

Minutes of the Arts Development Committee

Tower Cafe
April 27, 1999

PRESENT:

Gloria Woodlock, Valerie Drew, Luis Chabolla, Buck Busfield, Jill Kaiser, Kathleen Smyth, Ruth Rosenberg, Jan Stohr, Gerry Kamilos

STAFF PRESENT:

Michelle Walker, Nina Kavardjikova, and Elaine Reed

MEMBERS ABSENT:

Tracy Adams, Michael Balma, M. Josette Borland, Monica Mosley, Sandra Roberts

Meeting called to order by Chair Woodlock at 12:10 p.m.

1. Introductions:

Chair Woodlock welcomed members.

Chair Woodlock gave a brief presentation on the draft committee mission statement and goals. Chair Woodlock and **Luis Chabolla** will work together to revise the Mission Statement for presentation at the next meeting.

The Committee will meet the first Tuesday of each month as a rule; however, the next meeting will be held at noon Tuesday, May 18; place to be announced.

2. Discussion:

Gerry Kamilos stated, as a result of the work accomplished over the past four years, Sacramento's arts communities have and prioritized key issues relating to organizational development, arts awareness and audience development. He urged innovation and resourcefulness as we move forward to achieve these goals.

Michelle Walker stated City Council had approved \$574,310 (one-time funding) for a long-term stabilization development program. Funding is as follows: \$123,500 for technical assistance for leadership and management development; \$123,500 for a short-term revolving loan program; \$128,210 for market research; \$123,500 for Arts Education/audience development, and \$55,600 for a business plan for SMAC.

Jill Kaiser discussed the Arts Leadership Forum, comprised of 30-35 arts organizations, which has been networking for the past two months. **Kaiser** offered to be a liaison between our committees and Metro Chamber, as there are many other local chambers which can be accessed through Metro. (SMAC's Visual Arts Committee is conducting "Breakfast with the Arts" every second Saturday morning for individual artists.)

Chair Woodlock suggested increasing revenues through property tax bill gifts (this is done in Alameda and Santa Clara Counties).

Nina Kavardjikova cited the importance of arts development in schools, artist incentives, increasing respect and prestige for artists. These issues would be primarily addressed by SMAC's Arts Education and Awards Committees.

Buck Busfield expressed concerns about this Committee developing a marketing plan for SMAC. **Jan Stohr** clarified this issue that the County will increase funds if the focus is on promoting arts, that the Committee is not developing a marketing plan for SMAC, but that SMAC is conducting market research in the region for the arts community. She cited the Lucille Packard project. Chair Woodlock stated that the Committee was more "holistic" in its approach. **Ruth Rosenberg** also agreed that a better clarification of terms would be helpful.

There being no further business, the meeting was adjourned at 1:50 p.m.

Arts Development and Stabilization Committee

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