

**Arts and Culture Commission**  
**Tuesday, February 9, 2016**

**MINUTES**

**Commissioners Present:**

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

**Staff Present:**

Julie Thuy Underwood (Asst. City Manager)

The Commission commenced the meeting at 6:35 pm with roll call. The minutes for January 12 were approved as amended.

**Invitation to Co-host “Books & Blues at the Bayshore” with Daly City Public Library Associates (DCPLA)**

The Commissioners discussed the invitation to co-host the DCPLA event, “Books & Blues at the Bayshore” on Friday, April 15, 4:30-6:00 pm. The Commission would like more information about the event before committing. They decided that to more effectively plan, it would be helpful to have a Commissioner serve as a liaison to the DCPLA. A motion was made to have Manifou serve as the primary liaison and Norm as the alternative; motion passed. Manifou will reach out to Susan Brissenden-Smith, Executive Director of DCPLA, to get more details, such as what is involved in co-hosting. This item will be added to a future agenda for follow-up.

**Retreat Planning**

Pauline reviewed the retreat agenda. She expressed an interest in planning two years ahead and identified the following priorities:

1. Establish dedicated funding source for Daly City Arts and Culture
2. Develop annual cultural program to connect residents with local artists
3. Partner with other cultural groups and artists to promote arts and culture in Daly City
4. Develop a virtual site to identify and showcase Daly City artists

Pauline discussed dedicated funding:

1. How do we establish this dedicated funding?
2. What should this dedicated funding be used for? (And how will it not be utilized?)
3. Who has the authority to approve these expenditures? Define authority for different levels.
4. Define any short term and long-term goals for this funding.
5. How can we pursue a long-term strategy for fundraising? What models should we be looking for:
  - Grants

- Governmental
  - Foundations
  - Corporate Donors
  - Legacy
  - Sponsorship
  - Membership (pay a \$10 for supporters and perhaps increase the price later)
6. Real Aspiration: mid-term (about 3-5 years) and long-term (anything after 5 years)

Pauline suggested two shorter retreats rather than one whole day retreat. But after some discussion on preference and availability, the Commission decided to hold a full-day retreat on Sat., April 9, 8:00 am to 2:00 pm. Dorie volunteered to prepare lunch.

### **San Mateo County Arts Commission Grant**

Pauline has plans to attend a grant-writing workshop regarding the San Mateo County Arts Commission grant. Pauline distributed the grant criteria as well as California's Arts Council's 40 stories/years booklet.

Pauline is proposing a Daly City "Lighting" Celebration as the Arts & Culture Commission's signature event and for the grant funding. It would be an event that would cut across all cultures. Lights would be inside and outside of buildings.

Do we really want to light Mission? Or do we want to light City Hall? Do we start out small and then slowly grow it throughout the next few years?

Dorie loves the idea. Manifou likes the idea – it's positive; she also likes it at City Hall and would like to find a way to use the outside area. Dorie likes the City Hall space but also liked lighting up Mission Street. Both Dorie and Manifou mentioned how important it was to get merchants to buy in and to connect.

Norman mentioned choosing a variety of music that represents the different communities in our city. It would be neat to have students choreograph dance routines. Norm stated that a theme would be helpful. Pauline said that we need to find groups that will perform for free.

### **Performance Venue Reviews**

Norm reviewed the following venues:

1. Serramonte Mall: not sure how to go about getting a store.
2. Skyline Junior College Theater: This is a true theater. They are closing this theater to remodel it. It currently seats about 400 but they would like it to seat 800. It will take about two years to rebuild. Norm met a staff member and she told him that the Seussical Performance served about 1,400 students/parents from Daly City (about 70%). His conclusion is that there is a need in Daly City. We can really get an audience.

Norm is volunteering for a lighting company (Creative Island) and he says that there is such a need for venues for corporate events. Maybe it could be Daly City. Julie questions if this is really sustainable with the changing population and with limited resources.

Pauline mentioned that the Commission needs to prepare a strategic or organizational plan.

Pauline does not want us to feel pressured by a grant submission date. But the deadline is approaching and we will need to review a draft grant application at our next meeting. Pauline proposed meeting one more time this month. Everyone agreed to meet again in two weeks on February 23.

**Future Meeting Dates:**

- February 23 (6:30) Additional Meeting
- March 8 (6:30) Regular Meeting
- April 9 (8-2) Retreat
- April 12 (6:30) Regular Meeting
- May 10 (6:30) Regular Meeting

The meeting adjourned at 8:30 pm.