

City of Daly City  
*Special Meeting*  
**ARTS AND CULTURE COMMISSION**

Saturday, April 9, 2016 – 8:00 a.m.  
Gateway Conference Room – 3<sup>rd</sup> Floor  
City Hall 333 – 90<sup>th</sup> Street,  
Daly City, CA 94015

For those wishing to address the Arts and Culture Commission on any Item on the Agenda or under Public Appearances/Oral Communications, please complete a Speaker Card located at the entrance to the Administrative Conference Room and submit to a Staff Member as early in the meeting as possible.

Persons with disabilities who require auxiliary aids or services in attending or participating in this meeting should call the Department of Library and Recreation Services as soon as possible prior to the meeting.

**CALL TO ORDER**

**ROLL CALL**

**APPROVAL OF MINUTES**

- March 8, 2016

**DISCUSSION ITEMS**

- Retreat Agenda (attached) (Fong-Martinez)

**UPCOMING EVENTS**

- “Books & Blues at the Bayshore,” Fri., April 15, 4:30-6:00pm, Bayshore Library

**PUBLIC COMMENT**

Speakers are limited to two minutes, unless modified by the Commission Chair. The Commission cannot take action on any matter raised under this item.

**NEXT MEETING – April 12, 2016 (Regular Meeting)**

**ADJOURNMENT**

***AVAILABILITY OF PUBLIC RECORDS:***

*All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the City Clerk’s Office, City Hall located at 333-90<sup>th</sup> Street, Daly City, CA during normal business hours, at the same time that the public records are distributed or made available to the legislative body.*



## DALY CITY ARTS AND CULTURE COMMISSION

In order to support and advance arts and culture within our community, in December 2013, the City Council established the Arts and Culture Commission. The Commission's duties include:

Advising the City Council on all matters affecting the culture of the City and to advise and assist other City boards and commissions in the field of the fine arts;

Encouraging programs in the fine arts and to promote the cultural enrichment of the community; and

Establishing an effective liaison between the City and local cultural and artistic groups.

## RETREAT AGENDA

Saturday, April 9, 2016 · 8:00 am – 2 pm · Gateway Room, City Hall

### MIX AND CATCH UP (refreshments provided) (8 am – 8:15 am)

#### 2. USE OF SWOT ASSESSMENT TOOL (8:15-9:30 am)

##### A. CURRENT STATUS OF ARTS & CULTURE IN DALY CITY

- Strengths
- Weaknesses
- Opportunities
- Threats

**PERSPECTIVES:** Our speaker, Robin Rodrick, current Chair of the San Mateo County Arts Commission is a veteran with 20 years in organizational development, capacity building, and fund development planning for non-profit organizations. Robin has been through the challenges and opportunities of starting and managing an arts commission and will share her experiences with us. There will be opportunities for q's and a's.

The San Mateo County Arts Commission's mission is to promote the arts in San Mateo County to include individual artists, arts organizations and arts education for K-12 students. It exists to promote and encourage the arts, to serve in an advisory capacity to the Board of Supervisors, to prepare and update the county's strategic and cultural plan, and act as a liaison with arts organizations to ensure collaboration and coordination related to culture and art activities in San Mateo County. (see attached Strategic Plan) (9:30-10:30 am)

#### 4. BREAK (10:30-10:45 am)

#### 5. REVIEW VISION AND PRELIMINARY STRATEGIC PLAN AND PRIORITIES for

**2016 - 2018:** Our Vision requires real engagement of all members of our community. How do we support this? (10:45 -11:30 AM)

##### A. PROGRAMS (11:30 – 2:00 working lunch)

- Establish Annual Event (45 mins)
  - *Light Up Our World*
    - Update
    - Review
    - *Distribution of Responsibilities*
    - *Reserve dates*
- Reinvigorate current programs (45 mins)
  - Black History Month Celebration (Feb)
  - Women's History Month Awards (Mar)
  - Hispanic Heritage Month Celebration (Sept)
  - Filipino-American History Month Celebration (Oct)
- Develop on-going funding mechanism for public art (tbd)

##### C. AWARENESS (30 mins)

- Purpose, Methods and mediums (website, etc.), Partners

#### 6. WRAP UP AND REVIEW FOR NEXT RETREAT SESSION



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Encouraging programs in the fine arts and to promote the cultural enrichment of the community; and

Establishing an effective liaison between the City and local cultural and artistic groups.

## **RETREAT AGENDA**

**Tuesday, April 12, 2016 · 6:00 pm – 8:30 pm · Gateway Room, City Hall**

### **1. REVIEW PROGRESS FROM SATURDAY'S RETREAT**

### **2. FUNDING (45 mins)**

- Types Grants
  - Governmental
  - Foundations
  - Corporate donors
  - Legacy
  - Sponsorships
  - Membership
  - Event
  - Timetables

### **3. VOLUNTEER RESOURCES (40 mins)**

- Identification and recruitment
- Volunteer Auxiliary
- Other

### **4. ASSESSMENT (30 mins)**

- General Needs Assessment Studies
- Integrating as part of the Program, Event, and Meeting

Process

### **5. OTHER**



## **SAN MATEO COUNTY ARTS COMMISSION STRATEGIC PLAN 2012-2017**

### **INTRODUCTION**

The purpose of this document is to put forward an action plan to guide the Commission and its staff, the County Supervisors and departments, and County arts organizations and artists as to how the San Mateo Arts Commission will work to ensure that the arts in San Mateo are valued for their contributions to the County's quality of life and economic development. This document will guide annual actions and will help the Commission and the County both evaluate the Commission's impact and the accomplishments it makes possible. This document is intended for distribution to County Supervisors, the State Arts Council, and other funders to help them understand the Commission's goals and desired outcomes.

The plan has five major goals for the five year time period 2012-2017. Each goal is supported by several strategies, and these in turn are defined by outcomes that are envisioned as likely, based on the accomplishment of the strategies.

One Commission meeting a year will be devoted to planning and evaluation. It is anticipated that the Commission will continue to add strategies to these goals based on accomplishments, opportunities, and needs. On the following pages, each goal is introduced by a brief context statement, and the envisioned strategies are listed. It is anticipated that some of these will evolve over the coming years as new opportunities or options become apparent.



*Pescadero Arts and Fun Fair*

### **MISSION**

The San Mateo Arts Commission works to ensure that the arts are valued for their contributions to the County's quality of life, education and economic development, and for their reflection of the diversity of the County's residents and visitors.

The Arts Commission provides funding to local artists and arts organizations and is a leader in regional arts advocacy efforts, working to further public appreciation and support of all art forms such as music, dance, visual arts, literature, theater, film and video, traditional crafts and folk arts, and new media.



*North Fair Oaks Festival, Redwood City*

## **VALUES**

We believe:

- The arts are essential to the development of vibrant, creative, livable, and economically healthy communities.
- Education in and through the arts encourages the development and use of imagination, creativity, and expression and fosters innovation.
- The arts and arts education must be accessible to all.
- The arts are a vehicle for civic engagement and economic development, and create meaningful places.
- The diversity of San Mateo County's arts and cultural activities should be welcomed, encouraged, and respected.
- It is important to build and sustain arts assets within the County as a legacy for future generations.
- The arts contribute to public spaces that create social and cultural vitality.

The Arts Commission is committed to the belief that the arts and creativity are essential to thriving communities. Advocating for the arts is a guiding principle of the Commission, and arts advocacy is a core responsibility of commissioners and the Commission. The Commission works to increase public awareness of the value of the arts in everyday life throughout the County, and to increase public understanding of the importance of learning in and through the arts as a way to foster creativity and innovation for all students.

The members of the San Mateo County Arts Commission work together in an advisory capacity to the County Supervisors concerning the arts and the cultural environment in the county. Additionally, they oversee the general management of the Arts Commission's administration and programs.

The Arts Commission is comprised of citizens appointed by the County Supervisors, and ex-officio members representing County department(s).

This plan recommends expanding the size of the Commission, adding additional ex officio members who represent major institutions and enterprises in San Mateo County that are based upon or draw from arts and creativity, and leading educational representatives in arts education.

Arts Commissioners have a diversity of arts and creative experience and interests. Because the Members of the Arts Commission oversee the general management of the Arts Commission’s administration and programs, the Arts Commissioners’ primary focus is on overseeing the operations of grants management, the operations of special projects and programs such as workshops, and planning for public art.

Because staff support for the Commission is limited, the Commission will continue the practice it currently employs, of contracting specific tasks to specialists until such time as it is able to receive State or other grant funds that will make possible a full time staff administrator. Thus, the current contracted position of gallery director may evolve into a larger contract – or additional contracted specialists – to develop the public art plan and related workshop program called for in this plan. Similarly, the Commission may contract a grants program manager who has demonstrated skills in administering arts grants and related panel review processes.



*Artist painting along the San Mateo County coast.*

The Arts Commission Office is currently located within Parks, and as such within Public Works, which provides general oversight of financial management and human resources. This plan calls for the Commission ideally to move at some time during the coming five years to a department or agency entrusted with community or economic development, to more closely align the Commission goals and purposes to a related, overarching philosophy.



*Students in Tongan attire for traditional dance performance, Mana Program, San Mateo High School*

## **GOALS**

1. Establish the infrastructure and funding to support on-going arts and cultural development in San Mateo County.
2. Build public recognition of the work of San Mateo artists and arts organizations.
3. Support arts programming offered by nonprofit arts and civic organizations throughout San Mateo County that furthers community vitality, tourism, and economic development.
4. Further arts education learning opportunities for students K-12 in San Mateo County.
5. Enhance the aesthetic beauty and enjoyment of public places throughout the County through public private ventures that support public art and lead to a county-wide public art program.



*Art Guild of Pacifica exhibition opening.*

This plan calls for the Commission to grow in impact and to strengthen internally over the coming five years. Considerable effort will be invested in the development of programs and procedures that will help support and sustain the arts in the County and ensure access to the arts for San Mateo County residents.

Evaluation work conducted for this plan shows that the Arts Commission's resources can have significant value if used to provide grants to County arts organizations. Thus, grant making will become the primary program of the Arts Commission. Beginning in 2013 as funds become available, the Commission will launch its grants programs to arts organizations county-wide, and will have the mechanisms in place, administratively, to ensure outstanding operation of the grants program and additional services as defined in the goals of this plan.

Other agencies that are focused on marketing and visitor engagement are better positioned and have missions more closely aligned with marketing, hence existing marketing functions will be gradually phased to the Convention and Visitors Bureau or other appropriate entities.

The Commission will ensure that it has the staff administrative position required to undertake grant programs and expanded services that strengthen the arts in the county, initially through contracted positions and over time, through FTE staff. It will ensure that in keeping with best practices of arts commissions in other California

counties, the Commission itself is fully appointed, with no unfilled positions, and that it is enlarged so that the actions of this plan have the needed Commission oversight and leadership.



*Burgess Theatre, Menlo Park*

### **QUALIFICATIONS AND RESPONSIBILITIES FOR COMMISSIONERS**

The San Mateo County Arts Commission is an advisory body to the County Board of Supervisors concerning the development and support of the arts as vital to quality of life and economic development in San Mateo County. The Commission has been charged with certain responsibilities inclusive of supporting the growth and impact of nonprofit arts and cultural organizations in the County; managing a grants program that supports the work and development of artists and for profit artisan enterprises in the county; building public awareness and support for San Mateo County’s arts organizations and artists; and strengthening arts education K-12 in San Mateo County.

#### **Appointments**

Commissioners are individuals who have either demonstrated professional or personal involvement in one or more artistic disciplines. They may be practicing artists, administrators in the arts, arts educators, volunteers in the arts, donors, corporate sponsors, or others who have valued knowledge and perspective concerning the arts in the County. At all times, a variety of perspectives and disciplines should be sought. At least one commissioner should have the expertise and capacity to serve as chair of such committees as public art/art in public places; grants to nonprofit arts organizations; workshops and services; and arts in education. Applicants to the Commission should be prepared to demonstrate their interest and ability in one or more of these areas. Applicants and Commission members should at all time be free from conflict of interest or the appearance of conflict of interest. Grant panel members who have professional or volunteer affiliations with any San Mateo County arts or cultural organizations that apply for grants from the Commission must excuse themselves from any panel review or deliberation concerning these grants.



*Peninsula Ballet*

### **Commission Size**

The San Mateo County Commission presently (2012) operates with one commissioner per County district. This plan proposes two commissioners per district by no later than 2014 to enable the Commission to have members with a range of expertise needed to guide the programs and services and so committees may be established to monitor activities.

### **Officers**

Each year, the commission will elect from its membership a chairperson and a vice-chairperson. As appropriate, sub-committee chairs shall also be elected. Sub committees include but are not limited to: grants, arts in education, and arts in public places.

### **Staff**

The Commission may be supported by County staff and may in addition contract specialists to administer programs such as art in public places, grants and workshops, and arts in education.

### **Relations with Other Boards, Commissions, and Committees**

In areas where there is overlap of jurisdiction between various commissions, it is important that an Arts Commission liaison for each appropriate program be identified and appointed to ensure proper consideration of the different viewpoints that may occur. A liaison should be established in areas such as arts marketing (CVB); art in public places (planning, public works, economic development), and arts education (education). Liaisons should represent the Commission at meetings of the partner agency as appropriate; meet and correspond with the partner agency concerning the partnership program implementation; and report to the Commission concerning the impact of the partnership program.

## **CONTRACTED PROGRAM ADMINISTRATOR(S)**

The Commission may elect to contract with one or more individuals to manage specific programs or projects, in lieu of County staff program management.

### **Grants Program Manager Responsibilities (Job Description)**

- Design, plan, organize, and coordinate grant programs and initiatives, staff the grant program panel meetings, workshops, and special projects as assigned by the Commission.
- Develop and offer grant writing workshops for County nonprofit arts organizations concerning the grants program(s), guidelines, criteria and process to maximize the value of the program to county organizations and ensure that nonprofits have the information needed to apply for support.
- Manage the recruitment of panelists, recommend the final composition of panels to the Commission, and provide support to the panels prior to and during the panel review process, ensuring that the process maintains the highest quality of standards for peer review.
- Present the panel recommendations to the Commission and provide administrative assistance to the Commission as it in turn recommends grants to the County Board of Supervisors.
- Monitor grant recipients, including mid project and final reports, and manage the disbursement of grants funds to grantees.
- Work effectively with City staff throughout the process.

### ***Required Skills:***

- Excellent communication skills
- Knowledge of the mission, goal, objectives and operating policies of the Commission
- Understanding of the nonprofit arts field and of grants programs and standards in the arts field in California.
- Ability to present information in workshop format.
- Knowledge of, and proficient in the use of operating a personal computer (PC), utilizing Microsoft Word, Excel, Access, Power Point, etc..
- Ability to effectively interact with County staff, Commissioners, Supervisors, artists and arts organizations, peer panel members, and the general public.

### ***Qualification Requirements:***

- A bachelor's degree from an accredited college. A master's or professional degree in public policy, public administration, business, or a related field is preferred but not required.
- One or more years of full-time, professional experience in arts grants management or program evaluation and development, or two + years part time or contracted experience.

<b>GOAL 1: ESTABLISH THE INFRASTRUCTURE AND FUNDING TO SUPPORT ON-GOING ARTS AND CULTURAL DEVELOPMENT IN SAN MATEO COUNTY.</b>	<b>THE SAN MATEO COUNTY ARTS COMMISSION HAS THE STRUCTURE AND ADMINISTRATIVE SUPPORT TO ENSURE ITS ABILITY TO MEET ITS MISSION.</b>
<b>Strategies</b>	<b>Outcomes</b>
<ol style="list-style-type: none"> <li>1. Over a two year period (2012-2013) transition the Commission from Parks into Economic Development.</li> <li>2. By 2013, transition the existing Artsopolis contract to an alternative host agency such as the CVB to free up existing County resources to meet the goals of this plan, or recommend and assist in an alternative arts marketing strategy that can be managed by the CVB.</li> <li>3. By 2013, annually apply for and receive State of California funding for staff support to administer the Commission programs and services.</li> <li>4. Develop and phase in new policies, rules and procedures for effective operations. <ul style="list-style-type: none"> <li>• Begin by establishing grant program criteria and guidelines. 2012-2013.</li> </ul> </li> <li>5. Ensure full Commission membership at all times; phase in a larger Commission membership; develop a larger group of ex officio members representing County departments and agencies; develop advisory groups; and recruit appropriate panels as needed for grant review.</li> <li>6. Facilitate coordination and joint planning for cultural development ventures with San Mateo's various county and municipal agencies and the private sector.</li> <li>7. Plan, direct, coordinate and evaluate programs including public art, grants to arts organizations, arts in education, public programming in the arts and exhibits.</li> <li>8. Prepare, track and evaluate applications for funding.</li> <li>9. Provide information, technical assistance and staff assistance to arts and cultural organizations and artists in San Mateo County.</li> <li>10. Continue to seek additional funding for implementing the goals of this plan.</li> </ol>	<ul style="list-style-type: none"> <li>• The Commission has the capacity to operate grant programs, to provide services and support to arts organizations and artists, to work with other county and municipal agencies to further arts development, and to implement a public arts program by 2016.</li> <li>• There is a staff Arts Commission Administrator position to carry out the work of the Commission by 2014.</li> <li>• The Arts Commission has full membership by 2013.</li> <li>• Arts Commission size grows to two representatives per district by 2015.</li> <li>• The Commission annually receives funding for the Administrator position from the California Arts Council by 2013.</li> <li>• The Commission annually holds at least one joint meeting/forum with the arts commissions and councils of San Mateo municipalities to implement partnership efforts, share information and further the arts throughout the county starting in 2013.</li> <li>• The Commission's web site offers guidance and information to San Mateo arts organizations and artists, including a directory of nonprofit arts organizations and working artists, a directory of area funders and funding opportunities, and a calendar of County and state grant program opportunities and deadlines, and the Commission annually hosts a meeting for County arts organizations and artists to provide them with information on grant programs and opportunities by 2013.</li> </ul>

**Background for Goal 2:**

One of the primary roles of an arts commission is to help ensure that residents know about and utilize the County’s nonprofit and civic arts organizations and services. It also attracts attention from a larger regional audience, and from visitors. In the past few years, the Commission has done this primarily through discoversmc.com. Going forward, the Commissioners will do this through social media. The Commissioners will also continue to advocate on behalf of the arts in San Mateo County.

<p><b>GOAL 2: BUILD PUBLIC RECOGNITION OF THE WORK OF SM ARTISTS AND ARTS ORGANIZATIONS.</b></p> <p style="text-align: center;"><b>Tasks</b></p>	<p><b>SM COUNTY RESIDENTS &amp; VISITORS KNOW OF AND BECOME ENGAGED IN THE COUNTY’S RICH AND DIVERSE CULTURAL AND ARTS EVENTS AND OPPORTUNITIES.</b></p> <p style="text-align: center;"><b>Outcomes</b></p>
<ol style="list-style-type: none"> <li>1. Develop and launch appropriate use of social media, including Facebook and Twitter, to expand the public’s awareness of the work of the Commission.</li> <li>2. Maintain membership in essential professional and advocacy organizations including statewide networks, and ensure that one or more Commission at all times serves as representative to these groups and briefs the Commission, Supervisors and others as appropriate to ensure best practices are implemented by the Commission.</li> <li>3. Advocate and apply for on-going and increased public (CAC, NEA) and private sector funding (Community Foundation, corporate partnerships) to strengthen, stabilize and ensure the future of arts in San Mateo County.</li> <li>4. Develop and publish an annual report each year.</li> <li>5. Provide briefing information to each Supervisor no less than once a year.</li> <li>6. Maintain transparency regarding all programs and services including publishing grantee awards, advance notice of deadlines and applications, information about workshops and services to the County web site.</li> <li>7. Identify means to bring the County’s support for the arts to the attention of the general public, including but not limited to honors and recognition given by Supervisors such as annual awards to corporations that provide significant support to the arts in San Mateo County.</li> <li>8. As appropriate, appoint honorary or advisory committees comprised of recognized experts who reside in San Mateo County.</li> <li>9. Starting in 2014-15, offer an annual forum or workshops to build capacity in audience development for San Mateo County arts organizations and individual artists.</li> </ol>	<ul style="list-style-type: none"> <li>• There will be easily updated information about the Commission and links to important state, regional, and national arts sites.</li> <li>• The Commission offers links to national advocacy organizations and news concerning local, state, and national arts topics for the residents of San Mateo County, and acts as the expert advisory group in work with the Supervisors.</li> <li>• Receive CAC support that makes it possible for San Mateo County to provide additional grants and services to strengthen the arts in the county. Apply for and receive NEA funding.</li> <li>• The County’s investment and support for the arts is more widely recognized.</li> <li>• Corporations and individual donors in San Mateo County are encouraged to give to the arts within the County.</li> <li>• San Mateo County artists and arts organizations will gain marketing and audience development skills and capacity to strengthen and sustain their nonprofit and entrepreneurial businesses and more deeply serve the County residents and visitors. 2014</li> </ul>

**Background for Goal 3:**

The Arts Commission recognizes as part of its role assisting San Mateo County arts organizations in identifying neighborhoods, underserved areas, and areas targeted for economic and redevelopment where arts events, programs, outreach or services can serve as a catalyst for larger efforts to create economic and social vitality. Its goal is to assist County arts organizations in matching their programs, services, and outreach to these geographic and demographic priorities to benefit the County.

To this end, it will develop and launch a grant program designed to assist arts organizations in shaping partnerships with communities or neighborhoods in which programs such as festivals or free/low cost events or venues can bring residents together, build pride and serve as a catalyst for economic and community development.

**GOAL 3. SUPPORT ARTS PROGRAMMING OFFERED BY NONPROFIT ARTS AND CIVIC ORGANIZATIONS THROUGHOUT SAN MATEO COUNTY THAT FURTHERS COMMUNITY VITALITY, TOURISM, AND ECONOMIC DEVELOPMENT.**

<p><b>GOAL 3. SUPPORT ARTS PROGRAMMING OFFERED BY NONPROFIT ARTS AND CIVIC ORGANIZATIONS THROUGHOUT SAN MATEO COUNTY THAT FURTHERS COMMUNITY VITALITY, TOURISM, AND ECONOMIC DEVELOPMENT.</b></p> <p style="text-align: center;"><b>TASKS</b></p>	<p><b>SAN MATEO’S ARTS ORGANIZATIONS PROVIDE ACCESSIBLE ARTS PROGRAMMING TO ENHANCE CIVIC VITALITY, IMPROVE QUALITY OF LIFE FOR RESIDENTS, AND ATTRACT VISITORS.</b></p> <p style="text-align: center;"><b>OUTCOMES</b></p>
<ol style="list-style-type: none"> <li>1. Foster public and private partnership and strategic alliances for the advancement of the County's arts and culture.               <ol style="list-style-type: none"> <li>a. Through the web site and social media, provide guidance and information to arts organizations in the county that helps them partner with diverse constituent groups - including business, civic, service, and government interagency relationships.</li> <li>b. Establish formal liaisons with County Departments and agencies such as the CVB, planning, and economic development to identify and implement means to advance projects in which the arts can play a key role in advancing overall County goals.</li> </ol> </li> <li>2. In 2013 pilot and in 2014 launch a project grant program open to County arts organizations, awarding up to \$10,000 a year, for projects such as festivals and public celebrations, development of new or satellite locations in areas targeted for redevelopment, or for programming done to attract tourists or enhance tourist visits, such as art fairs.</li> <li>3. By 2015, develop and test a small business development program in concert with the County’s economic development efforts that targets artisan enterprises and offers a range of assistance that may include low interest revolving micro loans, incubator opportunities, and/or business development training.</li> </ol>	<ul style="list-style-type: none"> <li>• Areas targeted for economic and redevelopment benefit from festivals, free or low cost, accessible public events, and other arts programs and services through grants from the Commission. Pilot in 2013; launch officially in 2014.</li> <li>• Artists and artisans in San Mateo County seeking to build their enterprises have access to training and support to expand their businesses. By 2015.</li> </ul>

<p><b>Goal 4. Further arts education learning opportunities for students K-12 in San Mateo County.</b></p> <p style="text-align: center;"><b>Tasks</b></p>	<p><b>Students in underserved areas of San Mateo County are able to benefit from increased arts learning in their schools and at arts organizations in the County.</b></p> <p style="text-align: center;"><b>Outcomes</b></p>
<ol style="list-style-type: none"> <li>1. Serve as a clearing house of information for schools about available arts programs that either come into schools or which provide field trip opportunities for students. .</li> <li>2. Support and provide advocacy for on-going County and statewide efforts to meet State of California learning standards and assessment in the visual, literary and performing arts.</li> <li>3. In 2013, transition the existing grants to arts educators into a grant for arts education innovation, parallel to the County’s STEM innovation grants.</li> <li>4. By 2015, add a grant program that offers up to \$5,000 a year for San Mateo County arts organizations to partner with underserved schools in the County to provide in-school, after-school, or field trip arts learning experiences.</li> </ol>	<ul style="list-style-type: none"> <li>• Educators in San Mateo County use Arts Commission social media and database(s) to look to find information about arts learning resources and assistance.</li> <li>• Starting in 2013, San Mateo County arts educators will have the opportunity to apply for grants for hands-on innovation in teaching the arts and creativity.</li> <li>• Starting in 2015, Schools in San Mateo County that lack the financial capacity to offer arts learning opportunities are able to partner with arts nonprofits from San Mateo County to place artists or arts groups in classrooms, or offer other learning and enrichment programs that would otherwise not be available to their students.</li> </ul>

**Background for Goal 5:**

The installation of public art in key civic locations has been widely proven to enhance neighborhoods and sites, contribute aesthetically and enhance economic development. The Commission will develop a public art plan that will assist the County in building a public art collection to be situated on County properties and public lands, for the enjoyment of all residents.

As a preface to the launch of a public art program, and while the public art plan is being developed, the County will offer workshops and seminars for San Mateo County communities, for builders and developers and other groups, on how to go through the process of planning for, siting, and caring for works of public art. It will also strengthen its working relationship with the cities in San Mateo County, so that when the County public art plan is developed it builds on and takes into consideration the public art plans and policies of the incorporated areas throughout the County.

**GOAL 5. ENHANCE THE AESTHETIC BEAUTY AND ENJOYMENT OF PUBLIC PLACES THROUGHOUT THE ENJOYMENT OF PUBLIC PLACES THROUGHOUT THE COUNTY THROUGH A PUBLIC ART PROGRAM.**

**COUNTY THROUGH A PUBLIC ART PROGRAM.**

<p><b>GOAL 5. ENHANCE THE AESTHETIC BEAUTY AND ENJOYMENT OF PUBLIC PLACES THROUGHOUT THE COUNTY THROUGH A PUBLIC ART PROGRAM.</b></p> <p><b>Tasks</b></p>	<p><b>The County has a public art master plan and program that places works of public art in identified locations.</b></p> <p><b>Outcomes</b></p>
<ol style="list-style-type: none"> <li>1. Continue to maintain, curate, and promote art exhibitions in the public areas of County offices, adding signage and providing public flyers or other print or electronic materials to draw attention to the work of County artists.               <ol style="list-style-type: none"> <li>a) As appropriate, add additional locations and exhibits to showcase art work in public places.</li> </ol> </li> <li>2. Starting in 2013, develop and provide annual workshops or symposia on public art, open to communities, developers, builders, neighborhood groups and others.</li> <li>3. Encourage private sector businesses and developers to place works of public art on their properties and to commission San Mateo County artists for public art work.</li> <li>4. With Public Works, Planning, Parks, and other departments, develop a priority list of locations for significant works of public art.</li> <li>5. Work with the County to develop a percent for public art public-private partnership program that develops a pooled fund used to commission, site, and preserve works of public art that are appropriate for each identified site.</li> </ol>	<ul style="list-style-type: none"> <li>• Visitors and workers who utilize the County building(s) will gain continued awareness and knowledge of artists who are San Mateo County residents. On-going.</li> <li>• San Mateo communities and builders will learn best practices in public art. San Mateo businesses and developers have access to information on how to commission, site, and care for works of excellent public art and use this to improve the aesthetics and economic value of their properties by commissioning and caring for public art. Annual starting in 2013.</li> <li>• San Mateo County has a public art plan and policy in place. 2015.</li> <li>• By 2017, San Mateo is ready to commission and fund public art. It will have a policy that determines methods for funding public art (public, private, or public/private match) and funding streams to maintain public art.</li> </ul>

## **ADDENDUM 1. DRAFT GRANTS PROGRAMS GUIDELINES**

(The following guideline points and philosophy are recommended to the Commission by ArtsMarket.)

The San Mateo County Arts Commission will phase in and annually allocate funds to be granted to arts and cultural organizations. Three types of grants will be awarded:

- ¶ Technical assistance and scholarship fund grants.
- ¶ Project grants for events, festivals, and programs that are produced or provided in San Mateo areas targeted as priorities for economic development or redevelopment.
- ¶ Arts Educator Innovation in Arts and Creativity Teaching grants.
- ¶ Arts education partnership grants for arts organizations located in San Mateo County to work with schools in San Mateo County that serve at risk or disadvantaged student populations.

501c3 arts organizations with their principal address in San Mateo County are eligible for all three grant programs. In addition, 501c3 organizations that have missions larger than or different than the arts may apply for the Project Grants for events, festivals and programs as long as the intended events/programs are focused on the arts.

Past grant recipients must have submitted a final report before being considered for grant funding, for all grant programs and cycles. All grant recipients will be required to complete their grant within 12 months of receiving a grant.

### **Philosophy**

Counties thrive with the development of arts and cultural organizations that are healthy enterprises, attract and serve the public, and provide valuable education and community services. For this reason, San Mateo County seeks to foster a strong arts community as a part of its overall economic development. Grants are intended to assist arts and nonprofit organizations in building a strong economic presence in the community, expanding audiences and expanding services and programs to the community and to children K-12. The Commission also seeks to strengthen the County's rich cultural diversity, and seeks to support organizations that educate and expose the residents and the public to a wide range of artistic and cultural expression.

All grant applications are reviewed by peer panels, which recommend finalists to the San Mateo Arts Commission for funding decisions. The Commission then recommends grantees to the County Supervisors.

### **Through its grants program, the Commission seeks to achieve:**

- ¶ Increased capacity by County arts organizations;
- ¶ Development of increased public participation, by residents and visitors, in events, programs and services offered by arts organizations in the County;

- ¶ Enhanced economic development initiatives in which the arts play a catalytic role;
- ¶ Increased access to the arts for all residents, including students who benefit from arts learning and residents/visitors who benefit from art around them;
- ¶ Fair and equitable decisions for arts funding within the County.

### Technical assistance grants

San Mateo County nonprofit arts organizations with annual budgets **under** \$50,000 are eligible to apply for scholarship training and technical assistance grants of up to \$650 per year. Grants must be used to further the organization’s ability to expand capacity to retain audiences and/or members, develop internal operating capacity, or shape multi-year plans and strategies that will result in their ability to better serve San Mateo County residents and visitors.

- ¶ Demonstrate proof of nonprofit tax-exempt status under 501 (c) 3 of the Internal Revenue Code;
- ¶ Have as their primary mission the creation, presentation or education services through arts programming;
- ¶ Must have operated with public programming for at least one year prior to the receipt of support;
- ¶ Must have at last 60% of their programming take place within the County;
- ¶ Must match the grant with 1:1 from in-kind or financial support.

### Grant uses:

Technical assistance grants may be used for the following:

- Acquisition of new skills and capacities that will help the organization be successful in reaching and serving audiences, participants, and/or members;
- Planning and planning counsel in marketing, development, outreach or related subjects that results in a plan used by the organization;
- Attendance at approved regional, state, or national conferences that build capacity in audience development;
- Acquisition and training in key software programs such as databases, ticketing, and membership programs that strength capacity.

**Acknowledgement of funding.** A credit line must be included in any printed, visual or recorded matter, or in any exhibit, display or performance which describes or is prepared in connection with a funded organization, program, or project, as follows: “This organization is funded in part by the San Mateo County Arts Commission.”

### Project Grants

For events, festivals, and programs that are produced or provided in San Mateo areas targeted as priorities for economic development or redevelopment.

San Mateo County nonprofit organizations with annual budgets **over** \$35,000 are eligible to apply for project grants of up to \$1,500 per year. Grants must be used to present programs or offer services, develop satellites or

otherwise reach neighborhoods, population centers or other locations targeted by the County as priorities for economic development or redevelopment.

- ¶ Demonstrate proof of nonprofit tax-exempt status under 501 (c) 3 of the Internal Revenue Code;
- ¶ Have as their primary mission the creation, presentation or education services through arts programming, or if the nonprofit has a broader mission, must demonstrate that it will focus on arts programming and services through the project for which the grant will be used;
- ¶ Must have operated with public programming for at least three years prior to the receipt of support;
- ¶ Must have at least 60% of their programming take place within the County;
- ¶ Must match the grant 3:1. No more than 1/3<sup>rd</sup> of the match may be in-kind. Grants may be matched from private contributions, other local government funding, state or federal funding; foundation funds, or earned income.
- ¶ Funding to a single organization may not exceed 20% of the total available funds.

**Grant uses:**

Project funding may be used to present free or low cost performances, screenings, exhibitions, educational services, festivals, literary readings, workshops and seminars, or other services intended to create community and economic vitality and make a diversity of arts and cultural programs broadly accessible to residents; to launch or enhance program locations in neighborhoods in need of revitalization; or to serve populations that otherwise lack access to cultural arts programming.

**Acknowledgement of funding.** A credit line must be included in any printed, visual or recorded matter, or in any exhibit, display or performance which describes or is prepared in connection with a funded organization, program, or project, as follows: “This organization is funded in part by the San Mateo County Arts Commission.”

**Arts Educator Innovation Grants**

Teachers in San Mateo County Schools may apply for a limited number of awards of up to \$5,000 to provide innovative hands on learning experiences in art and creativity that significantly enhance student interest and achievement in the arts (as linked to innovation). Projects and activities will relate to and strengthen learning to meet the California Visual and Performing Arts Standards.

This grant program is similar to the County’s STEM Innovation Awards grants, encouraging educators to undertake arts and creativity learning projects that stimulate student curiosity and learning through the creative process – projects “you wish you had the resources to try.” A primary objective of this award is to support teacher innovation in fostering creativity as a method of learning throughout the County of San Mateo.

### Arts Education Partnership Grants

San Mateo County nonprofit arts organizations with annual budgets **over** \$35,000 are eligible to apply for arts education partnership grants of up to \$1000 per year. Grants must be used to provide arts education learning opportunities to schools that have as the majority of their student body students who are economically disadvantaged. In addition, applicants must:

- ¶ Demonstrate proof of nonprofit tax-exempt status under 501 (c) 3 of the Internal Revenue Code;
- ¶ Have as their primary mission the creation, presentation or education services through arts programming;
- ¶ Must have operated with public programming for at least three years prior to the receipt of support;
- ¶ Must have at least 60% of their programming take place within the County;
- ¶ Must match the grant 2:1. No more than half of the match may be in-kind. Grants may be matched from private contributions, other local government funding, state or federal funding; foundation funds, or earned income.
- ¶ Funding to a single organization may not exceed 10% of the total available funds.
- ¶ Must have an identified and formally committed school partner(s) prior to submitting an application for funding.

#### Grant uses:

Grants may be used to make art learning opportunities available to students who otherwise would not be able to experience the art. These opportunities may be in-school classroom-based partnerships in which artists work with teachers to present learning in or through the arts; in-school assemblies or other multi-class learning opportunities; afterschool programs for a significant number of students in the school; or for field trips or out-of-school opportunities for no less than a classroom of students. If funds are used for out-of-school opportunities – for example, to provide free admission to student performances – the match must be used for the cost of bussing or transportation.

**Acknowledgement of funding.** A credit line must be included in any printed, visual or recorded matter, or in any exhibit, display or performance which describes or is prepared in connection with a funded organization, program, or project, as follows: “This organization is funded in part by the San Mateo County Arts Commission.”

### APPLICATIONS AND PROCEDURES

Applications will be available and may be completed on-line. Application guidelines will be posted on the County’s web site no less than three months before the deadline for each grant program.

## REVIEW PROCESS

The Arts Commission will employ a panel review process for all grants. Annually, a panel, free from any conflict of interest, will be called consisting of:

- ¶ One or more arts or cultural professional administrators from outside of the County;
- ¶ One or more artists representing different artistic and/cultural disciplines, from outside of the County;
- ¶ An arts/cultural organization board member or civic leader with no conflict of interest with any of the applicants;
- ¶ One or more arts educator or classroom educator from outside of the County.

A member of the Commission will chair the panel. The commission administrator will serve as staff to the panel. The panel will recommend grantees levels of funding for each applicant. The Commission will receive and review, and ultimately recommend the applicants and the final award amounts to the County Supervisors.

**ADDENDUM # 2**

**ADVISORY COMMITTEES AND PANELS**

The San Mateo County Arts Commission seeks to expand the number of County residents who are actively involved in setting direction for and guiding the County’s programs and services. It will do this by gradually expanding membership on the Commission, and by creating and utilizing advisory committees. It will establish an advisory committee on arts education needs and best practices; and an advisory committee on public art.

In addition, it will develop a pool of professionals in and outside of San Mateo County who are willing to serve as members of peer panel(s) to review grant applications. The following template for recruiting peer panelists will be used:

Please print/type clearly.

NAME

ORGANIZATION

TITLE

PHONE NUMBER

E-MAIL

OTHER ARTS ORGANIZATIONS WITH WHICH PROSPECTIVE PANELIST IS AFFILIATED (i.e. board member, consultant, and/advisory, staff or former staff to ensure there is no conflict of interest)

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***Please check the discipline(s) in which you have expertise and could serve as a peer panelist:***

- |                                   |   |
|-----------------------------------|---|
| Arts Education                    | Media Arts  |
| Arts Service                      | Music - Instrumental Music - Choral/Opera Theatre |
| Multi-Disciplinary                | Visual Arts                                       |
| Presenting Dance Folk/Traditional |   |
| Literature                        |   |

**ADDENDUM #3**

**YEAR 1 WORK PLAN**

**This list of action items begins July 1, 2012.**

Action Item	Goal	Details
Ensure that the Commission has no vacancies and that all Commissioners are briefed on the strategic plan.	1	Devote a work session to detailed review of the strategic plan and all implications for the Commission as a body; requirements for individual commissioners.
Establish policies and protocols that are needed to maximize the impact of the Commission, including but not limited to the following: policy on inclusion, diversity, and access; policy on conflict of interest; policy on grants program protocols.	1	At the July meeting. Completed and approved by no later than August 31.
Set calendar for the year, including grant program deadlines, workshops, and all other programs.	1	At the July meeting. Completed and approved by no later than August 31.
Advertise for and fill contract position(s) including grants program coordinator/manager and arts in public places coordinator/manager.	1	Contracted September 1.
Implement the use of social media and expand upon the information that is presented on the Web site.	2	By October 1.
Join and become active in statewide and national service/peer organizations for arts agencies, including Americans for the Arts and statewide advocacy networks.	2	By October 1.
Appoint liaisons from the Commission to other standing County commissions and agencies as appropriate, including CVB (marketing); Planning (public art); and education (grants to educators).	1	By October 1.
With the assistance of contracted grants program coordinator, finalize guidelines for the grants program; finalize application and panel review criteria; finalize disbursement process for grants.	3	By October 15.

Action Item	Goal	Details
With area schools and with the involvement of County programs already offering grants for STEM teaching innovation, develop criteria for a parallel arts education innovation award that meshes with the County's STEM grants.	4	Develop criteria and application by October 15. Announce and offer information/grant writing workshop in October or November TBD. Application deadline for grants for the spring semester, November 15. Announce awards by January 1.
Publicize the grants program, including hosting a grant writing workshop.	3	By November 1 for a January 15 deadline. Peer panel review in February, grants awarded by April 1.
Organize a public art workshop.	5	Organization of workshop complete by November 1. Workshop to be TBD January-March.
Work within the County to formalize transition of the Commission into economic development as appropriate.	1	By April, 2013 for official relocation FY 2014. (July 1)
Establish honors and visibility mechanisms for the Supervisors to acknowledge grantees and work of artists and organizations in the County.	2	By April 1.
Annually apply for CAC funding, and submit all required reports.	1	By April 25.
Apply for additional funding from the NEA, and the Community Foundation, utilizing one of the existing foundations such as the parks or library foundation as fiscal agent if required.	1	Spring, 2013.
Develop advisory and honorary committees and phase these in to expand the Commission's capacity and impact.	1	May 1, 2013.
Hold annual planning retreat for the Commission to review accomplishments and impacts and identify priorities and strategies for FY 2013-14.	1	June 15, 2013.

**From:** [Pauline Fong-Martinez](#)  
**To:** [Dorie Paniza](#); [PHYLLIS RIZZI](#); [Manufou Liaga-Anoa'i \(manufouanoai@gmail.com\)](#); [amigagladis@hotmail.com](#); [Julie Underwood](#)  
**Subject:** Fw: Request from DC Arts & Culture Commission  
**Date:** Wednesday, April 06, 2016 10:28:44 AM

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Hi Team,

Here is an email (below) that I forgot to forward to everyone that may give us more background information on government-arts commissions. Please read before Saturday.

I will be emailing more information out to everyone in the days ahead.

Coffee, fruit and quiche will be provided for breakfast.

We'll order pizza for lunch unless anyone else has a better idea.

Looking forward to seeing everyone - it feels like it has been a long time!

Pauline

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**From:** Samaruddin Kassim Stewart <mediasam@stanford.edu>  
**Sent:** Monday, February 1, 2016 10:45 PM  
**To:** Pauline Fong-Martinez  
**Subject:** Re: Request from DC Arts & Culture Commission

Hi Pauline,

First off, it's very exciting to hear about the structure that is forming for the Daly City Arts and Culture Commission and the impact it will have for our city in the months and years ahead.

As you can imagine, many of your questions are common and I think I can seek answers to many of them from the current San Mateo Commissioners prior to your meeting. However, for a start:

- Most arts commissions locally are either local government funded or 501c3 organizations. There are pros and cons to each, mainly surrounding finding grants and funding. We get our budget from the County and use it to mainly disperse grants. Because we are government funded, we generally find it hard to seek outside funding - however we did have a 2-year Hewlett Foundation grant in the past (most outside funders won't fund government entities).

- Generally speaking, the Commission was formed to promote and encourage the arts in San Mateo County; to serve in an advisory capacity to the Board of Supervisors; to provide a community, needs-driven Strategic Plan for the Arts in the county; to utilize a standard of operation by adhering to an accepted Policy Statement regarding arts and culture; and, to act as a liaison with art organizations to ensure collaboration and coordination related to cultural and art activities in San Mateo County.

- We do have a Strategic Plan, which was made prior to my arrival and will be getting restructured in 2016.

The old plan can be seen here:

[http://cmo.smcgov.org/sites/cmo.smcgov.org/files/Arts%20Comm%20Strat%20Plan\\_0.pdf](http://cmo.smcgov.org/sites/cmo.smcgov.org/files/Arts%20Comm%20Strat%20Plan_0.pdf)

- We have 5 Commissioners, all appointed by their home District, see here: <http://cmo.smcgov.org/arts-commission> We all serve in a volunteer capacity. We recently made a RFP and hired a paid "Arts Director" position to assist in the administrative side of the Commission which was hard to manage with only volunteers. She began late last year and might be a perfect person to connect you with moving forward.

- Our loose "mission" is to ensure that the arts are valued for their contributions to the County's quality of life, education and economic development, and for their reflection of the diversity of the County's residents and visitors. The Arts Commission provides funding to local artists and arts organizations and is a leader in regional arts advocacy efforts, working to further public appreciation and support of all art forms such as music, dance, visual arts, literature, theater, film and video, traditional crafts and folk arts, and new media.

- Commissioners are expected to (1) Support and Advance the Mission - meaning to use the mission statement as a guide for strategic planning, Commission decision-making and setting of priorities (2) Fiscal Duties and Oversight - meaning to review and approve biannual Commission budget, monitor financial status throughout the fiscal year as reported by the Commission Chair, and to review and approve grant proposals (3) Attendance of bi-monthly meetings (4) Ambassador to the Community to represent the Commission in the community, and aid in connecting Commission with community and cultural arts leaders

- We are currently moving our grants onto an online application process, but this file shows recent distribution:

<http://cmo.smcgov.org/sites/cmo.smcgov.org/files/2013%20through%202015%20Grant%20Distributions.pdf>  
and here is more information from our website: <http://cmo.smcgov.org/grant-information>

- Here is another example of a program that we'd love your help in distributing through the DC Arts Commission, seen here:

<http://cmo.smcgov.org/sites/cmo.smcgov.org/files/Call%20for%20Entry%20Women%20Artists%202015.pdf>

Please take a look at the provided links and let me know if you want to jump on a phone call to speak more - I'd be happy to.

All best,  
Sam

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**From:** Pauline Fong-Martinez <pfongmartinez@asianart.org>  
**Sent:** Wednesday, January 27, 2016 12:15 PM  
**To:** Samaruddin Kassim Stewart  
**Subject:** Re: Request from DC Arts & Culture Commission

Hi Sam,

Happy New Year to you! Glad to hear you all received the cards. Thanks again for coming to the event and taking the great photos.

In late March, I hope to be able to put together an informational retreat for our Commissioners to learn about other art & culture commissions in the Bay Area. Some of the information we would like to gather is:

1. How are other commissions structured? What is their relationship to the City or County or State? How

do they fund their activities?

2. How do other commissions define their Mission and activities?
3. What (programs, activities, fundraising) has worked well for other commissions? What hasn't?
4. What recommendations do other commissions have to share with us?
5. Are there other art and culture studies or needs assessments which have been completed that we should be aware of?