



Samuel Scott, 1st District
Robin Rodricks, 2nd District
Laura McHugh, 3rd District
Karen Chew, 4th District
Samaruddin Stewart, 5th District

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



Regular Meeting of the Arts Commission
Wednesday, July 20, 2016 — 1:00 p.m. to 3:00 p.m.
Hall of Justice – Board of Supervisors Conference Room, Lobby Floor
400 County Center, Redwood City, CA 94063

AGENDA

1. 1:00 **Roll Call** – Roll Call and introduction of guests
2. 1:02 **Agenda Amendments**
3. 1:04 **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.
4. 1:06 **Consideration of Minutes** of Regular Meeting of May 18, 2016
5. **Reports**
 - 1:08 Curator's report
 - 1:15 Commission Director's report
6. 1:25 **Action Items**

None
7. 1:25 **Staff and Commission reports**
 - A. Dep. County Manager – Peggy Jensen
 - B. Chief Leg. Aide – J. Tolmasoff
 - C. Commissioner reports:
 - District 1 S. Scott
 - District 2 R. Rodricks
 - District 3 L. McHugh
 - District 4 K. Chew
 - District 5 S. Stewart
8. 2:00 **Discussion Items**
 - A. Progress on Strategic Plan Goals 2015-16
 - B. Review Annual Calendar 2016-17
 - C. County Cultural Arts Plan 2016-20
 - D. Fund Development 2016-17 –ideas and challenges
 - E. Individual Commissioner's focus/activities for FY17
9. 3:00 **Adjournment**

Next Arts Commission Meeting:
WEDNESDAY, SEPTEMBER 21, 2016
1:00 – 3:00 pm
Board of Supervisors (BOS) Conference Room



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Regular Meeting of the Arts Commission
Wednesday, May 18, 2016 — 1:00 p.m. to 3:00 p.m.
 Room 402, Fourth Floor, COB-1,
 455 County Center, Redwood City, CA 94063

MINUTES

1. 1:08 **Roll Call** – Roll Call and introduction of guests

Present:

Commissioners Scott, Rodricks, McHugh, Chew, Stewart

Staff: Chief Leg. Aide – Juda Tolmasoff

Contractors: Boris Koodrin, Andrea Temkin

2. 1:10 **Agenda Amendments**

None

3. 1:11 **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.

None

4. 1:12 **Consideration of Minutes** of Regular Meeting of March 16, 2016

Motion to approve: Commissioner Scott. Second: Commissioner McHugh. Pass unanimously.

5. **Reports**

1:13 Curator's report

Caldwell Gallery and Community Gallery

The 2016 Women's View Show exhibited in both the Caldwell and Community Galleries in March and April. So far we can report two sales that have been finalized from the Caldwell Gallery location.

On May 1st our two most awarded Peninsula artists from the **2015 Fine Arts Galleria at the San Mateo County Fair** were installed at the two courthouse galleries. So far, we have recorded one sale by Treil on the first day of the exhibit. Both Tse and Treil will be on exhibit in May and June at the courthouse galleries.

Watercolorist Jason Tse was the runner-up to the Visual Artist of the Year at the Fine Arts Galleria in 2015 and received the most awards of all the Peninsula artists. Entries to the county fair are not limited to San Mateo County residents and have been known to come from as far as Europe and Asia.

- Jason moved to the US from Canton in 1994 and has blended his oriental training with western theory of art to produce his beautifully-detailed and richly-colored nature scenes.
- Emmanuelle Treil is a French born photographer who fell in love with the magic of darkroom techniques and digital enhancements. She is usually drawn to a line, a movement, a texture and how light affects it., rather than to the entire subject. In 2015 she earned honors as the Photographer of the Year at the Fine Arts Galleria.

We have also been able to secure a stunning collection of art quilts from Julie Curry who is the director of the Creative Home Arts department at the San Mateo County Fair. The exhibit is to be installed at the Caldwell Gallery for November and December of 2016.

1:18 Commission Director's oral report

- Reported on successful public panel process. Eighteen applicants attended and observed. Award and no award letters are being prepared for Common Grant Application.
- Teacher Mini Grants: 100% of awards went to teachers at Title 1 schools (low income). Would like the COE to provide matching funds for 2017 Teacher Mini Grants; will be following up.
- Will be in Sacramento next week, serving on the Creative California Communities grant review panel.

6. 1:25 Action Items

A. Approval of Local Arts Grants Allocations

Motion to approve: Commissioner Chew. Second: Commissioner Scott. Pass unanimously.

B. Adoption of budget for remaining budget cycle (FY17) including contract renewals

Motion to accept budget as presented with understanding that any unexpended or unexpected funds be designated to the grants program.

Motion to approve: Commissioner Stewart. Second: Commissioner McHugh. Pass unanimously.

C. Election of Officers

Motion to nominate Commissioner Rodricks as Chair: Commissioner Chew. Second: Commissioner Stewart. Pass unanimously.

7. 2:30 Staff and Commission reports

A. Dep. County Manager – Peggy Jensen

Absent

B. Chief Leg. Aide – J. Tolmasoff

- Finance Department needs W-9s from approved grantees.
- Will be sending information to Commissioners regarding required ethics training.

C. Commissioner reports:

District 1 S. Scott

Left meeting early.

District 2 R. Rodricks

- Planned and hosted *Connect the Arts* event . Received 6 thank you notes; attendees would like to come together again.
- Read grant applications and served on grants panel. Grants panel extremely informative; good feedback from those applicants who attended.
- Met with County Manager John Maltbie with Commissioner McHugh, Contractor Temkin and Deputy County Manager Jensen. Provided him with update on grant applicants, public meeting, and collaborations with CSM County Office of Education.
- Performing Arts for Youth Society has been revitalized after renovation of SMPAC.
- Attended Daly City Arts Commission strategic planning retreat.

District 3 L. McHugh

- Attended: Masterworks Spring performance, Sanchez Art Center show opening and two meetings of Coastal Art League.
- Met with County Manager John Maltbie
- Working on entries and awards for emerging artists with Made on the Coast/Half Moon Bay Art and Pumpkin Festival
- Posting Open Studios artists of the day.
- Sketched on Coastal Wildflower Day.

District 4 K. Chew

- Upcoming event in East Palo Alto: Elizabeth Sofsqi – Jumping the Writing.
- Met with Chris Beth. Parks, Recreation & Community Services Director in Redwood City
- OYE conference is next Saturday – received small stipend from SMCAC.
- Fair Oaks Arts group – looking for mural spaces. Investigating art space at Health Center. Held an art walk, with map/brochure.
- Asks Commissioners to start thinking of replacement commissioner for District 4 (Commissioner Chew terms out in December). Commissioner Chew will be making packet for Supervisor Slocum.

District 5 S. Stewart

- Attended the SamTrans **ART BUS unveiling**, our COMMISSION was mentioned and thanked during the ceremony for helping select the winners by Brent Tietjen, Acting Community Relations Officer. Also in attendance was Jeffrey Gee, SamTrans Board of Directors. We also had a shout out of interest on Twitter by SamTrans: <https://twitter.com/GoSamTrans/status/727973736314363904>
- Met with my Supervisor **Adrienne Tissier** to update her on several issues, including: commission new faces, new online grant portal, rise in our district applicants Y/Y, at her request re-shared the 2015 report with her.
- Chatted few times with **Pauline Fong Martinez** (of Daly City Arts/Culture Commission). Of note with them:
 - they held a Strategy session on 4/9 (Robin attended I was away)
 - they have set up Facebook account for digital outreach
 - The date for the Light Up Our World Celebration is Saturday, November 19, 2016 from 5 -9 pm.
 - They are slated for an update regarding the arts and culture commission's activities before the Mayor and City Council.
- Had initial phone call with **Daniel Harris** of Knight Foundation in San Jose. San Jose is a focus city for Knight in regards to Arts + Innovation. Thought it might be good to hear more about their work, tactics, strategy there. Knight Foundation is a large-scale funder: <http://www.knightfoundation.org/about/financial-info/> I was most interested in their work in publicizing what they do, anything we can gain from their learnings to date. In brief:
 - focus on downtown San Jose (concentrating their assets hub area 1-1.5 mile radius) to include transport, culture, and arts orgs
 - funding arts institutions
 - better celebrating neighborhoods where arts orgs are
 - way finding, how to find local arts around you (app based)
- Spent 5 days shooting Joffrey, Bollywood, and African dance. Using go pro 360.

8. 2:57 **Discussion Items**

None

9. 3:00 **Adjournment**

San Mateo County Arts Commission
Commission Director Progress Report
May 12, 2016 – July 9, 2016

HIGHLIGHTS

- Compiled multi-year report on Grants Program for County Manager’s Report to Supervisors
- Completed post-grants panel communications on Common Grant Application (CGA): prepare and send award/no award letters; compose, prepare and send Letters of Agreement to grantees for electronic signature; finalize Final Report Form for grantees
- Worked with County Finance Dept. re award payments to grantees: ensure all Agreements signed and W-9 forms returned
- Created Web pages update; work with County IT Department
- Prepared draft 2016-17 Commission calendar
- Conducted site visits to Art & Kids and Sanchez Art Center

PROGRESS ON CONTRACTUAL AGREEMENT

Activity	Status
COMMISSION ADMINISTRATION & OPERATIONS	
• Annually update the California Cultural Data Project profile.	Accomplish prior to June 2016
• Write annual grant and post-grant report to California Arts Council for the Local Arts Partner (SLLP) grant.	August 1 Due Date
• Facilitate communications with Commissioners in support of their duties.	Ongoing
• Assist with communications with the Arts community via wildapricot.com, maintaining the contact list, and creating emails for events and general communication.	Investigating alternatives to wildapricot.com
• Annual renewal and update the Commission’s Federal DUNS and Federal System for Award Management (SAM) accounts and profiles.	Due date July 31
• Send thank you letters, acknowledgements, and other misc. correspondence.	Conducted misc correspondence with potential grant applicants
• With input from Commissioners, write mid-year and year-end reports to County Board of Supervisors.	No new activity this report period
• Attend Commission meetings	Ongoing

Activity	Status
ARTS ADVOCACY, POLICY, AND RECOGNITION	
<ul style="list-style-type: none"> • Monitor progress on the Commission's Strategic Plan 	Review and revision completed
<ul style="list-style-type: none"> • Attend advocacy meetings as needed or required, i.e. California Arts Council convenings. 	Set for Sept. 26/27
<ul style="list-style-type: none"> • Conduct annual outreach effort and reception for California State Summer School for the Arts program. 	Canceled
<ul style="list-style-type: none"> • Organize, with County Gallery Curator and Commission On the Status of Women, the recognition for Women's Art Show winners. 	Completed
<ul style="list-style-type: none"> • Organize and execute capacity building and networking events for San Mateo County arts nonprofit organizations. 	Connect the Arts, April 25, 2016
<ul style="list-style-type: none"> • Prepare and give public presentations on behalf of the Arts Commission. 	So far none applicable
<ul style="list-style-type: none"> • Coordinate recognition activities, e.g., County Fair Fine Arts Galleria arts awards; SamTrans <i>Art Takes a Bus Ride</i> contest. 	Arranged for judging of SamTrans <i>Art Takes a Bus Ride</i> contest
<ul style="list-style-type: none"> • Pursue opportunities for creating and promoting activities and collaborations involving the Arts Commission. 	Ongoing meetings with County Office of Education
ARTS GRANTS PROGRAM	
<ul style="list-style-type: none"> • With Commission, review and update portfolios and guidelines. 	Completed
<ul style="list-style-type: none"> • Develop and conduct grant-writing workshops, conveying information on program guidelines, criteria, and process. 	Completed
<ul style="list-style-type: none"> • Manage recruitment of panelists, recommending the final composition of the panel to the Commission and supporting the panel during the review process, maintaining the highest quality of standards for peer review. 	Conducted public grant review panel; created ranked list; recommendation re disbursement of \$85,000 in funds
<ul style="list-style-type: none"> • Present panel recommendations to the Commission for approval. 	Completed
<ul style="list-style-type: none"> • Manage disbursement of the grant funds to grantees. 	Completed
<ul style="list-style-type: none"> • Monitor grant recipients progress, including review of mid-project and final reports. 	Received and reviewed 2015 grantees final reports; review of final reports from Teacher Mini Grants in progress

*TBD = To Be Done/it's on the calendar

Discussion Item A. Progress on Strategic Plan Goals 2015-16

Original Strategic Plan 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.

Commissioners' Commitments from November 2015 Commission Meeting

Dist. 1 – Commissioner Scott

- Reach out and get to know grantees and other arts organizations in District 1.
- Take a lead on a convening of museums in the county and assist with convening other stakeholder meetings
- Investigate getting a listing of farmers markets for hosting information tables and gathering constituent input

Dist. 2 – Commissioner Rodricks

- Will focus on capacity building events for arts organizations and individual artists, for example, a “Connect the Arts” event, working with Commissioner Scott to convene museums, and a professional marketing workshop for individual artists, a marketing workshop for individual artist, and grant proposal workshop
- With Commission Director Temkin will look into hosting a meeting of Commission grantees
- With Curator Koodrin will explore holding an arts awards night at county fair to highlight grantees and county fair awardees

Dist. 3 – Commissioner McHugh

- Spearhead updating website and posting on social media
- Hold two outreach events in District 3 at community events and/or farmers market
- Work on hosting a marketing workshop for individual artists
- Create a digital tour of exhibitions at the Commission’s three galleries [with Commissioner Stewart]

Dist. 4 – Commissioner Chew

- Assist with Connect the Arts convening, individual artists workshop, and other events as needed
- Hold “check in” meetings with Redwood City, East Palo Alto and Menlo Park
- Staff a table at a farmers market in March

Dist. 5 – Commissioner Stewart

- Will support the arts publically by taking photos of Commission activities and arts events in the community and collecting quotes at arts events
- Recommended working with County communications person and submitting information in a format that will make it easy to execute
- Create a digital tour of exhibitions at the Commission’s three galleries [with Commissioner McHugh]

Discussion Item B. Review Annual Calendar 2016-17

SAN MATEO COUNTY ARTS COMMISSION FY17 CALENDAR JULY 2016 – JUNE 2017

JULY 2016

EDUCATORS MINI GRANTS

- Revise application and report form
- Put Educators Mini Grants applications online

20 COMMISSION MEETING

- Review Strategic Plan Progress
- Review Annual Calendar
- County Cultural Arts Plan Preview
- Fund Development Plans FY17
- Commissioner's focus/activities for FY17

AUGUST

EDUCATORS MINI GRANTS

- Create Educators Mini Grants collateral materials
- 15 – 31 Outreach to Educators by COE

1 CA ARTS COUNCIL STATE LOCAL PARTNER GRANT APPLICATIONS DUE

SEPTEMBER

8 GRANTEES MEETING

21 COMMISSION MEETING

- Begin development of new Strategic Plan
- Create County Cultural Arts Planning Ad Hoc Committee: determine role of the public, arts organizations, artists, county personnel, etc.
- Set date for first meeting
- Identify information and data needed for planning
- Composition of grants review panel

30 EDUCATORS MINI GRANTS APPLICATION DEADLINE

OCTOBER

TBD FIRST COUNTY CULTURAL ARTS PLANNING COMMITTEE MEETING

14 APPROVE EDUCATORS MINI GRANTS

- Send award letters
- Work with Finance Dept to issue checks

19 CONNECT THE ARTS

NOVEMBER

TBD INDIVIDUAL ARTISTS MARKETING WORKSHOP

16 COMMISSION MEETING

- Develop new Commissioner onboarding

- County Cultural Arts Plan Development Update
- Approve any changes to Local Arts Grant Program applications

24/25 Thanksgiving Holiday

DECEMBER

15 Holiday Gathering?

JANUARY 2017

18 COMMISSION MEETING

- Review First Draft of County Cultural Arts Plan
- Outreach plans for Local Arts Grants

20 LOCAL ARTS GRANTS APPLICATIONS AVAILABLE

26 GRANTEES MEETING

FEBRUARY

2-9 INFORMATIONAL GRANTS WORKSHOP(S)

16 HOW TO WRITE A GRANT WORKSHOP

MARCH

15 COMMISSION MEETING

- Review draft FY18/19 budget
- Review draft County Cultural Arts Plan: Years One/Two Business Plan

17 APPLICATIONS DUE

APRIL

14 GRANT REVIEW PANEL MEETING

MAY

17 COMMISSION MEETING

- Approve grants docket
- Approve FY18/19 budget inc. contract renewals
- Approve final County Cultural Arts Plan

JUNE 2017

30 EDUCATORS MINI GRANTS REPORTS DUE

30 END OF FISCAL YEAR

Discussion Item C. County Cultural Arts Plan 2016-20

QUESTIONS FOR CONSIDERATION IN CREATING PLAN:

1. What is the best composition for a Cultural Arts planning group?
 - Commission members only
 - Sub-committee of two Commission members plus Representatives of:
 - Grantees
 - Non-grantees
 - Individual artists
 - Teaching artists
 - Community leaders
 - County personnel
 - Supervisor(s)
 - Educators
 - San Mateo County Office of Education
 - Other County agencies, e.g., San Mateo County Libraries
2. From whom should we solicit information and ideas? (data input)
 - Commission members only
 - Supervisors
 - County personnel, e.g., Mr. John Maltbie
 - Grantees
 - Community leaders
 - Other county arts agency board members or executives
3. How will we gather data?
 - Individual interviews
 - Focus groups
 - Roundtable discussions
 - Online survey(s)
 - Phone survey(s)
4. How will we ensure participation from all five (5) districts?
5. What period of time should the Plan cover?
 - Two years (one County budget cycle)
 - Four years (two County budget cycles)
 - Five years
 - More than five years