

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
2. Retreat

(Fong-Martinez)

(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.

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

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 (Manūfou)

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

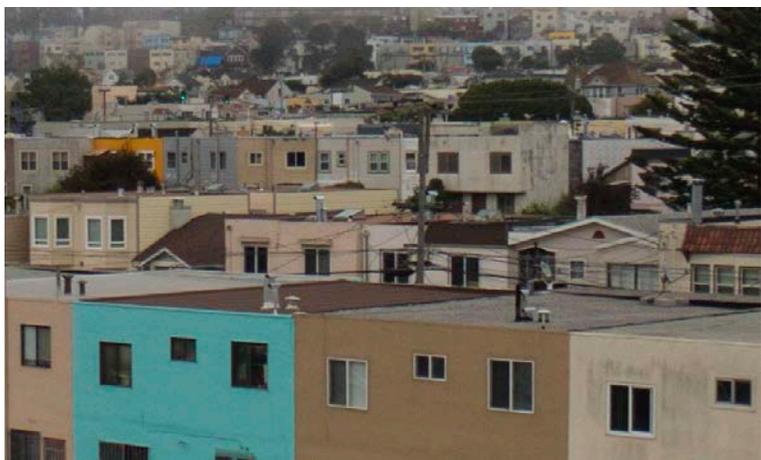
Honorable
mention



HM ...aptly
conveys how our
connection to
Daly City is
unseverable with
the views of the
great expanse of
the ocean and
surrounding
nature.



HM The linearity of these beautifully sunlit homes and trees along the curving streets project a sweeping movement which delights the eye.



HM 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.



HM Of course!



Reminiscent of
lazy afternoons
in our back
yards.



HM nature is
beauty begetting
more beauty.



HM These rare
occasions when
the the sun
penetrates boldly
through to bathe
us in our walks.
Can you smell
the eucalyptus?



HM In 1962,
Malvina
Reynolds drove
through Daly
City, she said
“Bud, take the
wheel. I feel a
song coming
on.” “...Little
boxes on the
hildside, Little
boxes made of
ticky tacky,
HMThis captures
the moment
when
synchronized
effort is released
in smiles and
laugter in a
lonely school
yard in our city.

DALY CITY PHOTO CONTEST RESPONSIBILITIES

Responsibility	Assigned to	Due Date(s)	Notes
Reception Date			
Confirm reception dates - November 5th, 12th or 19th?	Julie	DONE	DONE Reception is on November 12, 2015 from 6:30 - 8:30 pm.
Set itinerary	all at August mtg		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?
Invite contest winners?		review at Sept mtg	
Photo Display			
get pricing for photo development	Norm	DONE	
develop budget get pricing for mount boards and label production	Pauline	DONE	Pauline will handle photos reproduction.
identify, if feasible, school to adopt mounting project for photo display	Dori	Assign or resolve at September Mtg.	Manufou will ask school if they can manage this as a project. Dori will make ask if this doesn't work out.
Photo Contest Prizes		DONE	Joseph/Julie has \$50 gift cards.
Photo Contest Certificates		Assign at Sept meeting	Need to assign and enclose with gift cards.

PR

guest list and email blast	all at August mtg	August mtg	needs to be coordinated under Julie
newsletter contribution - Daly News	Pauline	Sept mtg?	can we use Eventbrite image and brief description? Should we interview the 3 top winners? Or at least get a quote?
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.

Food/Bev donations

coffee will be provided by City.	Joseph		need volunteer to handle before event
send out solicitations and secure donations	Nancy and Julie		Dorie will help. Need letter.
wine donation	Julie		
develop and approve final budget	all at Sept & Octo mtg		

Raffle Prizes

deYoung/Legion tickets	Pauline	on hand by Oct mtg
Asian Art Museum tickets	Pauline	DONE
Moffet Aviation Museum	Pauline	on hand by Oct mtg

Entertainment

proposed: Shura Taylor guzheng player	Dori, MM, PFM		
Proposed: Daly City schools	Pauline		
fall-back: background music via speaker system (inside and outside if needed)	Mamafou, Dorie		
	Joseph		may need to identify background music or Spotify

Final program

need to provide all donors to be recognized

Pauline

all

need to decide final itineary for evening

need to print

all at Sept mtg

can we use staff copier? Norman will handle

YES

copying.

final draft

Pauline

all at October mtg

Other responsibilities

take photos during event

arrange for Mayor to speak

Volunteers for clean-up

Security

Dorie will handle

Pauline will notify PD by

october mtg

BUDGET for PHOTO CONTEST DISPLAY

Item	Est Cost
Reprint photos	100
Labels	30
Mounting boards	100
Adhesive	20
Screen for automated live projection of contest entries	n/c
	\$ 250

Reception	Est Cost
food:	200
beverages: wine, water, tea	100
plates, cup, utensils, napkins	50
Program - provided by City	n/c
	\$ 350

Entertainment	Cost
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.	
	20 stipend

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