

Arts and Culture Commission
Tuesday, April 21, 2015
Minutes

Commissioners Present:

Pauline B. Fong-Martinez
Manifou Liaiga-Anoa'i
Dorie Paniza
Norman J. Rizzi
Nancy G. Rodriguez

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

Community Members Present: Hae Won Ritchie

The Commission commenced the meeting at 6:15pm with the flag salute and roll call. The minutes were approved as amended.

The Commissioners reviewed the draft goals and priorities that were discussed at the last meeting.

Norm started the discussion regarding venues to display art/performances. He stated that we must have a venue that is always available for art exhibits, musical performances, operas, plays, black box theatre, etc. He presented various pamphlets and postcards to illustrate the possibilities and ideas that we could use in Daly City. In between meetings, Norm researched possible venues/locations and provided the attached "evaluation criteria sheet." Norm stated that he had visited and evaluated the Bayshore Community Center and Lawson Hall.

The group discussed evaluating Jefferson High School, City Hall, Pacelli Gym, Serramonte Del Rey, and War Memorial Community Center. The Commission discussed the importance of keeping in mind: parking, type of performance, maximum occupancy, just to name a few factors.

Norm sited the following concerns regarding venue, specifically around logistics

1. Who will coordinate the performers, dates and events?
2. Who will coordinate with the venues, costumes, fundraisers, compensation, advertisement, etc.?

A question came up about whether or not there is a conflict with a city event held at a religious/church facility. Julie would research the question and provide a response.

The Commission discussed providing arts grants in the future, and everyone agreed that if available it would be dedicated to the Daly City community specifically.

They also discussed the possibility of having an arts festival that would include art vendors, craftsman, concerts, cultural dance performances, etc. The Commission also discussed the importance of having something that is achievable and tangible, such as a lasting art mural, and not just hosting events.

The Commission agreed that being early in their development that it would make sense to leverage resources and to become part of events that are already scheduled to take place such as the Hispanic Heritage Month Celebration on September 19th and the Filipino-American Celebration on October 10th. The Commission could partner with existing groups (Lions Club, Boys & Girls Club, schools, libraries, Chrones & Kiwanis, etc.) and coordinate with City staff and organizers. Dorie showed the group a copy of the draft flyer that was created for the upcoming Filipino-American Celebration.

Norm stated that he envisions a Daly City Friends of the Arts in the future. This volunteer group would develop a volunteer list and the Commission could call on them to provide resources.

Nancy asked about the City's demographic and who each event would appeal to. Julie suggested that once the Commission determines the top events they're interested in, the City could survey the community to get their input. Everyone thought that the survey should be made available in several languages.

Nancy mentioned that a wine & beer festival, with food tastings and a concert would appeal to a cross-section of the community. The event could be at city hall/park setting and PAL could help with wine/beer sales (this was done at a similar event in South San Francisco). The Commission also thought park concerts or street fairs would be good future events to consider.

Manifou said that she would like to create mini-events, and mentioned an example in San Francisco where they host a lunch hour event. She also liked creating a Pacific Heritage Month celebration.

Norm stated that it was important to create more awareness about the Arts & Culture Commission. He also mentioned that he talked with Paul Mogannam, owner of Burgermeister, about future sponsorship.

Pauline asked that everyone come to the next meeting ready to identify their top two ideas that they liked the most. In addition, she will try to prepare a team-building exercise for the group.

The meeting adjourned at 7:40pm.