

**Arts and Culture Commission
March 10, 2015 Minutes**

Present:

Pauline Fong-Martinez
Dorie Paniza
Norman Rizzi
Nancy Rodriguez

Absent:

Manifou Liaiga-Anoa'i

Julie Thuy Underwood (Asst. City Manager)
Hae Wan Ritchie (Community member)

The Commission commenced the meeting at 6:05pm with the flag salute and roll call. The minutes were approved as amended.

1. Election of Chair and Vice Chair:

Decision was made to hold off on elections of officers until all parties are present and until we get to know each other through informal organizational team building activities. Pauline has volunteered to run some of these activities during the next few meetings.

2. Connections or ideas for "Daly City Day" or an activity that is similar:

Each commissioner provided their ideas and insights about arts and culture in the City.

Pauline:

- Leverage resources we have – schools, libraries
- Decide our process – if success needs to be structured – how should we get started?
- Identify organizational partners

Norm:

- Needs lots of communication; No regular newspaper in DC; Need to advertise/broadcast/promote what we are having
- Language barriers
- Going against the trend of U.S.
- Standards are lower/TV/reality shows/"unscripted shows" to appeal to the masses/advertisers
- Lower education level/appreciation for arts
- Fear that "Arts" are being eliminated
- Suggestions:

- Camera, computer project, pictorial compositions, music, obstacles, review and learn from this, use retired musicians, and work with hierarchy
- Neighbor with work in mural arts

Dorie:

- Band
- Publicity; Activity guide/Fog Cutter (opportunities)
- October- Fil-Am Month was very successful; they used the Pacelli Gym and had an estimated 1,000 in attendance
- Serramonte

Nancy:

- “build and they shall come”
- Raised in DC, but no current platform for arts
- Murals
- Performances- can we get school, artist, project & community arts funding
- Use what we already have, performance groups

Goals:

1. Venues to display art/performances (**Norm & Dorie**)
2. Produce something tangible (**Pauline**)
3. Appeal/ inspire support for arts & culture

Inclusion:

- Visual & performance arts
- Diversity (**Norm, Nancy**)

Process:

- Initiate idea,
- Conduct needs assessment
- Identify funders
- Develop grants

Collaboration:

- Collaborative partners such as Jefferson High School and community groups (**Pauline, Nancy, Joseph, Don, Norm**)
- Leverage (**create a list of donors**)

Challenges:

- Poverty
- Education
- Communication
- Money

Ideas for Daly City Day:

- What is Daly City?
- History
- Firsts
- Placemaking

Homework:

1. Watch video if you haven't already
2. Work on your lists (see above)

Public Comment:**Hae Won Ritchie**

- Happy that there is arts commission
- Excited as a resident and looking forward to what can happen

The commissioners expressed an interest in having the meetings start at 6:00pm and end at 7:30pm. The next meeting is on April 21, 2015 at 6:00pm.

The meeting adjourned at 7:30pm.