaining funds for scholarships for arts organizations to attend 2017 Americans for the Arts national conference in San Francisco.

Commissioner Chew motion to approve, Commissioner Scott seconded
 Pass by unanimous vote.

B. Renewal of Contract for County Galleries Curator

Motion: Renew to extend Mr. Koodrin's contract for two years at same cost/per hour through December 31, 2017.

Motion to approve by Commissioner Chew, Commissioner McHugh second
 Pass by unanimous vote.

7. Staff and Commission reports

A. Dep. County Manager – P. Jensen

Had a good first meeting with new Commission Director.

B. Chief Leg. Aide – J. Tolmasoff

- Distributed Daly City Arts Commission cards to Commissioners and info postcards on CA State Summer School for the Arts
- CA Poets in the Schools has a new contacts for San Mateo County: Eric de Goss and Carolyn Goodwin,
- Would like SMC Arts Commission get involved with the CA Arts Council Poetry Out Loud project

C. Commissioner reports*:

District 1 Commissioner Scott:

- Convening a meeting with museum leadership to share programming that is planned for next 18 months and start a discussion re Peninsula community audience and how museums might more usefully engage. Met individually with museums in fall. Curiodessys will host. Feb 26 or March 11 as possible dates for 90 minutes meeting. This could development into a more inclusive group in future.
- Working on what it would take to have an Arts Commission booth or table at county farmers' markets. Deputy County Manager P. Jensen says Commissioner of Weights and Measures can provide a list of who to contact for each farmers market.

District 2 Commissioner Rodricks:

- Attended Warren Slocum's Board President installation and a Music@Kohl fundraiser.
- Completed and submitted final reports to the CAC and Hewlett Foundation.
- Met with several grantees and potential grantees.
- At the suggestion of Deputy County Manager Jensen, Chair Rodricks, Mr. Koodrin and Ms. Temkin met with Michelle Durand, Chief Communications Officer for the County.

District 3 Commissioner McHugh:

- Starting email blasts for the Commission. Will be putting together a schedule of upcoming events, grants, etc. and producing a monthly update enewsletter.
- Has been active with arts organizations including Sanchez Art Center, Coastal Art League, Open Studios (for their May event)
- Will be hosting an artists residency in her home and is looking for applicants.
- Has been active with individual artists including curating exhibition curation.
- Connected with the head of Mavericks organization which has a show annually at Coastal Art League
- Sponsoring a workshop for individual artists with artist Judy Gittelsohn

District 4 Commissioner Chew:

- Recommends the Commission sponsor upcoming OYE, conference for Latino Youth. Will check into whether there are specific art components Commission can support.
- Met with the new Commission Director.
- Encouraged Commissioners to attend Brisbane Live at Mission Blue concert series.
- Gave brief update on local cities arts activities in her District 4: East Palo Alto; Menlo Park; Redwood City.
- Gave an update on the North Fair Oaks project. Deputy County Manager Jensen suggests conversation with Supervisor Slocum to investigate ways the Arts Commission could be supportive of their efforts.
- Will be doing a group show at Menlo College; will send end dates to Commissioner McHugh for eblast.

District 5 Commissioner Stewart:

- Following up with the new Daly City Arts Commission that is working to identify local artists and build their arts roster.
- Will assist Commissioner McHugh to develop an editorial calendar for social media, including strategy around publicizing new online grant application process, including information to County Social Media Coordinator.
- Asks that Mr. Koodrin distribute exhibition press releases to all commissioners.
- Will make stock photos of grantees and San Mateo County artists and organizations (in addition to those sent by grantees) to use in social media and marketing.

8. Discussion Items

Deputy County Manager P. Jensen suggests ways the Arts Commission could partner with local libraries and/or the Peninsula Library System. Suggests the possibility of a presentation by PLS at an upcoming meeting.

Commission Chair Rodricks announces two upcoming Arts Commission events:

Connect the Arts in March at the San Mateo Library and Ins and Outs of Marketing by a coach for individual artists. Date in April and location TBD.

Commission Director Temkin reminds the Commission of upcoming February 17 grants application informational workshop and the March 18 deadline for applications from arts organizations.

9. Adjournment

Curator's Report

Wednesday, March 16, 2016

Boris Koodrin

1) Caldwell Gallery and Community Gallery

This year's Women's View exhibit was installed in the Caldwell and Community Galleries on March 1st.

Unlike previous years it took two days to take in, judge and install due to a large increase in participation. It took a total of 69 hours labor including take in and installation. The curator position currently allows 19.5 hours (per month).

We had a 300% increase in requests (190 total) for entry forms over the previous year, and almost 800% over 2014. All but 16 artists on the waiting list received follow-up invitations to exhibit.

The Arts Commission purchased extra hanging rods and hardware at the last minute in order to accommodate more artists. In all we accepted 90 artists for 2016. Additional rod & hardware expenditure for W.View: \$921.19

Total upgrades to hanging system for 2016: \$1400.60

The Women's View will run from March 1 to April 29.

2) Rotunda Gallery

The large freeform sculptures of Oleg Lobykin went on display at the Rotunda Gallery on January 11 and will be on display from Jan 13 to June 30, 2016.

San Mateo County Arts Commission
Commission Director Progress Report
January 12, 2016 – March 10, 2016

HIGHLIGHTS

- Conducted outreach for potential grantees including an informational workshop for potential grantees; 41 individuals attended
- Answered questions, provided support to and met with grant applicants
- Collaboration with SMC Office of Education: attended first meeting of Arts Task Force; solicited proposals for teacher mini-grants, received 103 and awarded 102; compile list of arts education organizations that serve SMC public schools
- Explored potential areas of collaboration with County Libraries and County Children’s Fund
- Attended THRIVE Forum and Joint Venture Silicon Valley’s annual State of the Valley conference

PROGRESS ON CONTRACTUAL AGREEMENT

Activity	Status
COMMISSION ADMINISTRATION & OPERATIONS	
• Annually update the California Cultural Data Project profile.	Accomplish prior to June 2016
• Write annual grant and post-grant report to California Arts Council for the Local Arts Partner (SLAP) grant.	June Due Date
• Facilitate communications with Commissioners in support of their duties.	Ongoing
• Assist with communications with the Arts community via wildapricot.com, maintaining the contact list, and creating emails for events and general communication.	Set up MailChimp account; with Commissioner McHugh three eblast updates sent
• Annual renewal and update the Commission’s Federal DUNS and Federal System for Award Management (SAM) accounts and profiles.	Need to get information on this
• Send thank you letters, acknowledgements, and other misc. correspondence.	Sent letters to state legislators and governor acknowledging receipt of CAC SLPP funds
• With input from Commissioners, write mid-year and year-end reports to County Board of Supervisors.	Reviewed Commission Chair’s Final Report for 2015
• Attend Commission meetings	Ongoing

Activity	Status
ARTS ADVOCACY, POLICY, AND RECOGNITION	
<ul style="list-style-type: none"> • Monitor progress on the Commission’s Strategic Plan 	Review and revision completed
<ul style="list-style-type: none"> • Attend advocacy meetings as needed or required, i.e. California Arts Council convenings. 	TBD
<ul style="list-style-type: none"> • Conduct annual outreach effort and reception for California State Summer School for the Arts program. 	Canceled
<ul style="list-style-type: none"> • Organize, with County Gallery Curator and Commission On the Status of Women, the recognition for Women’s Art Show winners. 	In process
<ul style="list-style-type: none"> • Organize and execute capacity building and networking events for San Mateo County arts nonprofit organizations. 	TBD
<ul style="list-style-type: none"> • Prepare and give public presentations on behalf of the Arts Commission. 	So far none applicable
<ul style="list-style-type: none"> • Coordinate recognition activities, e.g., County Fair Fine Arts Galleria arts awards; SamTrans <i>Art Takes a Bus Ride</i> contest. 	So far none applicable
<ul style="list-style-type: none"> • Pursue opportunities for creating and promoting activities and collaborations involving the Arts Commission. 	Fair Oaks projects Museum convening
ARTS GRANTS PROGRAM	
<ul style="list-style-type: none"> • With Commission, review and update portfolios and guidelines. 	Completed
<ul style="list-style-type: none"> • Develop and conduct grant-writing workshops, conveying information on program guidelines, criteria, and process. 	Completed February 17; 41 attendees
<ul style="list-style-type: none"> • Manage recruitment of panelists, recommending the final composition of the panel to the Commission and supporting the panel during the review process, maintaining the highest quality of standards for peer review. 	Panelists identified; public panel review date set for April 22
<ul style="list-style-type: none"> • Present panel recommendations to the Commission for approval. 	May Commission meeting
<ul style="list-style-type: none"> • Manage disbursement of the grant funds to grantees. 	TBD
<ul style="list-style-type: none"> • Monitor grant recipients progress, including review of mid-project and final reports. 	Created Final Report template and sent to current grantees; due by April 15

*TBD = To Be Done/it’s on the calendar

Action Item 6A. Allocation of 2016 unexpended funds

MEMORANDUM

To: San Mateo County Arts Commissioners

From: Robin Rodricks, Chair

Re: Agenda Item 6A Regular Arts Commission Meeting, March 16, 2016

Date: March 10, 2016

RECOMMENDATION:

Approve unexpended Arts Commission budget funds as detailed below.

BACKGROUND:

I have reviewed all expenditures and anticipated expenses (contractual obligations) and \$17,808 remains available for fulfillment of the strategic plan. [See attached budget.]

DISCUSSION:

I suggest that the unexpended funds be allocated in the following manner:

Unexpended Funds	\$19,255
 Recommended Allocation of Unexpended Funds	
1. Application Review Panelist Honorarium (2)	\$500
2. Sponsorship of the 5 th Annual OYE 2016 Latino Youth Conference, to be held on May 21, 2016, at Cañada College, Redwood City	\$1,000
3. Send Commission Chair to Americans for the Arts national conference 2016	\$1,000
4. Website design	\$1,500
5. Grants Program	<u>\$15,255</u>
6.	
TOTAL	\$19,255

1. Application Review Panelist Honorarium (2) \$500
 Grant review this year will be conducted by two volunteer arts professionals. These panelists will be responsible for reading an anticipated 25 applications including budgets and documentation prior to the panel meeting. The panel meeting itself will be approximately eight hours and open to the public. I am recommending each panelist receive an honorarium of \$250.

2. Sponsorship of the 5th Annual OYE 2016 Latino Youth Conference, to be held on May 21, 2016, at Cañada College, Redwood City \$1,000
 OYE is a project of the North Fair Oaks Youth Initiative, a program of the St. Francis Center/Siena Youth Center, which envisions every young person in NFO and Redwood City with the tools, personal power, opportunities, and full support to make healthy decisions for themselves and to be a positive resource for their peers and the greater NFO community. The OYE Conference brings 300 local teens and young adults ages 12-22 and their parents together to explore questions of identity and purpose and to building community through a fun and interactive day that includes hands-on art workshops, inspirational speakers, artistic expression, and community resource sharing and

networking. Art workshops include 2d and 3d art, performance, music, theatre, film and other formats. [Brochure attached.]

3. Send Commission Chair to Americans for the Arts (AFTA) national conference 2016
\$1,000

For nearly 60 years, Americans for the Arts has convened an annual convention for arts and community leaders to network and discuss strategies for building stronger towns, counties, and cities through the arts. This year's Annual Convention in Boston June 17-19 explores the role of the arts in creating and sustaining healthy, vibrant, equitable communities. The Arts Commission has had representation at 2011, 2014, and 2015 AFTA conferences.

4. Website design \$1,500

The Arts Commission needs a website where information can be easily changed on a regular basis, that connects with the Commission's other social media, that is user-friendly and can readily be used by current and future Commission staff. This website will be reached through the County Arts Commission page. A marketing professional will develop a simple three-page website for the Arts Commission on squarespace, a user-friendly common platform. The \$1,500 fee will also include a three-month maintenance service including any requested updates. Two sites built by the proposed contractor are: <http://www.pacificartleague.org> www.dionnewarwicksanjose.com His professional marketing resume is also attached.

5. Grants Program \$15,255

It is recommended that the remaining funds be rolled into the Local Arts Grants Programs for FY16. This will bring total funds available for Organizational Support and Project/Program Support to \$73,808. [Teacher Mini Grants (\$10,200) and Small Opportunity Grants (\$5,000) are in addition.]

FISCAL IMPACT:

No fiscal impact. This will bring the Commission's budget to \$0 at year end.

SMC Arts Commission FY16

YEAR TO DATE 4/16/2016

EXPENSES	DESCRIPTION	BUDGET	YTD	Projected to Year End	
Arts Recognition	Awards - San Mateo County Fair (increase voted in March 2015)	\$1,800		\$1,800	
	Funding - Annual Juried Women's Art Show	<u>\$500</u>	\$500	<u>\$500</u>	
		\$2,300			\$2,300
Professional Memberships	Americans for the Arts	\$500	\$150	\$150	
	Californians for the Arts/CAA	\$50	\$50	\$50	
	Thrive Alliance of NonProfits of San Mateo Co.	\$100	\$150	\$150	
	Grantmakers in the Arts	<u>\$500</u>		<u>\$500</u>	
		\$1,150			\$850
Marketing	Commission's page on County website	\$0			
	Wildapricot.com	\$1,400	\$1,149	\$1,400	
	Misc. marketing expenses	<u>\$500</u>	\$125	<u>\$2,000</u>	
		\$1,900			\$3,400
Arts Commission Support	Commission Director	\$33,750	\$14,808	\$33,750	
	Facilitated Planning Session	\$2,000			
	Meetings and other expenses	<u>\$250</u>	\$338	<u>\$338</u>	
		\$36,000			\$34,088
Strategic Plan Projects & Programming	Strategic Plan Projects & Project Develop, including capacity building, workshops/trainings and advocacy for nonprofits and artist	\$6,000	\$275	\$1,150	
		\$6,000			\$1,150
Curation	Curator (contractor), avg 20 hrs per month, \$54.17/hr	\$13,000	\$8,048	\$13,000	
	Gallery operations: supplies and expenses	<u>\$500</u>	\$402	<u>\$1400</u>	
	Total	\$13,500			\$14,400
Grants Program	<i>Total</i>	\$74,625			
	Teacher mini grants		\$10,200	\$10,200	
	Local Arts Grants			\$60,000	
	Small Opportunity Grants			\$5,000	
	CDP fee	\$1,000	\$1,000	\$1,000	
	Common Grant Application	\$600	\$473	\$600	
		\$76,225			\$76,800
	<i>To cover any overages.</i>				
Unallocated		\$4,625			
Float		\$8,196			
Total Expenses		\$141,700	\$37,668		\$132,988

Total Unallocated					\$16,856
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INCOME

County funding/contribution	\$125,000
California Arts Council: annual Local Arts Partner grant FY16 (90%)	\$21,597
CAC Final 10% FY15 SLPP grant	\$1,897
Women's View Art Show entry fees	\$900
Commission on the Status of Women	\$450
Total Income	\$149,844



¿Quién quiero ser? ¿Adonde quiero ir? / Who do I want to be? Where do I want to go?

You are invited to sponsor the 5th annual **OYE! Conference** – an upcoming community event, reaching teens, families and local agencies. Benefits of your sponsorship include visibility of your organization, and association with positive youth and community development work in North Fair Oaks and Redwood City. This year's featured speakers are Francisco Jimenez and Favianna Rodriguez.

Purpose of OYE!

The OYE Conference will bring together **300 local teens and young adults ages 12 to 22 and their parents** to explore questions of identity and purpose and to build community through a fun and interactive day that includes hands-on workshops, inspirational speakers, artistic expression, and community resource sharing and networking.

Cost and access: Conference registration is free. Translation (English to Spanish and Spanish to English) will be available. !

The North Fair Oaks Youth Initiative (NFOYI)!

OYE is a project of the North Fair Oaks Youth Initiative (NFOYI, a program of the St. Francis Center/Siena Youth Center), which envisions every young person in North Fair Oaks [and Redwood City] with the tools, personal power, opportunities, and full support to make healthy decisions for themselves and to be a positive resource for their peers and the greater North Fair Oaks community.

NFOYI! a grassroots project that includes 35 youth in a 10-month series of workshops, community based dialogues, team building experiences, events – including OYE- and youth-driven projects. Through the initiative, youth gain new skills, networks, knowledge of local resources and tools to benefit them and their peers and families.!

THE 5TH ANNUAL
**Orgullo y Educación (OYE)
Latino Youth Conference**

SATURDAY, MAY 21, 2016 FROM 8:30AM-3:00PM

CAÑADA COLLEGE
4200 FARM HILL BLVD., REDWOOD CITY, CA 94061

For more information, to support or attend please call
(650) 780-7510 or (650) 298-9458

JIM FUNG

(408) 203-4846, jim.fung@captiveartists.com

SUMMARY OF QUALIFICATION

Seasoned performing arts administrator with extensive management and marketing experience in multidisciplinary fields. Presented 35 international productions in seven cities reaching over 60,000 audience. Proven track record in engaging multi-ethnic communities and expanding audience base to next-generation patrons. Over 18 years of marketing and public relations experience. Oversees and executes overall ticket sales and marketing campaign for all presentations. Building long-term collaborations with community groups, non-profit organizations and music institutions. Creates logistical protocols for visiting performers - from solo artists to groups with over 80 artists. Skilled in utilizing a mix of advertising and public relations, social media and innovative strategy to maximize grassroots community involvement.

PROFESSIONAL EXPERIENCE

Founder and President, Captivate Artists

2010 - present

- Designs annual season programs featuring emerging and world-renowned artists including Vienna Boys Choir, The 5 Browns, Igudesman & Joo, Avery Fisher Career Grant Recipient Conrad Tao and The Second City
- Negotiates contracts with artist agencies and secures venues for performances
- Creates and executes successful marketing and public relations campaign with limited budget to increase media exposure and ticket sales
- Establishes and nurtures partnerships with community organizations for cross-promotion and audience development
- Oversees all ticketing logistics and manages a team of seasonal staff
- Contracted as Marketing Consultant for Peninsula Symphony for 2014-15 season
- Contracted as Marketing & Sales Director for Sister Cities International Annual Conference's Dionne Warwick LIVE: *Do You Know the Way to San Jose* (May-Aug 2014)
- Contracted as Marketing Partner for Dennis Nahat's acrobatic ballet *Yulan* and *Nutcracker: The Terracotta Prince*, a 14-show double productions featuring the Dalian Acrobatic Troupe (Fall 2013)
- Contracted as Asian Pacific Touring Manager and Booking Agent for Igudesman & Joo; collaborated with the National Symphony Orchestra in Taiwan and Hong Kong Sinfonietta (2012)

Executive Director, Dimension Performing Arts, Inc.

2007 - 2010

- Designed annual season programs and presented pianist Yundi Li, National Acrobatic Troupe of China - DARE, Dream of the Red Chamber, U-Theatre, The Peking Acrobat, and Jigu! Thunder Drums of China
- Directed and handled all artist booking, negotiations and management
- Managed organizational and programmatic fundraising effort and successfully secured funding through grants and corporate sponsorships from Hewlett Foundation, Arts Council Silicon Valley, City of San Jose and ACORN Campus Ventures

FUNG 2

- Produced Sichuan Earthquake Benefit Concert featuring San Jose Taiko, pianist Gwendolyn Mok, Firebird Youth Chinese Orchestra and California Philharmonic Youth Orchestra – and raised \$90,000 in a single evening
- Produced Heartstrings concert featuring three prominent female musicians from Korea, China and the Bay Area benefiting the American Cancer Society 2009
- Oversaw Dimension Performing Arts' participation in City of San Jose Office of Cultural Affairs ArtsExpress programs

Managing Director, Epochal Communications/Captivate Agency 2002 - 2007

Public relations and marketing consulting for clients in publishing companies and magazines, advertising agency, independent artists and arts organizations, consumer products and retail businesses - domestic and overseas.

Public Relations Manager, eCommUSA (Holix Tech), Inc. 2000 - 2002

Media relations and technical writing for Silicon Valley technology company specialized in electronic trading and Consumer Relationship Management

Public Relations Specialist 1997 - 2000

Conducted public relations and marketing work for non-profit organizations including American Heart Association, World AIDS Day and American Cancer Society, and Silicon Valley technology company.

BOARD INVOLVEMENT, COMMUNITY AND VOLUNTEER WORK

- Board Member, California Philharmonic Youth Orchestra (CPYO) (2010 to present)
- Volunteer Musician, Almond Elementary, LASD, Los Altos, CA (2013 to present)
- Arts Council Silicon Valley Community Arts Fund Grant Panelist (2011, 2013)
- Producer, Haiti Earthquake Relief, San Jose State University Music Department (2010)
- Producer, J'adore Cello Fundraising Concert for UNICEF (2008)
- 1st ACT Multicultural Arts Leadership Initiative (MALI) Inaugural Class (2007)
- Iowa State University Employee of the Year (1997)

EDUCATION

Bachelor of Arts, Journalism and Mass Communication with an emphasis in Public Relations
Double major in International Studies
Iowa State University, Ames, Iowa (1992-1996)

CERTIFICATE

Certificate of Executive Leadership, Cornell University (2010)

Action Item 6B. Minimum/Maximum Grant Request Amounts

MEMORANDUM

To: San Mateo County Arts Commissioners

From: Robin Rodricks, Chair

Re: Agenda Item 6B Regular Arts Commission Meeting, November 14, 2015

Date: March 10, 2016

RECOMMENDATION:

Approve setting minimum/maximum grant award ranges as detailed below.

BACKGROUND:

The Commission adopted revised grant application guidelines in November. No minimum/maximum request amounts were included.

DISCUSSION:

Request amounts needed to be included on the online grant applications due to be released February 25, 2016. At the Commission's January meeting there was consensus around setting request amounts at Organizational Support Program be \$2,500 - \$10,000 and Project/Program Support \$2,000 - \$7,500 with the understanding there would be a formal vote at the Commission's March meeting.

FISCAL IMPACT:

There will be no fiscal impact.

Five Macro Trends That Arts Organizations Need to Watch

02/17/2016 01:2

Robert L. Lynch, President and CEO, Americans for the Arts

2016 is off and running, and guaranteed to be a dynamic presidential election year. Along with a new administration in Washington, five broad cultural and economic trends are sure to impact sectors across America--affecting our work in the arts in the coming years. Candidates at all levels of government will need to evolve positions on each of these trends so we can work more strategically to ensure that the arts continue to thrive and enrich the lives of every American.

1) Nonprofits Are Being Expected to Play by For-Profit Rules

Sixty percent of the revenue for nonprofit arts organizations comes from the sale of tickets, merchandise, and services. This means that they are operating more and more like small businesses. Current public and private funding trends are nudging arts nonprofits further toward more innovative ways of creating revenue while staying true to their mission, but too much focus on revenue generation can distract from the standing model of nonprofits as mission driven organizations for the benefit of society.

- **Competition for audiences and resources.** There are more arts organizations in America than ever before, and competition is stiff for audiences and resources. Some cultural leaders have suggested thinning the herd, but is that option viable when you consider arts organizations have diverse levels of public, private, and earned revenues, and of course, different missions? Historical circumstances have influenced who is funded and who is not. However, decisions about which community treasures go or stay are not necessarily best left up to only the marketplace.

- **Public support is coming, but not enough.** We are seeing an increase in city government funding plans for the arts, and increases in dedicated tax revenues such as hotel-motel taxes and sales taxes. In January, the U.S. Conference of Mayors declared the arts to be one of 18 key advancement planks that they will recommend to the next administration. But public funding still falls short given its role as an important leveraging tool for arts organizations to acquire funding from other sources. Elected leaders need to see that the arts are essential components of their community. But so do the people in the communities, the constituents, who vote on where the funding goes.

- **Private support for the arts is changing.** Private funding for the arts today represents only about 30 percent of nonprofit arts revenue with two-thirds of that coming from individual giving. And the share of philanthropy that goes to the arts is decreasing as funders consolidate their issues. While the arts are valuable to society in and of themselves, it is also important to make the case that they are even better strategic, essential partners in solving many of the other areas of concern that private funders are targeting. This is especially critical as market volatility and economic uncertainty lead donors to be more strategic and conservative in their giving.

2) Target Markets Are Changing and Expanding

Audiences are using the power of the market and social media to challenge the status quo.

- **Attention to racial equity in the arts and arts organizations is growing nationwide.** Arts organizations like [The Sphinx Organization](#), [The Association of American Cultures](#), and the [National Association of Latino Arts and Cultures](#) have been working toward more equitable practices in the field for decades now. Our

own [Arts and Business Council of New York](#) has sponsored the [Diversity in Arts Leadership Internship Program](#) for 20 years with Con Edison. But even while the highly visible entities like the Oscars are drawing attention to issues of equity in the arts, nonprofit arts organizations of color are facing severe funding challenges, according to a recent [DeVos Institute report](#), and addressed in a [follow-up study](#) at Southern Methodist University. In the meantime, our nation roars toward 50 percent population of color by 2050, with some regions already there.

- **Arts participation is evolving.** Yes, studies show that there has been a declining share of the population attending an art museum or live performing arts event, but there is nothing traditional about the landscape of cultural consumption today. Downloads of classical music are at an all-time high. Art- and culture-themed shows fill the television airwaves. Fifty percent of the American public say they are makers of art in some way. More and more, the arts will be adapting to the new, broad landscape of multi-sector and multi-media opportunity.

- **Digitally savvy arts marketers are increasing audience share.** At our annual [National Arts Marketing Project Conference](#), it seemed to be "all digital, all the time." Social media platforms, and even email, have created a new world of connectivity, citizen critique, and marketing opportunity. Yet, while these platforms remain essential tools, nothing has replaced the value of building strong relationships with your own audiences and the power of word of mouth.

3) Environmental Crises Are More Common

Extreme weather events, natural catastrophes, and water crises are all near the top of the World Economic Forum's [list of the top ten risks](#) most likely occur in the next 10 years.

- **Arts organizations will have to invest in disaster preparation.** Organizations like [CERF+](#), [South Arts](#), and Americans for the Arts have been talking about the need for preparedness for a long time, but these events are happening more frequently and unpredictably. Not having plans in place could challenge an organization's ability to weather the next storm, so to speak.

4) Tomorrow's Leaders Need Opportunities for Development and Growth

- **Arts education seeps back into schools.** At the end of 2015, the [Every Student Succeeds Act \(ESSA\)](#) replaced the [No Child Left Behind Act](#). Some former roadblocks like relentless testing have been relaxed, and local leadership can redirect funds to what they believe will benefit the children in their communities. Leaders say that the outlook is much brighter for arts programs everywhere. Positive and enduring results will still rely on local leadership and persistent advocacy so that the arts don't disappear the next time the economy hits a bump.

- **Slow pathway to leadership positions.** Younger leaders among Gen X, Gen Y and Millennials will still see fewer current leaders in top positions moving on or retiring. Better health and continuing interest and passion on the part of Baby Boomers, along with challenged retirement portfolios, will keep more current leaders in place for now, suppressing opportunities to grow within established organizations. This in turn will continue the trend toward growing new startups and increasing the pool of nonprofit and for-profit arts organizations.

5) The Necessity of Collaboration

No sector can solve the complex challenges that our communities face on its own, and no sector can create a thriving community alone. Therefore, many sectors are seeking partnerships to combine resources and expertise.

- **Arts and community partnerships will be essential.** Across the country, arts organizations are partnering with military and veterans organizations, urban equity programs, and businesses and helping to address homelessness, hunger, and other social issues. In San Jose the [technology and science sectors partner with the arts](#). In Miami, design leaders, business leaders, tourism leaders, even the zoo management, collaborate through the [Miami Dade County Department of Cultural Affairs](#).

These trends are why policy--and not just arts policy--matters. Candidates up for election and elected officials at all levels of government can change the course of these issues through economic, social, and environmental policies, and we have the power to influence them by voting and getting out the vote. Our greatest advantage is we are facing these issues at different times. There are those who have already confronted, or are currently confronting, some of these trends. We can learn from one another, evolve with one another, and work more strategically to ensure that the arts continue to thrive and enrich the lives of every American.