



Vacant, 1<sup>st</sup> District  
Robin Rodricks, 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  
Karen Chee, Youth Commissioner

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SAN MATEO  
COUNTY  
**ARTS**  
COMMISSION

**Regular Meeting of the Arts Commission  
Wednesday, October 12, 2011  
1:30 to 3:00 p.m.  
455 County Center, Room 401, 4th Floor  
Redwood City, CA 94063**

**Minutes**

**1. Roll Call**

Chair Steel called the meeting to order at 1:36 p.m.

Commissioners: Chew, Rodricks (Vice Chair), Swan, Steel (Chair), Youth Commissioner Chee (arrived at 1:40 p.m.)

Staff: Jim Porter, Brenda Bennett, Juda Tolmasoff

**2. Agenda Amendments**

There were none.

**3. Oral Communications**

Ms. Seren Pendleton Knowles, StarVista, reminded the Commissioner of the upcoming youth ally training.

**4. Consideration of Minutes**

A. Regular Meeting of August 10, 2011

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

Motion carried 4-0.

**5. Action Items**

A. Curation Services Request for Proposal (RFP) Contractor Selection

Director Porter said staff was requesting the Commission designate two of its members to serve on the selection committee with staff, review the proposal criteria, and determine whether the selection committee would select the consultant and negotiate an agreement or bring its recommendation back to the full Commission.

It was the Commission's consensus that Chair Steel and Commissioner Chew would be on the selection committee with staff and that the selection committee would select the consultant. (Youth Commissioner Chee arrived.)

Commission Action: M/S Swan/Chew to direct the selection committee to review the proposals received using the proposed selection criteria, make a selection of a qualified curator consultant, and negotiate an agreement.

Motion carried 4-0.

B. Consideration of Draft Request for Proposals for Consulting Services for Development of Strategic Plan toward a Local Arts Partner

Commissioner Swan said she did not understand item #1 in the staff report: "Conduct review of Commission selected arts organizations (commissions, councils, foundations, etc.) to understand their function, responsibilities and success." Director Porter said the consultant would look at what other local arts agencies and organizations do. Commissioner Swan said she thought that CAST had done that and that the Commission had done this work previously. Director Porter said that the consultant would look at the particulars of local arts agencies in other counties and regions and bring back to the Commission some potential models for this County. Commissioner Swan said that discussion item #2 seemed to already outline what type of organization the Commission should be. Chair Steel suggested Commissioner Swan refer to item #2 on page 7 of the Request for Proposals under Scope of Services as that was broader than item #2 in the staff report. Commissioner Swan said that item #2 in the staff report was someone's outline of what they wanted the Commission to be. She said she was not sure what they were asking a consultant to do. She said to hire someone that they would need to have a very tight, focused commitment so the outcome was solutions or very specific options. She said in item #2 there was a clear idea of what this proposed agency would do but she did not know if the Commission agreed or disagreed with that. Director Porter said that what was presented was a scope of services and that the consultant selected would develop two models of local arts agencies either independently or through initial direction from the Commission.

Commissioner Swan said that item #4 on page 7 repeated what was item #2 in the staff report, and indicates the Commission fundamentally agrees that these would be the objectives of this organization. She said her concern was having the objectives open-ended as the Commission had in some ways been doing this for years in one form or another. She suggested it was time to be very specific in what they would want this organization to do and be effective at doing. She said in prior discussions they had agreed upon objectives but the stumbling block was funding. Director Porter said as part of this process there was an opportunity to explore becoming like a foundation or partnering with a foundation. Commissioner Swan said that was exactly what the Commission has been talking about for a long time, and asked if the process could be modified to make it more focused. Chair Steel said that many of the Commissioners have been curious about a nonprofit 501.3c model. She suggested that since the consultant would be asked to develop two models that one could be required to be a nonprofit model. There was general consensus of agreement.

Commissioner Swan said she was concerned that the CAST project had not made recommendations, and noted that both Commissioner Rodricks and she had thought that was what the report was going to be. Director Porter suggested adding to the scope of work to include the exploration of the creation of 501.3c nonprofit organization or partnering with an established agency. Commissioner Chew said the major thing she got from the CAST project was that artists and arts organizations were not marketed well in the County nor provided with good exposure. She said arts education had always been on the top of the Commission's list. She said marketing and exposure of art groups, art organizations, and artists and providing connections for them was important in a greater capacity than what the Chronicle's "Pink Pages" or Artsopolis offered. She said the focuses the Commission had seemed to agree upon were: fund raising, grant making/writing, arts education, and marketing and public relations support of local artists and organizations. She asked about public art. Commissioner Rodricks said at the Americans for the Arts conference she attended in June that they consider public art to be extremely complex in supporting. Commissioner Swan asked if there would be large fundraising efforts such as the Peninsula Arts Museum's goal to have a dedicated space for its museum. Commissioner Chew said she thought public art and the museum project were too big or might be supported in another way.

The Commission considered item #1 under scope of services and accepted with no changes. The Commission agreed on the following item #2 to add after "Develop two draft Local Arts Agency models for Arts Commission consideration, ***including a 501.3c foundation or partnering with an existing foundation.....*** There was consensus to keep the following item #3 as written. Commissioner Swan said for item #4 under the scope of services to change to: "Explore how to locate or develop from existing organizations or create a local arts agency that would provide ***fundraising, grant making and writing expertise, support and offer arts education, and provide public relations and marketing for local arts and art organizations.*** There was consensus on items #5 and #6.

The Commission discussed funding for the consulting services. Ms. Bennett said there was about \$14,000 budgeted and there was the possibility of moving funding from other line items such as the members' projects if needed. She noted that for the California Arts Council's grant requirements, which grant would fund \$11,400 for the project, the project would need to be done by May 2012. Commissioner Swan said she would like the project done by April 2012 and to limit how much was spent on the consulting services. It was the Commission's consensus to limit the funding for the consultant services to the amount specified in the Commission's FY 2011-2012 budget.

Commission Action: M/S Chew/Rodricks to direct staff to make changes to the request for proposals under items #2 and #4 and to include a "not to exceed" amount as budgeted for services.

Motion carried 4-0.

#### C. Goal(s), Standards, Criteria, and Process for Member's Project Program

Director Porter said since public funds were being used it was important that the Commission establish a criteria for the process of selecting members' projects to

include some type of accounting and confirmation as to how the funds were used. Chair Steel noted that the criteria established by the Commission had not included a final report. There was consensus that there should be a final written report of how the funds were used after the completion of the project.

Ms. Tolmasoff asked how the opportunities for funding were being publicized. Chair Steel said the members' projects concept evolved from discussions the previous fiscal year about areas of the arts and groups in Commissioners' Districts that could use financial support. Director Porter asked how the opportunities had been publicized. Chair Steel said the budget committee, Commissioner Rodricks and she, had developed the concept that each Commissioner might select or develop a project aligned with the mission of the Arts Commission for approval by the full Commission. Commissioner Swan asked if there were issues related to the concept. Director Porter said as these were public funds that there should not be favoritism or perception of favoritism for projects and/or groups. Chair Steel said that the intent was to support projects aligned with the mission of the County Arts Commission. Director Porter recommended the opportunities be posted and advertised. Ms. Tolmasoff said she agreed that it was important in using public funds to avoid any aspect of favoritism. She said for example that there had been issues with getting a broader representation of artists in the County galleries.

There was discussion about how Member's Projects would be advertised. Director Porter suggested doing a press release and posting on the website.

Commission Action: M/S Rodricks/Swan to approve Members' Projects Guidelines as presented in the staff report with the addition of a requirement for a written and final report after project completion.

Motion carried 4-0

#### D. Consideration of Youth Commissioner Karen Chee's Proposal for a Member Project

Commissioner Rodricks said the newly appointed Youth Commissioner Karen Chee had mentioned she was producing a Laugh-A-Thon Project. Commissioner Rodricks said she offered to work with Ms. Chee to develop a proposal for a members' project, noting the proposal had previously been emailed to the other Commissioners. She said this would support performing arts in the County which the Commission supported less than visual arts typically. She said the Laugh-A-Thon would be an opportunity available to the entire County. She said the profit from the ticket proceeds would go to Good Samaritan House, a charitable organization that provided services countywide.

Commissioner Swan asked how much the show tickets were. Youth Commissioner Chee said the first show would be \$10, the second show \$15 and the last show \$12, noting that these were different types of shows. Commissioner Swan asked if Ms. Chee was requesting \$1,300 to cover expenses and then contribute ticket proceeds to Good Samaritan House. Youth Commissioner Chee said she originally requested \$1,200 and asked if she would be borrowing this amount and paying it back. Commissioner Chew said that there probably needed to be more funds for food than estimated and could

offer some of her member's project funding towards that. Ms. Chee noted that the posters had been printed already and she was using Vendini for the ticket sales. Commissioner Swan asked how many tickets she expected to sell. Ms. Chee said she did not know. Ms. Tolmasoff asked if the venue could be requested to donate the space. Ms. Chee said they had reduced the cost of the space rental.

Commission Action: M/S Swan/Chew moved to approve funding in the amount of \$1,400 for the Laugh-A-Thon as the Member's Project for District II and make the finding that the project meets the Commission's members' project criteria.

Motion carried 4-0.

E. Change Arts Commission Meeting Schedule to Reinstate Monthly Meetings  
1. Resolution Setting Arts Commission Meeting Schedule for FY 2011-12

Chair Steel said the staff report indicated that it cost \$12,500 for the Commission to meet every month. She said Commissioner Rodricks had suggested she could take on some of staff's work. Director Porter said the cost was for staff time and support. He said it appeared in 2010 that the Commission had only met five out of twelve times. He said the Commission could schedule monthly meetings and hold them as needed. Chair Steel noted that sometimes the Commission needed to meet monthly.

Commission Action: M/S Chew/Steel to adopt a resolution adopting a monthly meeting schedule for the Arts Commission with the ability to cancel meetings if not needed.

Motion carried 4-0.

## **6. Staff and Commission Reports**

Ms. Bennett asked how the funding would be handled for the Member's Project the Commission had approved. Commissioner Rodricks suggested that Ms. Chee submit receipts for reimbursement. Ms. Bennett said she would need a W-9 for Ms. Chee and receipts before reimbursement could be made.

## **7. Adjournment**

The meeting adjourned at 3 p.m.