

**SAN MATEO
COUNTY**

ARTS

COMMISSION

COMMISSION MEEETING

Wednesday, February 20, 2019
1:00 p.m. to 3:30 p.m.

County Office Building 1
Room 405, 4th Floor
455 County Center
Redwood City CA 94063



Harini Krishnan, 1st District
Robin Rodricks, 2nd District
Laura McHugh, 3rd District
Edward P. Sweeney, 4th District
Jeanne Heise, 4th District

County Manager's Office
400 County Center
Redwood City, CA 94063
(650) 599-1005
www.smcgov.org/smcac

Samaruddin Stewart, 5th District
Pauline Fong-Martinez, 5th District

Regular Meeting of the Arts Commission

Wednesday, February 20, 2019 — 1:00 p.m. to 3:30 p.m.

Board of Supervisors Conference Room – 400 County Center, Redwood City CA 94063

AGENDA

- 1.
2. **Roll Call** – Roll Call and introduction of guests
3. **Agenda Amendments**
4. **Oral Communications** to allow the public to address the Commission on any matter not on the agenda. If your subject is not on the agenda, the Chair will recognize you at this time. Speakers are customarily limited to two minutes. A speaker's slip is required.
5. **Opening by County Poet Laureate:** Aileen Cassinetta
6. **Consideration of Minutes** of Regular Meeting of November 14, 2018 & Closed Session Meeting January 9, 2019
7. **Reports**
 - Commission Manager's report
 - Curator's report (oral report)
6. **Staff and Commission reports**
 - A. Dep. County Manager – Peggy Jensen
 - B. Chief Legislative Aide – Juda Tolmasoff
 - C. Commissioner reports: (BRIEF-HIGHLIGHTS OF WRITTEN REPORTS)
 - District 1 H. Krishnan
 - District 2 R. Rodricks
 - District 3 L. McHugh
 - District 4 J. Heise
 - District 4 E. Sweeney
 - District 5 P. Fong-Martinez
 - District 5 S. Stewart
7. **Action Items**
 - A. Approve 2019 Arts Commission Grant Guidelines
 - B. Approve Commissioner McHugh's Memorandum: Quarterly Program on Capacity Building for Artists
 - C. Adopt Revised Budget



8. Discussion Items

- A. Update on Strategic Plan – Ad Hoc Strategic Plan Committee (R. Rodricks, E. Sweeney, & P. Fong-Martinez)

9. Adjournment

Next Arts Commission Meeting:

WEDNESDAY, MAY 15, 2019

1:00 – 3:30 pm

Board of Supervisors Conference Room – 400 County Center, Redwood City CA 94063



Harini Krishnan, 1 st District	County Manager's Office
Robin Rodricks, 2 nd District	400 County Center
Laura McHugh, 3 rd District	Redwood City, CA 94063
Jeanne Heise, 4 th District	(650) 599-1005
Samaruddin Stewart, 5 th District	www.smcgov.org/smcac

**Regular Meeting of the Arts Commission
Wednesday, November 14, 2018— 1:00 p.m. to 3:30 p.m.**

LOCATION:

**County Office Building 1, 455 County Center, Redwood City, CA 94063
Room 405, 4th Floor**

MEETING MINUTES

8. 1:00 **Roll Call** – Roll Call and introduction of guests
 - Present: Commissioners Harini Krishnan, Robin Rodricks, Laura McHugh, Jeanne Heise, Samaruddin Stewart, Pauline B. Fong, Chief Legislative Aide Juda Tomaloff; Arts Commission Manager, Amisha Motipara
 - Absent with Notice: Deputy County Manager, Peggy Jensen
9. 1:03 **Agenda Amendments**
 - None
10. 1:06 **Oral Communications:** No oral communications.
11. 1:10 **Consideration of Minutes** of Regular Meeting of September 5, 2018 & May 16, 2018
 - Laura McHugh motioned, Samaruddin Stewart seconded; motion carried unanimously.
12. 1:13 **Reports**
 - Commission Manager's report:
 - Arts Commissioner attended three events on behalf of the Arts Commission: [Community Collaboration for Children's Success \(CCCS\) on October 12, 2018, CREATE CA Conference on October 15-16, 2018, and San Mateo County Arts Commission Convening on October 30.](#)
 - CCCS: Spearhead by [Get Healthy San Mateo County](#), CCCS is a place-based youth planning project the County is undertaking in neighborhoods with the highest number of youths involved in County systems like juvenile probation and foster care. CCCS currently is creating a strategic plan that will be implemented in 2020. Held at the San Mateo County Hospital, the SMCAC and other community organizations identified specific needs of youth such as mental health issues, after school support, and parent resources.
 - CREATE CA: Comprised of a coalition of 14 statewide and local arts organizations, CREATE CA is launched a public will campaign to create public awareness of the impact of the arts.
 - San Mateo County Arts Convening: Attended by 17 SMCAC Grantees at the Dragon Production Theater in Redwood City. An objective of the convening was for grantees to create connections and identify collaboration opportunities. Each shared their organizational mission, super success story, and current biggest challenge.
 - Curator's report:



- Curator's report was submitted in writing. Please see attached document.
6. 1:35 **Staff and Commission reports**
- Staff reports: Chief Legislative Aide Juda Tolmasoff provided an update for Arts in Corrections, a pilot program spearheaded by the California Arts Council and California Lawyers for the Arts. San Mateo County was chosen as one of the counties in the state to implement a pilot program; and the county is one of the only counties that serve women. In San Mateo County, the program began on October 26, 2018 at the Maple Street Correctional Facility. Artist, Ryann D'Souza, holds an art class for inmates every Wednesday evening. The program will end on December 31, 2018 and will culminate in an Art Festival for the public.
- A. Commissioner reports:
- District 1: H. Krishnan
 - Events attended September-November 2018: *Violins of Hope* at the Kohl Mansion, *Celebrated* at Masterworks Chorale, and will attend a performance for the Peninsula Girls Chorus in December. Also, attended Thrive Alliance TAG meetings.
 - The San Mateo County Facebook page reached 1400 people in the last 2 months with 200 people following the Commission.
 - Ms. Krishnan will be meeting with an Odessey Board Member to discuss changing STEM to STEAM.
 - District 2: R. Rodricks
 - Events attended September- November 2019: *Arts in Corrections* programming, and the Peninsula Museum. Ms. Rodricks went to LGBTQ Transgender Day of Remembrance at the San Mateo Library. They read the names of 26 transgender people who were victims of hate crimes nationally. Also, attended the Goodbye reception for the Executive Director, Meredith Hagedorn, of Dragon Theater. Ms. Rodricks said a couple of words at the goodbye reception.
 - 2 of the 5 new Commissioner seats added by the Board of Supervisors at September 4 meeting will be filled by the appointments of Pauline Fong, District 5, and Edward Sweeney, District 4; the 3 remaining vacancies.
 - San Mateo County has a new Poet Laureate named Aileen Cassinetta She was appointed on October 23, 2018 for a 2-year term. She will be attending the Arts Commission meeting on February 20, 2019.
 - District 3: L. McHugh
 - Attended the On the Table 2017 discussion on affordable housing on the Peninsula coast.
 - Reached out to Martha Zalatar to do panel on "How to Sell your Art"
 - Coastal Arts League received a grant to teach classes at the Senior Center; will be teaching 2 classes
 - District 4: J. Heise
 - Attended Yarn bombed Trees Event - co sponsored by Art in Action, Kids and Art Foundation, and Arts Redwood City
 - District 5: S. Stewart
 - Events attended September-November 2019: "WIDENING THE LENS: REVOLUTIONIZING PHOTOGRAPHY VOICES" and Thrive Alliance's Action Group on Arts & Culture monthly group.
 - District 5: Pauline B. Fong:



- Ms. Fong was introduced as the new Arts Commissioner for District 2. Her experiences range from administration, project management, managing operations, and fund development at science museums as well as the Asian Arts Museum. She also served at the Chair of the Daly City Arts & Culture Commission where she created the strategic plan and organized the *Light of Night*.

7. 1:56 **Action Items**

A. Adopt revised budget

- A revised budget for the Arts Commission was presented at this meeting. Harini Krishnan motioned to approve; Jeanne Heise seconded the motion; motion carried unanimously.

8. 2:03 **Discussion Items**

A. Review of calendar for remainder of FY2019

- A calendar of dates consisting of technical assistance workshops and grant deadlines for the remainder of the fiscal year was presented to the Commission.

B. Update of Arts Commission Policy Statement

- An update of the policy statement was discussed by the Commissioners; the Chair asked for Commissioners to consider serving on an ad hoc committee to update the policy in 2019.

C. Potential standing committees

- Commission Chair presented the possibility of forming standing committees for Commissioners to serve on, as the Commission will now have 10 Commissioners. Possible committees include Arts in Correction, LGBTQ Commission – Collaboration, Arts for Veterans, Arts Education, Capacity Building for County Arts, and Annual Grants Program Review.

9. 3:00 **Adjournment**

Next Arts Commission Meeting:

WEDNESDAY, FEBRUARY 20, 2019: 1:00 – 3:30 pm

County Office Building 1, 455 County Center, Redwood City, CA 94063

Room 405, 4th Floor



Harini Krishnan, 1st District
Robin Rodricks, 2nd District
Laura McHugh, 3rd District
Edward P. Sweeney, 4th District
Jeanne Heise, 4th District

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Samaruddin Stewart, 5th District
Pauline Fong-Martinez, 5th District

**Special Closed Session of the Arts Commission
Wednesday, January 9, 2019 — 1:00 p.m. to 3:00 p.m.**

LOCATION

**County Office Building 1, 455 County Center, Redwood City, CA 94063
Room 405, 4th Floor, County**

AGENDA MEETING MINUTES

1. **Call to Order:** Chair Robin Rodricks, 1:05 pm
2. **Roll Call**
 - Present: Commissioners Harini Krishnan, Robin Rodricks, Laura McHugh, Jeanne Heise, Edward B.Sweeney, Samaruddin Stewart, Pauline B. Fong, Chief Legislative Aide Juda Tomaloff, Deputy County Manager, Peggy Jensen; Arts Commission Manager, Amisha Motipara
 - Chair Rodricks stated that Bryan Koolidge will be attending the May Commission meeting to conduct a training regarding the Brown Act.
3. **Agenda Amendments**
4. **Strategic Cultural Plan**
 - Background – Robin Rodricks
 - 1.Chair Robin Rodricks scheduled a meeting with County Manager Mike Callagy to discuss the most recent accomplishments of the Arts Commission and the current status of the Arts Commission Strategic Plan, which ended in 2017. Chair discussed the need for a new strategic plan, which would be paid for by money from the current grants budget. Instead, Mr. Callagy offered to provide the Arts Commission with additional funding to hire a Consultant for the plan.
 - Formation of ad hoc committee (3) to review and recommend a consultant to the Commission.
 - 1.Chair Rodricks discussed the need for an Ad Hoc Committee. who would create the RFP for a Consultant and review the RFPs sent into the Commission. Robin Rodricks, Edward Sweeney, and Pauline Fong-Martinez agreed to serve on the Ad Hoc Committee.
 - Outreach* -- initial thoughts:
 1. One public convening per district
 2. Heavy online survey



A. Commissioners shared their initial thoughts on the content of the strategic plan:

i. Pauline Fong-Martinez: Suggests doing a very deep needs assessment of the San Mateo County constituents to identify the problem areas; allow the Commissioner voices to be heard in the plan; RFP needs to have every item the Commission would like to see implemented in the action plan and should have a minimum of qualifications; and the Commission should identify 5 overall arching actions if it would like to see implemented and do those well.

ii. Harini Krishnan: Suggest looking at other county's strategic plan who have already designed a pathway of SMCAC's desired path; having a Cultural Plan that will be apart of the San Mateo County Shared Vision Plan 2025; and view the arts as an intersection of human services by collaborating with other county departments.

iii. Robin Rodricks: Suggest working with other county departments in serving as an expert of how art may be used in their services for their audiences, i.e., HAS; and increase Commission presence by attending of other county department collaborations such as the Children Community Collaboration.

3. Google drive document for recording initial thoughts to share with selected consultant as what Commissioners would like to explore/incorporate in the Strategic Cultural Plan – Amisha Motipara

A. Arts Commissioner stated that a Google document will be available to brainstorm their ideas of what they would like to see in the strategic plan. Asked to identify District specific needs, trying not to replicate what City Arts Councils are already doing.

** Outreach will be conducted with assistance from County Communications staff*

5. **Grant Guidelines—Annual Review** – Amisha Motipara

- Arts Commissioner discussed proposed edits and changes to the 2019 Arts Commission

6. **Adjournment**: 2:40 pm

Next Arts Commission Meeting:
WEDNESDAY, FEBRUARY 20, 2019
1:00 – 3:30 pm
Location to be determined



Arts Commission Manager's Report on San Mateo County Arts Commission

Dates Covered: November 1, 2018 through February 19, 2019
Manager Name: Amisha Motipara
Reporting on: Activities on behalf of the Arts Commission

The following includes the results of the Post Convening Survey and future Commission activities. Also, organized the 2019 SMC Arts Commission Poetry Out Loud Program. Summary of events as follows.

- 1) Jan. 22, 2018 – Feb. 8 2019: 2019 Executed the first San Mateo County Arts Commission Poetry Out Loud Program:
 - a. The Program: Six high school students ranging 9th-12th grades Aragon High Jefferson High in Daly City, Mid-Peninsula in Menlo Park, San Mateo High, and Mercy High Burlingame participated in the program. & Mallika John from San Mateo High, and Julia Hughes from Mercy Burlingame. These students participated in after school and weekend sessions where they learned the art of recitation and presentation, the tricks of using literary devices, and various poetic terms. Most sessions ended with a writing activity lead by Teaching Artist Tobey Kaplan. San Mateo County Poet Laureates Caroline Goodwin (2013-2016) and Lisa Rosenberg (2016-2018) coached students individually to prepare for the final contest. Students were also able to work collaboratively during these sessions.
 - b. The Contest: A senior from Jefferson High won 1st place and a freshman from San Mateo High won 2nd place at the contest, which took place at the Foster City Recreation Center on February 8, 2019. The Jefferson High student will advance to the state finals on March 10-11, 2019, which administered by the California Arts Council. SMCAC Poetry Out Loud contest was judged by current County Poet Laureate, Aileen Cassinetta, East Palo Alto Poet Laureate, Kalamu Chaché, and Psychologist & Educator, Ryann De Souza. [De Souza work with the Commission on Arts & Corrections Program.]
- 2) Feb. 13, 2019: San Mateo County Arts Commission Grants Writing Workshop
 - a. Karen Rapp Assistant Director, Strategic Initiatives at the San José Museum of Art, lead the workshop. Ms. Rapp led the Grants Writing Workshop for the Commission in 2018 as well. She tailored her presentation according the 2019 Commission Grants Guidelines. Attendees were also given the opportunity to network with their fellow attendees while being served lunch.
 - b. Since the Arts Manager was unable to attend the workshop, Commissioner Harini Krishnan will report on the happenings of the event.
- 3) February 28, 2019: DataArts PLATFORM WEBINAR
 - a. At the October 2018 Grantee Convening, many of SMCAC expressed the need for technical assistance with DataArts. As a result, the Arts Commission in collaboration with experts from the DataArts platform on February 28, 2019 at 11 am.
- 4) October 30, 2019: Grantee Post Convening Survey is still ongoing as we are still collecting results from attendees.



Commissioner's Report on District Activities

Dates Covered: November 1, 2018 through February 19, 2019
Commissioner Name: Harini Krishnan
District: No. 1, Supervisor Dave Pine
Reporting on:

1) District Arts performances, exhibitions, arts education activities:

<i>Date</i>	<i>Activity/Event</i>	<i>Hours Spent</i>
a. 12/9/18	Attended Peninsula Girls Chorus 25 th Anniversary Celebration Concert	3 Hours
b. 12/16/18	Attended Mariachi Media Luna Concierto Navidena (Christmas Concert) Organized by Ayudando Latinos A Sonar in Half Moon Bay	2 Hours
c. 2/7/2019	Attended Philanthropy Matters Event organized by Thrive Alliance of Nonprofits in San Mateo County & Participated in Discussion on Possible Solutions for Affordable Spaces for Nonprofits in San Mateo County (I have attached a summary document I created following this event to this report)	2 Hours
d. 2/21/2019	FUSE Theatre presents "Cinderella Eats Rice and Beans at San Mateo Library at 4 pm	2 Hours

2) Commissioner's activities on behalf of the Arts Commission:

<i>Date</i>	<i>Activity/Event</i>	<i>Hours Spent</i>
a. 12/2018-2/19/2019	Updated the Commission Facebook Page with one or two posts a week about events, workshops and art related activities, spending about an hour a week	4 Hours
b. 12/14/18	Observed Arts in Corrections Pilot Program inside Women's Jail of Maple Street Correctional Center led by Teaching Artist Ryan De Souza	1.5 Hours
c. 12/21/18	Participated in Art Showcase and Recognition Event Organized for participants of Arts in Corrections program Inside Women's Jail of Maple Street Correctional Center led by Teaching Artist Ryan De Souza	
d. 12/15/18 & 12/18/18	Met with San Mateo High School Principal Yvonne Shiu to Discuss SMHS Students Participating in SM County Arts Commission's Inaugural Poetry Out Loud Competition	1.5 Hours (Including Numerous Phone Calls)
e. 12/18/18	Met with Capuchino High School Principal Jesse Boise to Discuss CHS Students Participating in SM County Arts Commission's Inaugural Poetry Out Loud Competition	1 Hour (Including Phone Calls)



f.	1/9/2019	Attended Arts Commission's Special Closed Session Meeting	2 Hours
g.	1/28/19	Ordered Banner, Created & Made Copies of Flyer for SM County Arts Commission's Inaugural Poetry Out Loud Competition	1.5 Hours
h.	1/29/2019	Met Robin Sohnen and Sheldon Logan of Each One Reach One and discussed in detail EORO's programs and future goals and activities	3 Hours
i.	2/8 2019	San Mateo County Arts Commission Poetry Out Loud Competition – Helped with Set up Before Event, Including Picking up Donated Food and Drinks & Setting up Sound system and mikes; Collected judges scoresheets and helped Amisha tabulate results and Helped Clean up After Event	5 Hours
j.	2/13/2019	Arts Commission Grant Writing Workshop	3 Hours
k.	2/27/2019	Meeting with Harmony SF Director Seth to discuss organization and future activities	2 Hours
l.	3/4/2019- 3/5/2019	I will be attending Americans in the Arts Arts Advocacy Day in Washington DC and participating in Arts Advocacy events in Capitol Hill on March 5th	16 Hours
m	11/2018-Now	Independently working on organizing and editing audio and video recordings with Grantee organizations in a shared medium	3 Hours
n.	12/2018- 2/19/2019	Sent emails to Djerassi Resident Artist Program, Quinteto Latino, Dragon Theatre, FUSE Theatre, & Coastal Arts League to set up meetings	1 Hour

3) Other Commissioner activities or comments:

	<i>Date</i>	<i>Activity/Event</i>	<i>Hours Spent</i>
a.	1/26/2019	Served as a Judge for USC's Inaugural South Asian A Capella National Competition entitled Mehfil	6 Hours
b.	2/9/2019	Attended San Mateo High School Drama's Production of Cinderella at PAC	3 Hours
c.	2/10/2019	Attended Hillbarn Theatre's Benefit Event Broadway to Hollywood 2 Featuring Christine Krolak, David Bryant and Steve Pickering	2 Hours
d.	2/11/2019	Presented Guest Lecture on "Indian Classical Music: Its Historic Evolution and Contemporary and Global Applications" To Students of Music Education at San Jose State University	4 Hours
e.	2/12/2019	Judge for National Student Speaker Contest organized at the local level by Foster City Lions Club	2.5 Hours
f.	2/10/2019- 5/2019	Enrolled in First Module in Harvard Kennedy School's Executive Education in Public Leadership Program Entitled Organizing, Leadership and Change for which I have to select a project to study from a strategic organizational perspective: I will be studying Arts Commission and sharing insights from the class with the Commission.	



Commissioner's Report on District Activities

Dates Covered: November 1, 2018 through February 19, 2019
Commissioner Name: Harini Krishnan
District: No. 1, Supervisor Dave Pine
Reporting on: *Affordable Space Solutions for Non-Profits in San Mateo County*

Commissioner Krishnan attending an event organized by the Thrive Alliance for regarding affordable housing for nonprofit organizations. The following is her summary of the lecture.

1. Shared Office Space in Large Tech Campuses Like Facebook & Google

Most of the Tech companies in the Bay Area have state of the art office spaces in multi-building complexes that go unused in the evenings. These companies will not allow non-profit organizations to use their office spaces at night due to proprietary costs such as the cost of security that they incur. If non-profits can establish cohorts and share office spaces and share the cost of hiring security in the evenings and any other costs that the companies accrue, then that would be an amazing solution for affordable spaces for nonprofit organizations in the Bay Area.

2. Include Provision for Providing Spaces to Non-Profits in New Office Developments Proposed in San Mateo County that are presented to Planning Commission

When a new office development is presented to the San Mateo County Planning Commission, nonprofit organizations can come together to advocate for a provision to make some spaces available for non-profits to use in the evenings or non-office hours.

3. Work with organizations like Thrive Alliance for San Mateo County & San Mateo County Arts Commission to design an online forum for nonprofit organizations where they can sign up for shared space with other non-profits among other shared resources such as shared grant writers and shared board members.

4. Encourage Non-profit organizations to establish more out of the box partnerships with other groups/organizations to find solutions for affordable space: For example, The Dragon Theatre in Redwood City partners with a circus group as well as Comedy groups which use their facilities some evenings for performances and share costs.

5. Look into ways by which Nonprofits can use unused retail space for special events as a way to market these spaces and attract potential buyers. Look at deterrents to this solution such as zoning restrictions and see how they can be addressed.

6. Look into rooms available for free for members at Public Libraries.

7. Look into rooms available for free or reduced costs at Rec Centers.



8. Look into space available for free or substantially reduced cost at public venues like City Hall. For example, Hillsborough Rec Center hosts weekly Zumba classes at Hillsborough Town Hall.

9. Look into churches that have spaces available at reduced costs. For example, Burlingame Methodist Church houses the offices of 2 different Non-profits, Peninsula Girls Chorus & Kids & Art Foundation.



Commissioner's Report on District Activities

Dates Covered: November 1, 2018 through February 19, 2019
Commissioner Name: Robin Rodricks
District: No. 2, Supervisor Carole Groom
Reporting on:

1) District Arts performances, exhibitions, arts education activities:

	<i>Date</i>	<i>Activity/Event</i>	<i>Hours Spent</i>
a.	Dec. 21, 2019	Exhibition: Arts in Correction, Maple Street facility	1.50
			<i>Total= 1.50</i>

2) Commissioner's activities on behalf of the Arts Commission:

	<i>Date</i>	<i>Activity/Event</i>	<i>Hours Spent</i>
e.	Dec. 3, 2018	Thrive TAG Meeting	1.50
f.	Dec. 4, 2018	Arrange for Business Cards (emails, calls)	1.50
g.	Dec. 5, 2018	Revise Poet Laureate proposal	1.00
h.	Dec. 9, 2018	Drive to Sacramento	3.00
i.	Dec. 10, 2018	CAC meeting	8.50
j.	Dec. 13, 2018	Revise accomplishments-document - Callagy	2.20
k.	Dec. 19, 2018	Meeting with County Manager	1.50
l.	Dec. 21, 2018	Visit Arts in Correction - Maple Street Facility	1.00
m.	Jan. 10, 2019	Board of Supervisors meeting, Installation of Carole Groom	2.00
n.	Jan. 7, 2019	Prep for Jan. 9 closed-session meeting	3.00
o.	Jan. 9, 2019	Closed Session meeting	3.50
p.	Jan. 16, 2019	Review/edit Larura's proposal	1.00
q.	Jan. 16, 2019	Meeting - Richard Rojo, candidate for D3 Commissioner	1.50
r.	Jan. 22, 2019	Update RFP for Consultant	1.50
s.	Jan. 23, 2019	Meet Juda - finalize RFP	1.50
t.	Jan. 23, 2019	Update DUNS account w/Amisha	1.00
u.	Jan. 24, 2019	Draft Action Item Memo re: community exhibits	1.50
v.	Jan. 29, 2019	Meeting: HIP Housing re: exhibit of children's art	1.00
w.	Feb. 2, 2019	Amisha call/Library call/Library room booking	2.50
x.	Feb. 3, 2019	Poetry Out Loud rehearsal - San Mateo Library	2.50
y.	Feb. 4, 2019	Thrive TAG arts & Culture	2.00
z.	Feb. 5, 2019	Meet with Juda - draft AIC proposal for CLFA	1.50
aa.	Feb. 6, 2019	Meet Hoskins Black History Museum, Mrs. Hospins and Leg. Aide Mario Rendon	1.00
bb.	Feb. 6, 2019	Email Brian Kulich re: public art grants	0.25
cc.	Feb. 6, 2019	Phone Robin Sohnen/EORO (AIC)	0.25



dd. Feb. 7, 2019	Draft Arts in Correction budget for Calif Lawyers for the Arts	1.00
ee. Feb. 7, 2019	Call Robin Sohnen re: AIC	0.50
		<i>Total= 49.50*</i>

**Another 29 hours were spent on numerous/various emails and phone calls.*

3) Other Commissioner activities or comments: **NONE**



Commissioner's Report on District Activities

Dates Covered: September 6, 2018 through October 31, 2018
Commissioner Name: Laura McHugh
District: No. 3, Supervisor Don Horsley
Reporting On:

1) District Arts performances, exhibitions, arts education activities:

	<i>Date</i>	<i>Activity/Event</i>	<i>Hours Spent</i>
a.	Jan. 19, 2019	Attended Painting Event @ HMB Library	2
b.	On-going	Coordinating with HMB Library for public art exhibit	2
			<i>Total=4</i>

2) Commissioner's activities on behalf of the Arts Commission:

	<i>Date</i>	<i>Activity/Event</i>	<i>Hours Spent</i>
a.	Dec. 9-Dec. 10, 2019	Attended CAC Grantee Meeting in Sacramento	22* 18 in meetings; 4 travel
b.	Dec. 15, 2018-Feb. 1 2019	Proposal for Individual Arts Programming with Stephen Wagner – contacted Stephen; wrote and revised proposal	6
			<i>Total=28</i>

3) Other Commissioner activities or comments:

	<i>Date</i>	<i>Activity/Event</i>	<i>Hours Spent</i>
a.	Fridays, Jan. 11, - Feb. 1, 2019	Taking PAL art class at UArt Redwood City	16
b.	Various	Misc postings/shares on FB	1
			<i>Total=17</i>



Commissioner's Report on District Activities

Dates Covered: November 1, 2018 through February 19, 2018
Commissioner Name: Jeanne Heise
District: No. 4, Supervisor Warren Slocum
Reporting on:

4) District Arts performances, exhibitions, arts education activities:

<i>Date</i>	<i>Activity/Event</i>	<i>Hours Spent</i>
a. Sept. 30, 2018	Yarn Bombed Trees Event-co sponsored by Art in Action, Kids and Art Foundation and Arts RWC	2
b. Nov. 13, 2018	Art on the Square Holiday Show, San Mateo County History Museum	1.5
c. Dec. 1, 2018	RWC Holiday Open Studios--Art Bias	1.5
d. Dec. 14, 2018	Art in Corrections Class, San Mateo County Jail	2.0
e. Dec. 21, 2018	Art Kiosk Installation - We Make A Home	1.0
f. Jan. 15, 2019	Art in Corrections Art Show and graduation	1.0
g. Feb. 3, 2019	Art Kiosk Installation - Seeking Life	2.0
		<i>Total=11</i>

5) Commissioner's activities on behalf of the Arts Commission:

<i>Date</i>	<i>Activity/Event</i>	<i>Hours Spent</i>
a. Nov. 14, 2018	Art Commission Meeting	2.5
b. 11/27	Meeting with Chair Robin Rodricks	1.5
c. Nov. 27, 2018	Emails with Robin (Poet Laureate, Dist. 4 grantees, Art in Corrections)	2.0
d. Dec. 3, 2018	Thrive Arts and Culture Tag	1.5
e. Dec. 3, 2018	Redwood City Civic Cultural Commission Meeting	2.0
f. Dec. 4, 2018	Thrive Mix & Mingle, Meet Your Legislative Aides	1.5
g. Jan. 3, 2019	Redwood City Civic Cultural Commission Meeting	2.0
h. Jan. 6, 2019	Correspondence with 2018 Dist. 4 grant recipients	2.0
i. Jan. 7, 2019	Thrive Arts and Culture Tag	1.5
j. Jan. 9, 2019	Special Arts Commission Meeting	2.0
k. Jan. 7 – Jan. 23, 2019	Correspondence with Shannon Petrello, Boys and Girls Club of the Peninsula	1.0
l. Feb. 4, 2019	Thrive Arts and Culture Tag	2.0
m. Feb. 4, 2019	Met with Shiela Cepero, Redwood City Park and Arts Foundation	1.5
n. Feb. 5, 2019	Met with Kimberly Wadycki and Max Koknar, Dragon Theater	2.5



o.	Feb. 7, 2019	Met with Stacey Ardelean, Fuse Theater	1.0
p.	Feb. 7, 2019	Attended ARTS RWC monthly meeting	2.0
q.	Feb. 7, 2019	Met with Armando Castellano, Quiteto Latino	1.0
			<i>Total=36.5</i>

6) Other Commissioner activities or comments:

	<i>Date</i>	<i>Activity/Event</i>	<i>Hours Spent</i>
a.	1/26	Composed Commission Biography for Commission Facebook page	1.5
			<i>Total=1.5</i>



Commissioner's Report on District Activities

Dates Covered: November 1, 2018 through February 19, 2018
Commissioner Name: Edward Sweeney
District: No. 4, Supervisor Warren Slocum
Reporting on:

1) District Arts performances, exhibitions, arts education activities: **NONE**

2) Commissioner's activities on behalf of the Arts Commission:

	<i>Date</i>	<i>Activity/Event</i>	<i>Hours Spent</i>
a.	Jan. 9, 2019	Special Arts Commission Meeting	2.0
b.	Feb. 13, 2019	Planning/Strategy meeting with D4 Jeanne Heise	1.0
			<i>Total=36.5</i>

3) Other Commissioner activities or comments: **NONE**



Commissioner's Report on District Activities

Dates Covered: November 1, 2018 through February 19, 2019
Commissioner Name: Sam Stewart
District: No. 5, Supervisor David Canepa
Reporting on:

- 1) District Arts performances, exhibitions, arts education activities: **NONE**

- 2) Commissioner's activities on behalf of the Arts Commission:

	<i>Date</i>	<i>Activity/Event</i>	<i>Hours Spent</i>
a.	Jan. 5, 2019	Meeting with Supervisor Canepa	1.5
b.	Jan. 23, 2019	Planning/Strategy meeting with D5 Pauline Fong-Martinez	2
			<i>Total=3.5</i>

- 3) Other Commissioner activities or comments:

	<i>Date</i>	<i>Activity/Event</i>	<i>Hours Spent</i>
a.	Jan. 22, 2019	Passed along Women's CLN – Campaign 101	.25
b.	Jan. 29, 2019	Passed along Google for Doodle for social	.25
c.	Jan. 30, 2019	Attended Rosenberg Foundation event at Museum of African Diaspora	2
			<i>Total=2.5</i>



Commissioner's Report on District Activities

Dates Covered: November 1, 2018 through February 19, 2019
Commissioner Name: Pauline-Fong Martinez
District: No. 5, Supervisor David Canepa
Reporting on:

5) District Arts performances, exhibitions, arts education activities: **NONE**

6) Commissioner's activities on behalf of the Arts Commission:

	<i>Date</i>	<i>Activity/Event</i>	<i>Hours Spent</i>
a.	Dec 14, 2018	Arts In Correction Program at the San Mateo County Women's Jail	3
b.	Dec 21, 2018	Arts In Correction Program at the San Mateo County Women's Jail	3
c.	Jan 5, 2019	Review Mtg with Robin Rodricks, Chair	2
d.	Jan 9, 2019	Oath Taken for Commissioner Position	15
e.	Jan 9, 2019	Special Closed session for Arts Commission	4
f.	Jan 17, 2019	Review of RFP for Strategic Plan	3
g.	Jan 23, 2019	Mtg with District 5 Commissioner Sam Stewart	2
h.	Jan 23, 2019	Mtg with Terry Marie Counce with Daly City Top of the hill Citizen Coalition	2
i.	Dec 13, 2018	Mtg with Kim Schroeder, Community Training Specialist, Jefferson Union HS	1
j.	Dec 4, 2018	Colma Town Hall Grand Opening and City Council Reorganization	3
k.	Jan 13, 2018	Review Budget	.5
l.	Ongoing	Emails for Poetry Out Loud	1
			<i>Total= 39.50</i>

7) Other Commissioner activities or comments: **NONE**



MEMORANDUM

To: Board of Supervisors, San Mateo County / San Mateo County Arts Commissioners

From: Laura D. McHugh, District 3 Commissioner

re: Agenda Item 7A Regular Arts Commission Meeting

Date: January 14, 2019

RECOMMENDATION:

Vote to approve the quarterly program on capacity-building for artists described below.

BACKGROUND:

The SMCAC provides grants and capacity-building workshops to non-profit arts organizations. These grants help organizations meet the SMCAC's strategic plan objective to build public recognition of the work of San Mateo arts organizations with the intended outcome that San Mateo County residents and visitors know of and become engaged in the County's rich and diverse cultural arts events and opportunities.

We propose to continue to meet this goal by providing capacity-building programming for individual artists to meet these same objectives.

DISCUSSION:

Conduct four (4) three-hour workshops for individual artists to assist attendees in taking the steps necessary to become more successful. This professional development series would offer artists insight to jump-start their artist career, obtain clear focus on their intention for their artwork, create a strategic plan for their artist career, compile an impressive artist packet, and master the business of art.

Four topics would be covered, one per calendar quarter, beginning in Q1-2019.

The first session would be *GET YOUR ACT TOGETHER: A Basic Game Plan for Your Artist Career*

- Learn about creating a cohesive body of work, titling your work, creating a pricing structure, framing, managing your inventory, documenting your artwork, designing your website, creating marketing materials, building your exhibit history, and approaching art galleries,

A survey is included at the end of Session 1 to gauge interest in future topics and identify the most interesting ones from the Additional Topics list (see below).

We propose to allow artists to attend the first session for free. For the remaining 3 workshops, we will evaluate a fee schedule that covers the cost of the remaining workshops (\$300/event) and a method to collect and forward these funds to the County to offset the speaker fees for FY2019 (July 1, 2019 – June 30, 2020).



The fee structure per person will be determined based on results of Workshop #1 survey (number of anticipated attendees)

Promotion will be conducted as follows:

1. Email announcement via MailChimp to the Arts Commission's email list.
2. Facebook and other social media by Commission
3. Press release by County Communications Director, Michelle Durand
4. Media assistance by County Media Manager, Crista Bigue
5. Commissioners promote through other means to their constituents
6. Curator promotes to his e-mailing list

FISCAL IMPACT:

The total fee to the speaker for four workshops is \$1,200 (\$300/session). We propose the following:

1. Pay the speaker for the first two sessions from the FY2018-19 budget (\$600 by 6/30/19).
2. Pay the remaining two sessions out of FY2019-20 budget.



ADDITIONAL TOPICS

1. **WHAT SELLS: Creating a Saleable Body of Work**
2. Learn to create a body of art that sells, hear specific & detailed suggestions on planning themes & series, titles, style, media, scale, pricing, signatures, presentation, framing, and certificates of authenticity
3. **COMMUNICATION: Writing Your Artist Statement**
4. Learn to write an impressive & effective Artist Statement, includes practice exercises and examples
5. **PRESENTATION: Preparing Your Website Portfolio**
6. Gain insight into creating & designing your website, writing your biography, artist resume, exhibit history, artist statement, and cover letters
7. **PROMOTION: Marketing Yourself & Your Artwork**
8. Better understand the what, how & why of on-line tools for marketing your artwork, gain insight into promoting your exhibits & events, email campaigns, promoting on the Internet, and social networking including Facebook, Twitter, LinkedIn, Instagram, Pinterest, & YouTube, with step by step instructions
9. **REPRESENTATION: Approaching Art Galleries**
10. Learn about identifying art markets, researching art galleries, establishing gallery criteria, contacting art galleries, standard practices, contracts, exclusivity, and private sales
11. **CONSULTATION: Working with Art Consultants**
12. Learn the ins and outs of working with Art Consultants, Corporate Art Dealers, and Interior Designers, how to research & contact them, design your website to attract them, determine appropriate subject matter, negotiate contracts & deposits, and strategies to create custom work & commissions for projects
13. **THE PRICE IS RIGHT: Pricing Your Artwork**
14. Get input from local art galleries professionals on how to price your artwork, with insight into gallery sales and how to manage your private sales
15. **THE JURY IS IN: Entering Juried Art Shows**
16. Learn about juried shows, how to decide which ones to enter, tips to give you an advantage, how to manage your entries
17. **TALK THE TALK: Talking & Writing About Your Artwork**
18. Learn to overcome your fear of public speaking, identify interesting aspects about your artwork, keep your audience focused, and write an impressive & effective Artist Statement, with tips & suggestions, includes practice exercises and examples
19. **DO-IT-YOURSELF WEBSITE: Set Up Your Free Website with Weebly.com**
20. Learn how to set up & design free websites with Weebly.com and use the many customization options
21. **RETAIL: Selling Your Artwork through Retail Stores**
22. Gain insight into selecting appropriate artwork to present, production, creating item numbers, pricing, preparing your marketing materials, identifying stores, approaching stores, terms, reorders, and returns

Instructor Biography

Stephen C. Wagner - Professional Artist & Educator

Stephen believes that the creative process contributes to a healthy quality of life, and that art provides an inexhaustible resource for exploration, reflection, and understanding. Each person has the capacity to respond to artwork in ways that challenge pre-conceived notions, stimulate fresh insights, and encourage deeper understanding. With these beliefs, Stephen has spent the last decade striving to bring art awareness to all by creating new art education programs,



teaching art education techniques, teaching art classes, and advocating the arts.

As the Program Development Coordinator for the San Diego Art Institute, Stephen was responsible for all educational programs for both adults and children. He was a member of the Balboa Park Educators Council and Museum Educators Southern California. To train teachers to incorporate art into their everyday curriculum, Stephen taught Aesthetic Education classes through the University of San Diego Division of Continuing Education. He has been on the Advisory Board and a guest speaker at Ray College of Design in Chicago, IL, and an instructor and guest speaker at Harper College in Palatine, IL.

Committed to art education for youth, Stephen has participated as a teaching artist in programs at elementary schools through "San Diego Inspire!", and has been a consultant and instructor for the San Diego Children's Museum, an instructor for the Institute for Art Education in San Diego, CA, and on the board of Arteach in Palm Desert, CA. He has also taught at the Kauai Academy of Creative Arts in Hawaii.

RECENT TEACHING EXPERIENCE

1. ArtSpan's SF Open Studios, San Francisco, CA, 2018, "Preparing for Open Studios" Panel Discussion

COMMENTS & QUOTES

1. "I think you will go down in our history as the best guest speaker that we have experienced." - Hilda Erreca, President, East County Art Association, El Cajon, CA
2. "Your workshops have been immensely helpful for my career. Thank You for providing such amazing content for artists to help build their craft." - Shilo Ratner
3. "This was refreshing! It was really eye-opening." - Janet Marie Colby
4. "As always, I found this to be an interesting and informative event. I've really enjoyed the whole series. Thanks!" - Lisa Roberts
5. "Thank you, Stephen! Your classes are great!" - Jaga Nath Glassman
6. "Very informative. Passionate about art. Energetic." - Brenda Salamone
7. "You have great energy & focus as a presenter and a certain lightness"



MEMORANDUM

To: San Mateo County Arts Commissioners

From: Robin Rodricks, Chair
Amisha Motipara, Commission Manager

re: Agenda Item 7A Regular Arts Commission Meeting

Date: February 12, 2019

RECOMMENDATION: Adopt revised budget (attached)

BACKGROUND:

The Commission Manager and Chair reviewed a February 7, 2019 year-to-date finance report of the Commission's budget (expenses, revenues). Information in the report supports revision and adoption of a revised budget

DISCUSSION:

Please review the attached recommended revised budget; you will note:

- It has side-by-side columns for quick comparison of the **CURRENT** adopted budget with the suggested **REVISED** budget.
- A new column labeled **Notes** has been added that details the reason for the increase or decrease in that line item.
- Items with increases, whether an expense or income, are in **green**.
- Items with decreases, whether an expense or income, are in **red**.
- Items in black are unchanged.

Please note the following:

Under **EXPENSES:**

- **Review panel** expenses were increased do to an under-estimation of that expense.
- **Capacity Building** has been increased to cover new or to-be-determined expenses, i.e. the DataArts webinar requested by our grantees, and a workshop for artists requested by Commissioner Laura McHugh.
- The adopted budget estimated the amount of the **Commission Manager** contract based on the former Manager's contract; the revised contract reflects the current contract, signed in September 2018.
- The cost of the consultant for the new strategic cultural plan will be approximately \$30,000. At the Chair's December 19 meeting with County Manager Mike Callagy, he kindly agreed to cover \$25,000; thus, a \$5000 line item is added for \$5000 to cover the balance.

Under **REVENUE:**

- The reimbursement for A Women's View was corrected to reflect the standard 50/50 split between the Arts Commission and the Commission on the Status of Women for this annual exhibition.



- The income from our California Arts Council grant was reduced from \$33,200 to reflect the \$24,505 we received from them in December; we are awaiting notice as to when the balance of the grant, \$8,695, will be received.

FISCAL IMPACT: Budget reduction of \$8,820.



FY2018-19 BUDGET

CURRENT REVISED

NOTES

EXPENSES						
GRANTS PROGRAM						
Educator micro-grants	\$6,200	\$6,200	4.1%			
Local Arts grants: program/project, tech assist, operational	\$89,850	\$75,000	50.0%	-		Decrease of \$14,850 to cover various expenses noted below.
Common Grant Application	\$1,100	\$1,100	0.7%			
DataArts	\$1,000	\$1,000	0.7%			
Review Panel expenses	\$200	\$1,750	1.2%			Increase of \$1,550: venue rental, 2 days, \$400; lunch for 5 on 2 panel days, \$150; honorariums of \$250ea for 6 panelists (3 each day), \$1200. TOTAL: \$1,750.
				\$85,050	56.7%	
ADVOCACY						
Membership: Americans for the Arts	\$500	\$500	0.3%			
Membership: Californians for the Arts	\$50	\$50	0.0%			
Membership: Thrive Alliance of NonProfits	\$100	\$100	0.1%			
MailChimp/Website	\$700	\$700	0.5%			
Women's Exhibit - annual	\$1,250	\$1,250	0.8%			
County Fair Artist Awards	\$2,000	\$2,000	1.3%			
				\$4,600	3.1%	
CAPCITY BUILDING FOR COUNTY ARTS						
<i>For Arts organizations and artists: professional development events; Technical Assistance workshops; Connect the Arts & networking events.</i>	\$1,100	\$1,800	1.2%			Increase of \$700: DataArts webinar for arts orgs, \$600; \$100 towards AFTA conference and/or artists workshop if needed.
<i>For Commission: activities that educate and inform Commissioners & Manager on best practices, current trends, including planning</i>						



sessions, conferences and meetings, and webinars; networking events & opportunities to share our work with the public.						
				\$1,800	1.2%	
CONTRACTORS						
Commission Manager	\$39,000	\$36,000	24.0%			Decrease based on updated calc of billable hours for remainder of FY under new contract.
County Galleries Curator	\$15,000	\$15,000	10.0%			
Strategic Cultural Plan Consultant	\$0	\$5,000				NEW expense. Cost of consultant: \$30k (approx); County Manager is generously covering first \$25k.
				\$56,000	37.3%	
OPERATIONS & MISC. SUPPLIES						
Meetings & Commission expenses	\$250	\$250	0.2%			
Gallery supplies	\$500	\$500	0.3%			
				\$750	0.5%	
OTHER						
Float	\$150	\$1,930	1.3%			Increased \$1,780: to cover unexpected expenses.
				\$1,930	1.3%	
TOTAL EXPENSES	\$158,950			\$150,130	100.0%	TOTAL DECREASE IN EXPENSES: \$8,820

INCOME						
Reimburse from Comm. on the Status of Women for <i>Women's View</i> exhibit:	\$750	\$625	0.4%			Decreased to correctly reflect 50/50 split of expenses.



California Arts Council Local Partner grant	\$33,200	\$24,505	16.3%			Updated figure per CAC grant agreement.
County of San Mateo	<u>\$125,000</u>	<u>\$125,000</u>	83.3%			
TOTAL INCOME	\$158,950			\$150,130	100.0%	TOTAL DECREASE IN INCOME: \$8,820



Agenda Discussion Item 8A: Strategic Plan

The following are ideas provided by the Arts Commissioners ahead of time to discuss during meeting.

General Ideas to be included in strategic plan

1. Consider reinstating a county-wide arts calendar that incorporates art-based activities throughout San Mateo County, so there is one central place people can look for what is happening across the county. (Jeanne)
2. Improving promotion of educator micro grants. (Jeanne)
3. Possibly as part of the county-wide arts calendar, have a directory for county-based arts organizations, to encourage collaboration among peer organizations (Edward)

Laura McHugh, 3rd District

1. Identify more non-profit arts or arts-related organizations to be included in grantee invitation (expand reach of commission throughout D3).