



**San Mateo County
Arts Commission**

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

Department of Parks
455 County Center, 4th 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**

Minutes

1. Roll Call

Chair Gill Pisani called the meeting to order at 11:15 a.m.

Commissioners: Chew, Gill Pisani (Chair), Steel (Vice Chair), Swan, Zheng (Absent)
Staff: Holland, Bennett, Tolmasoff, Hunter

2. Oral Communications

There were none.

3. Agenda Amendments

There were none.

4. Consideration of Minutes

A. Regular Meeting of April 19, 2010

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

Motion carried 4-0 with Commissioner Zheng absent.

5. Report

A. Artsopolis Statistics Report

There was concern about the dropoff in site visits. Director Holland said it was not clear if that was the change in the economy or the upgrade to the site itself. Chair Gill Pisani suggested if visitors to cultural events could be surveyed to see how they heard about the cultural events. Commissioner Swan asked about additional marketing by Artsopolis. Director Holland said that Artsopolis could provide addresses. Commissioner Chow suggested that marketing be part of the considerations for the larger project being conducted by the Commission.

6. Action Items

A. Consideration of Brochure for Marketing of www.discoversmc.com

Commissioners Chew and Steel presented a draft marketing brochure for www.discoversmc.com. It was suggested to increase elements of diversity in the brochure.

Commission Steel asked if staff could get costs for printing. Director Holland said staff could do that. Commissioner Swan said she would like to see www.discoversmc.com in larger, bolder font. The general consensus was to move forward with the proposed brochure and get printing costs.

B. Consideration of Gallery Curation

Commissioner Chew said she had developed some guidelines for showing in the Community and Caldwell Galleries. She said the galleries are booked out for the rest of this year and most of next year except for May/June and November/December 2011. She said artists' organizations were strongly encouraged to visit the sites and get the sense of the available space. Ms. Bennett reported that an artist from Sequoia Art Group, the organization currently showing in the galleries, had sold a painting to a County Manager employee.

Commissioner Steel said that Commissioner Chew and she were recommending the hire of a part-time curator. It was noted that the expense for that would be much less than the \$20,500 paid previously to Peninsula Arts Council for curation. Commissioner Chew said the artists would hang their shows but the curator would be the administrative and contact person for shows. Commissioner Steel noted that they had started a job description. Director Holland said staff could work on the job description. There was discussion about how to advertise for the position.

It was noted that the August meeting would need to be rescheduled.

Commission Action: M/S Gill Pisani/Steel to move forward with hiring a gallery coordinator and authorizing the Parks Director to develop the job description and advertise it on Artsopolis, County's website and perhaps Craig's List.

Motion carried 4-0 with Commissioner Zheng absent.

7. Subcommittees (Arts Education, Budget, Curation, Marketing, Networking and Support, Policy)

A. Reports

Arts Education: Commissioner Swan said the Commission had offered to provide up to \$1,000 funding for the Filoli Student Arts Show coordinator if the position was fully funded otherwise. She said she had not heard anything and it appeared the coordinator was volunteering her time. She said a flyer about the event had been distributed with sponsors shown. She asked if the Commission would want to make a direct donation in a smaller amount and have the Commission shown as one of the sponsors.

Commission Action: M/S Swan/Chew to provide a maximum \$200 for the Filoli Student Arts Show and to list the Commission as one of the sponsors on any publicity.

Motion carried 4-0 with Commissioner Zheng absent.

Budget: Director Holland said the Commission received a \$10,000 Technical Assistance grant from the California Arts Council with the condition to provide additional survey information about how the County is supported and supporting culturally. He said the funds could be used to enhance the survey planned in the Commission's planning project.

Curation: Commissioner Chew said that they have photos and comments on index cards from a local after school program and were awaiting the images from the Todas Santos school program group. She said the front part of the Caldwell Gallery could be used for the student art show. Chair Gill Pisani suggested when the show was up to invite local schools to see exhibit or for the Commission to host a reception and invite local schools to try to stimulate future student shows.

Marketing: No further report.

Networking and Support: Chair Gill Pisani said the subcommittee had met and identified names of persons to invite to serve on the Planning Committee. She said they were looking at representation from each part of the County and to have a multiplicity of interests and connections to culture. She said the goal was to have seven people on the Committee. She said the consultant had sent the subcommittee an ambitious time schedule.

Commissioner Swan asked what the Commission's role would be on this planning project. Chair Gill Pisani said the Planning Committee would report to the Commission and keep them updated on the progress of the project. She said the Planning Committee would eventually bring recommendations to the Commission. The Commission would then consider what action to take on those recommendations which might include a recommendation to the Board of Supervisors. It was noted the expectation was the project would be accomplished in a year.

Policy: Commissioner Chew said that policy was being developed for the gallery curation. There was consensus to continue working on policy.

Mr. Chris Hunter, Legislative Aide with Supervisor Church's Office, said the Board of Supervisors had announced recently that there would be ongoing review of boards and commissions and report backs from those commissions related to a Charter Review Committee recommendation. Ms. Tolmasoff said there were many different boards and commissions and she said those were being reviewed for need, potential duplication, and effectiveness.

Commissioner Swan said she had suggested to the County Manager's Office that media reporting for the varied commissions could be expanded through a central position or dedicated person.

8. Commissioner Reports

Commissioner Chew reported on the numerous Redwood City cultural activities happening downtown.

9. Adjournment

The meeting adjourned at 12:30 p.m.