City of Daly City

Regular Meeting

ARTS AND CULTURE COMMISSION

Tuesday, September 8, 2015 – 6:30 p.m.
Administrative Conference Room – 3rd Floor, City Hall
333 – 90th Street, Daly City, CA 94015

For those wishing to address the Arts and Culture Commission on any Item on the Agenda or under Public Appearances/Oral Communications, please complete a Speaker Card located at the entrance to the Administrative Conference Room and submit to a Staff Member as early in the meeting as possible.

Persons with disabilities who require auxiliary aids or services in attending or participating in this meeting should call the Department of Library and Recreation Services as soon as possible prior to the meeting.

CALL TO ORDER

ROLL CALL

APPROVAL OF MINUTES
   July 7, 2015
   August 11, 2015

TEAM-BUILDING ACTIVITY         (Fong-Martinez)

DISCUSSION ITEMS
   1. Daly City Photo Contest Reception        (Fong-Martinez)
   2. Retreat          (Fong-Martinez)

COMMISSIONER REPORTS

ANNOUNCEMENTS AND COMMUNICATIONS
   • Hispanic Heritage Month Celebration – Saturday, September 19, 11:30 a.m. to 3:30 p.m., War Memorial
   • Fil-Am History Month Celebration – Saturday, October 10 – Westlake Park/Pacelli Gym

PUBLIC COMMENT
Speakers are limited to two minutes, unless modified by the Commission Chair. The Commission cannot take action on any matter raised under this item.

NEXT MEETING

ADJOURNMENT

AVAILABILITY OF PUBLIC RECORDS:
All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the City Clerk’s Office, City Hall located at 333-90th Street, Daly City, CA during normal business hours, at the same time that the public records are distributed or made available to the legislative body.
Arts and Culture Commission  
Tuesday, July 7, 2015  

Draft  
MINUTES

Commissioners Present:  
Pauline Fong-Martinez  
Manūfou Liaiga-Anoa’i  
Dorie Paniza  
Norman J. Rizzi  
Nancy G. Rodriguez

Staff Present:  
Julie Thuy Underwood (Asst. City Manager)

The Commission commenced the meeting at 6:30 pm with roll call. The minutes were approved.

Pauline Fong explained the purpose of team building. Team building is often used by large and small companies (for-profit and non-profit organizations). It helps individuals get to know each other including shared values and goals. We want to be structured so we can define common goals to work toward. Pauline stated that later the Commission will work on developing a SWOT analysis- strengths, weaknesses, opportunities and threats. It’s important to learn effective strategies for communicating and to not have the same discussions over and over again.

Pauline explained the first team-building exercise titled, “Daly City Life Highlights Game” and asked each person to share their most fond moments of life related to living in Daly City. Comments included the fog, friendly neighbors, “real” community, Daly City’s roots as a “refuge” camp, “pull yourself up by the bootstraps” community spirit, safe city, etc.

The Commission decided to standardize the Commission’s meeting time and date to the second Tuesday of the month and to start the meetings at 6:30 pm. The next following meetings will be on August 11, September 8, October 13, November 10 and December 8. In addition, the meetings will be held in the third floor conference room. However, should a meeting warrant, the meeting will be held in the Council Chamber.

The Commission discussed the upcoming Hispanic Heritage Month Celebration and the role that they could play. They agreed that it would be helpful to have more information about the event and other cultural events currently hosted by the City. Julie will follow up by inviting staff from the Department of Library and Recreation Services to the next meeting.
Norm provided an overview of his visit to Serramonte Del Rey Theatre and discussed a space that could serve as a potential art gallery. Norm rated it about a 3.5 based on criteria used by a national association that rates theaters. It was not equipped with appropriate lighting and was too small; capacity was for 300. However, he noted that the gallery was very nice. He added that using the movie theaters at Pacific Plaza was not really a possibility due to the limitations on frequency of use.

The Commissioners discussed the photo contest. They agreed to print and mount the winning and honorable mention photos for display. They discussed the following logistical items, including the identified lead for each item, for the Photo Contest Reception set for November 12:

1. PR and copy for Daly News and Daly Wire-Pauline
2. Food and wine-Nancy
3. Entertainment-Dorie & Manūfou
4. Photo installation-Norm
5. Budget-Pauline
6. Guest list & email blasts-Pauline
7. Itinerary/program
8. Solicitation/fundraise/in-kind
9. Raffle prizes-Pauline

The Commissioners decided to plan for an estimated 100 people. Julie to follow up by providing to the Commissioners a solicitation letter for local business donations.

Pauline followed up the meeting with the second team-building exercise, “Daly City Make a Dream Project.” Everyone was asked to share their idea/dream for the Arts & Culture Commission.

- Manūfou-highlight what we already have in Daly City
- Norm-structure/legacy for 25 years from now, showcase the many cultures
- Dori-highlight the different cultures that we already have
- Nancy-embrace the cultures that we already have and that we evolve with the new communities
- Julie-art pieces and sculptures
- Pauline-at least 1% set aside for Arts and Culture

Under announcements Manūfou mentioned the upcoming Camp Unity event on July 31 that includes 347 kids. Nancy mentioned that she met a well-known El Salvadorian artist who lives in Daly City and she may be interested in exhibiting her work.

The meeting adjourned at 8:45 pm.
Arts and Culture Commission  
Tuesday, August 11, 2015

**Draft**

**MINUTES**

**Commissioners Present:**
Pauline Fong-Martinez  
Manūfou Liaiga-Anoa‘i  
Norman J. Rizzi  
Nancy G. Rodriguez

**Commissioners Absent:**
Dorie Paniza

**Staff Present:**
Joseph Curan

The Commission commenced the meeting at 6:30 pm with roll call.

The Pauline suggested postponing the team-building activity since six participants were needed.

Date for Photo Contest Event has been confirmed for November 12, 2015. Time will be confirmed at the next meeting.

Manūfou will check in with a teacher from Terra Nova to complete the mounting of photos.

Prizes include $50 gift certificates for winners (there can’t be “ties”) and museum passes for honorable mentions. In addition, certificates will be awarded.

The Commissioners discussed how to get the word out for the event. It would be nice to send out a postcard and a pamphlet.

<table>
<thead>
<tr>
<th>Mode</th>
<th>Mailing</th>
<th>e-mail</th>
<th>Web</th>
<th>Soc. Media</th>
<th>Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daly News</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eventbrite (PFM)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other lists (us)</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Postcard (libraries)</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Basque Cult. Ctr. (Norm)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
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<tr>
<td>Pacifica Tribune</td>
<td></td>
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<tr>
<td>Examiner (Norm)</td>
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</tbody>
</table>

Manūfou-Initiate copy print & social media

Food (Manūfou & Nancy)
It is important for everyone to look up their contacts and find resources.

- Starbucks
- World Market
- Safeway
- Costco
- Moonstar
- Chevy’s
- Celia’s
- Outback Steakhouse

Programs-Joseph will make copies and Norm volunteered to help fold programs if necessary.

Norm volunteered to be the photographer.

Julie could work on Facebook, Instagram, Twitter (invitations).

Joseph will ask the Mayor to attend the event.

Commissioners should commit to attending different events and activities throughout the year. If Commissioners make comments at events they should be concise and brief.

- Hispanic Heritage Month Celebration-Saturday, September 19 (Pauline & Nancy)
- Fil-Am History Month Celebration-Saturday, October 10 (ask Dorie)
- National Black History Celebration-February (Norm & Nancy)
- National Women’s History Month Celebration-March (Manufou)

The Commission also discussed grants for the arts, art in public places, and doing more independent research.

Pauline handed out three articles to begin the conversation of getting funding for the arts and committing the city to a 1% art fund. The articles were:

- “Artists Aghast at Anti-Public Art Lawsuit Against Oakland”
- “Oakland Budget Preserves Arts Funding”
- “Funding Mechanisms for Arts and Culture” (this is an excerpt and for the whole 50-page document visit the website).

The Commission decided to postpone Norm’s report on the Skyline Drive Junior College Theater.

The Commission discussed the possibility of having a full-day retreat. It would provide the time needed to discuss some bigger issues such as art funding. This will be discussed at the next meeting.

Meeting adjourned at 8:00 pm.
Landmark
WINNER ... evokes the quintessential beauty of our relationship with nature and fog.

Cityscape

People

Honorable mention

HM ... aptly conveys how our connection to Daly City is unseverable with the views of the great expanse of the ocean and surrounding nature.
The linearity of these beautifully sunlit homes and trees along the curving streets project a sweeping movement which delights the eye.

It’s the commute home and the gateway to the Peninsula. Color frequently interrupts the tidy rows of boxy home, hinting of the irrepressible personalities who live within.
WINNER  Daly City in a Rothko... pretty cool.

HM  The benefit of not living with tall skyscrapers is that we can reach for the skies every day.
WINNER  you can feel and smell the spray as you move past these fishermen in their solitary pursuit and quiet commaderie.

HM  Intense focus, exhilaration and the joy of doing what you love.
Of course!

Reminiscent of lazy afternoons in our back yards.
HM nature is beauty begetting more beauty.

HM These rare occasions when the sun penetrates boldly through to bathe us in our walks. Can you smell the eucalyptus?
In 1962, Malvina Reynolds drove through Daly City, she said “Bud, take the wheel. I feel a song coming on.” “…Little boxes on the hillside, Little boxes made of ticky tacky, Little boxes in the shape of tiny houses. …This captures the moment when synchronized effort is released in smiles and laughter in a lonely school yard in our city.”
# DALY CITY PHOTO CONTEST RESPONSIBILITIES

<table>
<thead>
<tr>
<th>Responsibility</th>
<th>Assigned to</th>
<th>Due Date(s)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reception Date</td>
<td>Julie</td>
<td>DONE</td>
<td>Done Reception is on November 12, 2015 from 6:30 - 8:30 pm.</td>
</tr>
<tr>
<td>Set itinerary</td>
<td>all at August mtg</td>
<td></td>
<td>Light refreshments, a few short speeches, recognizing contest winners, minimal performances, shall we put out a book for people to make comments and share what they envision for future arts and culture in Daly City?</td>
</tr>
<tr>
<td>Invite contest winners?</td>
<td>review at Sept mtg</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photo Display</td>
<td>Norm</td>
<td>DONE</td>
<td>Pauline will handle photos reproduction.</td>
</tr>
<tr>
<td></td>
<td>Pauline</td>
<td>DONE</td>
<td>Manufou will ask school if they can manage this as a project. Dorie will make ask if this doesn’t work out.</td>
</tr>
<tr>
<td>Identify school to adopt mounting project for photo display</td>
<td>Dori</td>
<td>Assign or resolve at September Mtg.</td>
<td>Need to assign and enclose with gift cards.</td>
</tr>
</tbody>
</table>

- **Photo Contest Prizes:** Joseph/Julie has $50 gift cards.
- **Photo Contest Certificates:** Assign at Sept meeting
<table>
<thead>
<tr>
<th><strong>PR</strong></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>guest list and email blast</td>
<td>all at August mtg</td>
<td>August mtg</td>
<td>needs to be coordinated under Julie</td>
</tr>
<tr>
<td>newsletter contribution - Daly News</td>
<td>Pauline</td>
<td>Sept mtg?</td>
<td>can we use Eventbrite image and brief description? Should we interview the 3 top winners? Or at least get a quote?</td>
</tr>
</tbody>
</table>

| **Eventbrite set-up** | Pauline | Draft completed. Need to review at Sept mtg for donations. | Need commissioners to review/edit, and Pauline will make live. Need to determine if we can accept donations. |

<table>
<thead>
<tr>
<th><strong>Food/Bev donations</strong></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>coffee will be provided by City.</td>
<td>Joseph</td>
<td></td>
<td>need volunteer to handle before event</td>
</tr>
<tr>
<td>send out solicitations and secure donations</td>
<td>Nancy and Julie</td>
<td>Julie</td>
<td>Dorie will help. Need letter.</td>
</tr>
<tr>
<td>wine donation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>develop and approve final budget</td>
<td>all at Sept &amp; Octo mtg</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Raffle Prizes</strong></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>deYoung/Legion tickets</td>
<td>Pauline</td>
<td>on hand by Oct mtg</td>
<td></td>
</tr>
<tr>
<td>Asian Art Museum tickets</td>
<td>Pauline</td>
<td>DONE</td>
<td></td>
</tr>
<tr>
<td>Moffet Aviation Museum</td>
<td>Pauline</td>
<td>on hand by Oct mtg</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th><strong>Entertainment</strong></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>proposed: Shura Taylor guzheng player</td>
<td>Pauline</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proposed: Daly City schools</td>
<td>Mamafou, Dorie</td>
<td></td>
<td></td>
</tr>
<tr>
<td>fall-back: background music via speaker system (inside and outside if needed)</td>
<td>Joseph</td>
<td></td>
<td>may need to identify background music or Spotify</td>
</tr>
</tbody>
</table>
**Final program**
- need to provide all donors to be recognized
  - Pauline
  - all
- need to decide final itinerary for evening
  - all at Sept mtg
- need to print
  - can we use staff copier?
    - YES
    - Norman will handle copying.
  - Pauline
- final draft
  - all at October mtg

**Other responsibilities**
- take photos during event
- arrange for Mayor to speak
- Volunteers for clean-up
  - Dorie will handle
- Security
  - Pauline will notify PD by October mtg
BUDGET for PHOTO CONTEST DISPLAY

<table>
<thead>
<tr>
<th>Item</th>
<th>Est Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reprint photos</td>
<td>100</td>
</tr>
<tr>
<td>Labels</td>
<td>30</td>
</tr>
<tr>
<td>Mounting boards</td>
<td>100</td>
</tr>
<tr>
<td>Adhesive</td>
<td>20</td>
</tr>
<tr>
<td>Screen for automated live projection of contest entries</td>
<td>n/c</td>
</tr>
<tr>
<td>$</td>
<td>250</td>
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</tbody>
</table>

Reception

<table>
<thead>
<tr>
<th>Item</th>
<th>Est Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>food:</td>
<td>200</td>
</tr>
<tr>
<td>beverages: wine, water, tea</td>
<td>100</td>
</tr>
<tr>
<td>plates, cup, utensils, napkins</td>
<td>50</td>
</tr>
<tr>
<td>Program - provided by City</td>
<td>n/c</td>
</tr>
<tr>
<td>$</td>
<td>350</td>
</tr>
</tbody>
</table>

Entertainment

Daly City resident Shura Taylor, a student of World Music studies at San Francisco State University, began learning Guzheng in Macau at the age of 15. She currently studies under Master Liu Weishan, and regularly performs in public, school events as well as with the San Francisco Guzheng Music Society. Manufou will ask her students if they can provide a performance.

<table>
<thead>
<tr>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 stipend</td>
</tr>
</tbody>
</table>

* Need to agree to budget if donations are not possible by Sept meeting.