

Arts and Culture Commission

Tuesday, August 9, 2016

MINUTES

Commissioners Present:

Pauline B. Martinez-Fong

Norman J. Rizzi

Nancy Rodriguez

Absent:

Manufou Liaiga-Anoa'I

Dorie Paniza

Staff Present:

Julie Thuy Underwood (Asst. City Manager)

The meeting was called to order at 6:15 pm. The minutes from the past meetings were approved.

Pauline reviewed the Eventbrite invitations for Light Up the World (LUOW) and Latino Heritage Month Events. Pauline asked that the Commissioners review and approve the text, stating that this will then become our standard format. She stated that LUOW would be our kick-off for dedicated funding for the arts in Daly City.

Pauline stated that the Daly City Public Library Associates have offered to volunteer for LUOW.

Pauline reviewed the itinerary with the Commissioners:

- Need to start setting up at 12:00 noon; musicians will need to come early to set up.
- Afro-Cuban Performers will be set up by 5:00 pm- let's start off with a bang.
- Search lights will be set to go at 4:50 pm (3-4 lights).
- Short speeches (15 minutes); 5:45-6:00 pm; Pauline would like to see the script/talking points in advance to ensure that there is no repetition.
- It would be great to have a Proclamation for Daly City Arts and Culture Day.
- If it rains, we'll have to bring the event inside.
- Daly City Fire Fighters' Union LU 1879 will present a Fire Wool performance.
- Candle lighting ceremony – we will need volunteers to hand out the votives.
- Vibo Simfani - Ariana solo – 6:30-7:00 pm.
- Afro Cuban finale.
- Can we get participants to complete an arts and culture survey or sign a pledge of support for arts funding?
- Dance and music by Vibo instructor - Randall Daley – 7:00-8:00 pm.
- Poetry Reading & Contest Awards (obtain in-kind gift cards) – 8:00-8:30 pm.
- Storytelling – 8:00-8:30 pm (it would be great to get a local celebrity to do this), book signing, and book giveaway (definitely a kid book)- ask DCPLA to help – Gateway Conference Room.

- Lantern making – we would have this activity available for the entire event in the Octagon Gallery.
- Wishing tree – make this available in the main area.
- Need to find a time slot for the Lifetime Achievement Award.
- Should end at 9:00.

Pauline reviewed the following proposed budget:

- LED votives, footpath & deco lighting: \$1,000.
- Program Performers: \$1,800.
- Lifetime Achievement Award: \$100.
- Hands-on workshop: \$1000.
- Programming Total: \$3,900.
- Light Decoration: \$250.
- Heaters: \$600.
- Exterior Spotlights: \$575.
- Public relations: \$1000.
- Grand total: \$5,300.
- If budget allows, we'll include "I heart DC Arts" bumper stickers
- Website development is estimated for \$2,500 – Pauline is trying to get this done pro bono.

Nancy motioned to approve the budget in the amount of \$4,000, and Norm seconded it. The motion carried.

Pauline stated that fundraising letters need to go out in the next two weeks.

Publicity:

- Ask Serramonte Center to advertise the event on the electronic board – Julie to provide Pauline with specs.
- City will provide 750 programs and signage.
- Revisit the Eventbrite and the save the date. Julie may make some modifications.
- Nancy and Joseph talked about having Sal Casteneda, local news anchor, to emcee the LUOW and Latino Heritage events – Julie to check with Joseph.

Decoration/Ambiance:

- Eventually it would be nice to create a "I Heart DC Arts" Photo Gallery.
- Nancy recommended a photo booth. All the Commissioners liked this idea and decided to add it to the activities.
- Pauline expressed an interest in having a visual element installed by mid-Oct. However, the timing to have local schools involved may be a challenge now. Norm will do research on the backdrop for the photo booth – include "I heart DC Arts" in the background.

Nancy asked if we could get Lucky's to donate cupcakes to giveaway. Julie will be responsible for securing a few food trucks.

The Commission talked about having the Beatles Photo Exhibit scheduled for the “Summer of Love” in summer of 2017. The Commissioners also talked about discussing the PhotoPodium exhibit at another time. They were not sure if the exhibit would fit with LUOW.

Norm asked that the City include the All Stars Band information in a future Daly Wire – Julie will include.

Norm mentioned that Cinemark Theatre can meet us on three possible dates/times. He asked that those attending let him know when available.

The Commission postponed the Fil-Am Heritage Month event update.

Meeting adjourned at 8:20pm.