

Arts and Culture Commission Meeting
Tuesday, June 28, 2016

MINUTES

Commissioners Present:

Pauline B. Fong-Martinez
Norman J. Rizzi
Nancy G. Rodriguez
Dorie Paniza

Commissioners Absent:

Manufou Liaiga-Anoa'I

Staff Present:

Julie Thuy Underwood (Asst. City Manager)

The meeting was called to order at 6:40 pm.

Pauline stated that fundraising letters for Light Up Our World will be mailed by mid-July.

Pauline reviewed the Strategic Plan's SWOT/TOWS Analysis with the Commission. She highlighted the following:

- Outcomes
- Deliverables
- Steps
- Our participation
- Why work on this?
- Where do we want to end up?

SWOT:

- **Internal factors:** strengths and weaknesses internal to the organization.
- **External factors:** the opportunities and threats presented by the external environment to the organization.

The Commission needs to review and finalize the Strategic Plan.

Dorie stated that she would like to move forward on the plan and focus more on the events and fundraisers.

Pauline believes we need to create a strong understanding and support of the Strategic Plan before we move on.

The Commission had a discussion around fundraising. What are we going to do to fundraise in order to support various artists and organizations so that they will stay with us? We have to do

something internally about our ability to promote and fundraise. It would be desirable to expand our fundraising experience. It was noted that promotion is our weakness. Foundations are really looking at our website. It is important to establish a website and brand so people can instantly understand why we are important. Pauline stated that we have to pass dedicated art funding for Daly City; she would like to see this happen by 2018. Pauline said that we need to have our case statement and strategic plan in order to get support.

Pauline added that the Commission needs to have a succession plan. It was noted that when a Councilmember leaves the Council there is a good chance the Commissioner who was appointed by them leaves also. So it's important to groom volunteers.

For the needs assessment/stakeholder questions; Julie recommended that we add: Would you like to volunteer?

Fundraising: We will need to Create sample letters and a prospect list, send out appropriate letters, follow up with calls and emails, always, always follow up with a thank you, etc.

When appropriate, invite donors/sponsors to the event and introduce them to the VIPs, artists, etc.

Prospective donor list: There is a list of businesses on the Chamber website. Fundraisers the Commission could consider hosting include a walk/run, or Karaoke/Bingo night, or a dance.

Next steps: Complete strategic plan, SWOT/TOWS analysis, and stakeholder assessment.

Pauline stated that we needed to provide analysis through the strategic plan to help commissioners and stakeholders understand our current state of effectiveness and strategy.

The Commission should plan on providing a Strategic Plan update and/or recommendations to the City Council by December, 2016. The goal is to have the Strategic Plan complete by January, 2016 and decide next steps.

Meeting adjourned at 8:27 pm.