



## San Mateo County Arts Commission

Cindy Zheng, 1<sup>st</sup> District  
Dildar Gill Pisani, 2<sup>nd</sup> District  
Sherrill Swan, 3<sup>rd</sup> District  
Karen Chew, 4<sup>th</sup> District  
Lisa Steel, 5<sup>th</sup> District

Department of Parks  
455 County Center, 4<sup>th</sup> Floor  
Redwood City, CA 94063  
David G. Holland, Director  
(650) 599-1393

Regular Meeting of the Arts Commission  
Monday, July 19, 2010  
11:15 a.m. to 12:45 p.m.  
455 County Center, Room 401, 4th Floor  
Redwood City, CA 94063

### AGENDA

1. Roll Call
2. Oral Communications
3. Agenda Amendments
4. Consideration of Minutes
  - A. Regular Meeting of April 19, 2010
5. Report
  - A. Artsopolis Statistics Report
6. Action Items
  - A. Consideration of Brochure for Marketing of [www.discoversmc.com](http://www.discoversmc.com)
  - B. Consideration of Gallery Curation
7. Subcommittees (Arts Education, Budget, Curation, Marketing, Networking and Support, Policy)
  - A. Reports
8. Commissioner Reports
9. Adjournment

### Future Commission Meetings

August 16, October 18, December 20

All meetings are 12 to 1:30 p.m., Room 401, 4<sup>th</sup> Fl., 455 County Center, Redwood City

*Public records that relate to any item on the open session agenda for a regular Arts Commission meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the Commission. The Commission has designated the office of the Department of Parks, located at 455 County Center, 4<sup>th</sup> Floor, Redwood City, CA 94063, for the purpose of making those public records available for inspection. The documents are also available to be sent electronically by e-mailing [bbennett@co.sanmateo.ca.us](mailto:bbennett@co.sanmateo.ca.us).*

*In compliance with the Americans with Disabilities Act (ADA), auxiliary aids and services for this meeting will be provided upon request when given three days notice. Please call (650) 599-1393 (voice) or e-mail [bbennett@co.sanmateo.ca.us](mailto:bbennett@co.sanmateo.ca.us). For the safety of those sensitive to airborne chemicals, please refrain from wearing chemically based products.*



## San Mateo County Arts Commission

Cindy Zheng, 1<sup>st</sup> District  
Dildar Gill Pisani, 2<sup>nd</sup> District  
Sherrill Swan, 3<sup>rd</sup> District  
Karen Chew, 4<sup>th</sup> District  
Lisa Steel, 5<sup>th</sup> District

Department of Parks  
455 County Center, 4<sup>th</sup> Floor  
Redwood City, CA 94063  
David G. Holland, Director  
(650) 599-1393

**Rescheduled Regular Meeting of the Arts Commission  
Monday, May 3, 2010 – 11:30 a.m. to 1:00 p.m.  
455 County Center, Room 401, 4th Floor  
Redwood City, CA 94063**

### AGENDA

#### **1. Roll Call**

Chair Gill Pisani called the meeting to order at 11:32 a.m.

Commission: Chew, Gill Pisani (Chair), Steel (Vice Chair), Swan, Zheng (Absent)

Staff: Holland, Tolmasoff, Bennett

#### **2. Oral Communications**

Ms. Julia Bott, Executive Director, San Mateo County Parks and Recreation Foundation, said that they were seeking in-kind artistic services for displays at the Bill and Jean Lane Education Center. The Commission's consensus was to support doing outreach to artists in the County to provide those services. Ms. Bott will forward information on the specifications for the displays.

#### **3. Agenda Amendments**

There were none.

#### **4. Consideration of Minutes**

A. Regular Meeting of March 1, 2010

Commissioner Chew said on page 3, under Item D, that Ms. Kristie Phillips teaches art history at Stanford University, not DeAnza Community College and under the second paragraph to remove "nding" after the last sentence.

Commission Action: M/S Steel/Swan to approve the minutes as modified.

Motion carried 4-0 with Commissioner Zheng not in attendance.

#### **5. Report back on the Arts Educator of the Year Nominations**

Director Holland said that the Board of Supervisors meeting at which the recognition would have been scheduled was canceled unexpectedly, which left no other meeting in March to do the recognition, and that this year only two nominations had been received. He said after discussion with Chair Gill Pisani, staff contacted the two nominators to thank them for making their nominations, apologize that there would be no recognition this year, and encourage them to resubmit for the next year's recognition award.

It was generally agreed that the request for nominations for March 2011 Arts Educator of the Year would be sent to the general mailing list and to the specific nominators from this year and the previous year.

## **6. Action Items**

### **A. Review for Approval the Proposed FY 2010-11 Arts Commission Budget**

Commissioner Steel said the budget committee was recommending keeping Artsopolis and use some of the budget to market Artsopolis and to discontinue the curation services.

Chair Gill Pisani suggested that flyers about Artsopolis might be placed at different libraries and campuses in the County. She said curation could be accomplished differently and there might be internship possibilities, noting there are three community colleges in the County. She suggested a subcommittee be formed to oversee the curation of the Caldwell and Community Galleries.

Commission Action: M/S Chew/Swan to approve the budget as follows.

Proposed budget: \$55,000

- Arts recognition ~ \$1,000
  - Honor up to three Arts Educators working in different media, with resolution and financial awards (\$500)
  - Awards for San Mateo County Arts Fair (\$500)
- Curation ~ \$8,500
  - Approval for curatorial support in different format for three gallery spaces (\$8,000)
  - Funding for juried Women's Month Exhibit (\$500)
- Artsopolis Website ~ \$29,000
  - Maintenance (\$26,500)
  - Marketing of website (\$2,500)
- Current Project Fund ~ \$16,500
  - Funding for Consultants to develop sustaining strategy for supporting the Arts in SMC (\$15,000)
  - Money for facilitation and consulting, meetings, conferences, projects to further Arts Commission outcomes (\$1,500)

Motion carried 4-0 with Commissioner Zheng absent.

1. Consideration of Peninsula Arts Council Curation Services Proposal for FY 2010-11

This proposal was rejected.

2. Consideration of Arts Council Silicon Valley Artsopolis Website Services Proposal for FY 2010-11

This proposal was accepted.

**7. Update: County Arts Development and Sustainment Planning Services Proposal**

Director Holland said that the project would look at what was needed to support and promote the arts in San Mateo County. He said that the consultants had sent a couple of proposals at two funding levels. He said that staff had submitted an application for a California Arts Council grant of \$10,000. He said the consultant had provided a scope of services at \$20,000 and at \$30,000. He said that the \$20,000 would accomplish what was needed. He said a survey would be done, which would be followed up by interviews of individuals and organizations. He said information from the survey and interviews would be used in a workshop with invited community, with the preparation of an action plan being the final step. He said an advisory committee would be established to assist the process; the committee would report back to the Commission. He said the committee should have wide representation.

Commissioner Swan said she would strongly recommend a telephone survey and that could be done relatively inexpensively. Ms. Fellers, President, Peninsula Arts Council, said that "Survey Monkey" could be used. Director Holland said the challenge was what constituted a sample size and what kind of return was wanted. He said many under 30 year old people do not have a home phone. He said that staff would finalize the proposal with the consultant.

**8. Discussion:**

**A. Peninsula Arts Council' s Proposal for Marketing of [www.discoversmc.com](http://www.discoversmc.com)**

Commissioner Steel said the budget committee had allocated about \$2,500 for marketing and also discussed the Commission doing the marketing itself. Ms. Fellers said the Peninsula Arts Council (PAC) could market Artsopolis as outlined in the proposal she had submitted through linking the Artsopolis calendar on PAC's website, through PAC's newsletter and the development of a small brochure which could be placed at the San Mateo County Convention and Visitors Bureau's welcome center at the Hillsdale Mall.

**B. Peninsula Arts Council's Request to be Designated as the County Arts Partner**

Director Holland said the Board of Supervisors had designated the County Arts Commission as its County Arts Partner and authorizing the Commission to apply for a California Arts Council grant.

**9. Subcommittees (Arts Education, Budget, Marketing, Networking and Support, Policy)**

**A. Reports**

- Arts Education: Commissioner Swan said she delivered cameras to educators in Todos Santos for the youth photo exchange. Commissioner Chew said that Hoover School afterschool youth would participate in the exchange. She said a bilingual photo and narrative exchange show would be exhibited at the Caldwell Gallery and in Todos Santos. She said Kristie Phillips and she were looking at another youth exchange project, possibly in China. Chair Gill Pisani suggested having the show and a reception in September when school reopened.

Commissioner Swan said that the Arts Education Alliance student arts event will happen on August 14 at Filoli; she said an event manager had been identified.

- Budget: No additional comments
- Marketing: Commissioners Steel and Swan will meet to discuss.
- Networking and Support: No additional comments

- Policy: Curation would require a working policy. Director Holland said that the subcommittee needed to meet and discuss.
- Curation: Commissioners Chew and Steel said they would serve on the subcommittee.

- 

#### **10. Commissioner Reports**

There were none.

#### **11. Adjournment**

The meeting adjourned at 12:45 p.m.