

Arts and Culture Commission (Retreat)  
Saturday, April 9, 2016

MINUTES

Commissioners Present:

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

Staff Present:

Julie Thuy Underwood (Asst. City Manager)

Guest Present:

Robin Rodricks, Chair, San Mateo County Arts Commission

Meeting was called to order at 8:20am. Minutes for the March 8 meeting were approved as submitted.

Pauline started the retreat with a presentation she prepared. Pauline stated that strategic planning needs to involve strong leadership for Arts and Culture in our community – with the premise that arts is vital to a healthy community.

Pauline facilitated a SWOT Analysis of strengths and weaknesses/challenges. Pauline paused to welcome our guest speaker: Robin Roderick, current Chair of the San Mateo County Arts Commission.

Robin provided a high level status update of art support in the state and the county. She noted that federal law states that each state will have a local arts agency in each county. Our state agency is the Local Arts Council (501 C3- not a state agency) in Sacramento. While the law exists, there was no dedicated funding. Budget was initially large but has been slowly cut over the years. However, the license plate frame revenue saved the Local Arts Council. In fiscal year 2015-16, Jerry Brown made the budget permanent for the Local Arts Council. Every May the local arts council can apply for a grant.

Of the 58 counties in CA, only eight (8) of them are government county commissions like SMC. The rest are nonprofit 501 C3. Of the 20 cities in the county, there are only 12 commissions in the county. City Arts of San Mateo is a 501 C3 and they struggle to fundraise; they don't have a Commission.

We have to prove that we are getting results, which the strategic plan helps demonstrate. Ours includes a commitment that we would report back to our Council.

Robin shared her experience with developing the San Mateo Arts Commission:

Strengths

- ✓ Budget increase from \$55,000 to \$125,000

Challenges

- ✓ Lack of resources
- ✓ Inability to raise money because we are a government entity
- ✓ Reset whole reputation because of the past
- ✓ Partnership with other funder, Hewlett, went away
- ✓ Needed to inform community

Robin shared some “words of wisdom”:

- Narrow your focus
- Support local artists
- Partner with Chamber of Commerce on event or two
- Focus on public art
- Consider a percent for public art ordinance
- Start small in one or two areas before going big
- LA is the only county that appoints that has a two local arts partners (the city and the county)
- Brisbane wanted a percent for art because they did not have a budget and they had a couple of citizens that spear headed this campaign
- Santa Clara has Hotel and Transit Occupancy Tax (HTOT) which goes to the arts
- San Francisco has a grants for the arts: HTOT
- You can do what RWC does and start a foundation to support the Commission (Parks and Arts Foundation)
- City Council might not be ready for a 501 3C so you may want to start by being fiscally sponsored by the City
- Have an annual event in which money goes to the arts commission
- Anytime you want something produce statistics (hard concrete facts); examples of where you can find data include: Americans for the Arts (unlimited data on the arts), California Arts Council with the Otis Art College (Arts and Designs), and the Creative California Economy, the Otis Report.
- San Francisco and Alameda would be good commissions to visit. They have public art and a percent for art from building permits. South San Francisco has a pretty active arts and culture committee.
- One of your jobs is to make the Council aware of what you’re doing. Meet with them quarterly, send them memos, go to Council meetings and report on your activities, etc.
- “You need a place at the table, not on the menu. Or else you’ll be lunch.”
- North Fair Oaks (unincorporated, South Central RWC) has a community council since they’re unincorporated, North Fair Oaks Forward; they provided options--pick 5 top priorities, if you could redevelop NFO, have a suggestion include public art and ask them to write what they would want to see, e.g., public artwork, murals, etc.

- Talk to your fellow commissions to see how you can partner on programs and events. For example, the San Mateo Commissioners judge the SamTrans Art posters contest.
- With common core in the curriculum they are beginning to reincorporate the arts into school curriculum
- They're into their 4<sup>th</sup> round of their Grants Program
- Grants have made a difference (giving legitimacy to groups for other grants) – they're seeing positive results
- On LinkedIn, Robin created a group of San Mateo County non-profits

Robin's final advice:

- Make Council aware of your efforts
- Have a strategic plan and stick to it (keep the vision; all of you need to be in agreement with the plan)
- You really have to care for the arts. Be part of the vetting process when the Council is appointing new commissioners; share what you think the Commission needs so you have continuity and succession planning; you need people who are hands on
- Plan on attending America for the Arts Conference (June 17-19, 2017; cost is \$420.00), which is in San Francisco
- Building capacity is critical

Our Vision for Arts and Culture in Daly City is to connect artists, schools, residents, businesses, and other organizations to create a diverse community where arts thrive and contribute to a vibrant and healthy community.

After Robin's presentation the discussion returned to strategic planning:

- Make more money than arriving at a bottom line
- Ask as many people as possible (even if it is for the next event)
- Consider a mother component
- Can we partner with the recreation department when we do these events? Will they partner with us?
- How do we get everyone to participate and we all come out winning?
- We want to get more funding
- We want to be expansive
- Partner with cultural groups and artists. Can they provide a performance?
- Let's get the universities to do our website
- Develop plan to develop art installations in DC
- What can we realistically do this year, next year and the year after? Whether it is originated by us or other people.
- As we grow it might be confusing for a while, but it will come together
- Goal is to finish Strategic Plan by May.
- Interview DC staff, our City Council, identify who our stakeholders are
- Document feedback from interviews, SWOT
- We'll have to do the assessments over and over

- This is the time that we can be very visible
- Convene with updates, discussion and recommendations with the City Council by December 2016

The Commission discussed the “Light Up the World Event.” Julie expressed a concern that the business component may be too ambitious. Pauline would like food trucks instead of the Commission providing food and beverage. It would be great to include two events for parol-making. Is this something the Recreation staff could do or would we need to collaborate with our local schools?

Dates being considered for the event are: Nov. 17, 18 or 19, 2016.

If potential sponsors cannot support the event with money, then ask them for their help promoting the event.

A few “Parking Lot” items were identified:

- Identify potential groups to partner with such as the Daly City Public Library Associates. They would like to meet with us.
- Daly City is the first recipient of the “Big Lift” program.
- Can the City re-appropriate the funding to the Arts & Culture Commission to revamp the City’s cultural event celebrations including: Black History Month, Women’s History Month, and Hispanic Heritage Month.

The retreat adjourned at 2:10 pm.