

THE MINUTES OF THE
SACRAMENTO METROPOLITAN ARTS COMMISSION
RETREAT MEETING
WEDNESDAY, APRIL 30, 1990

COMMISSIONERS PRESENT: BONNIE BELL
ARMANDO CID
PAT DAVIDSON
ALLAN GORDON
MARY ANNE PAYNE, VICE CHAIR
KATHY RANDLETT
DAPHNE STAMMER
KENNETH WANG
SUSIE WILLIAMS, CHAIR

COMMISSIONERS ABSENT: LYNN MORRIS
BRANDY MURTISHAW

STAFF PRESENT: WENDY CECCHERELLI
KAREN WELCH

- I. The retreat meeting of the Sacramento Metropolitan Arts Commission was called to order by Chair Williams at 3:19 pm at Commissioner Randlett's home.
- II. Develop & Approve Agenda of April 30, 1990
The agenda was developed and approved to discuss the following items:
 - Funding & Advocacy, City/County, including Supervisor Grantland Johnson's ideas (Bell/Williams)
 - Status of Friends of the Arts Commission (Randlett)
 - Funding: priorities for new/increased funding (Bell)
 - Multi-cultural programs (Gordon)
 - BVA (Cid/Randlett)
 - Increased staffing (Payne)
 - NEO program outreach (Bell)
- III. It was moved by Commissioner Randlett and seconded by Commissioner Payne to accept the minutes of April 11, 1990, as corrected; the correct date for the previous minutes is March 14, 1990. The vote was unanimous.
- IV. Funding and Advocacy
The County Board of Supervisors has not yet agreed with the City regarding a \$700,000 line of credit for the Symphony. The six major arts groups feel it is time for the City to help out, but is moving too slowly.

Short-term help: the City Council wants the Arts Commission to take a leadership role and submit a staff report regarding Symphony situation (to be submitted by June 12, 1990). "Blue Ribbon" committee is another possibility to help get PR and clout needed for the major groups to appeal to the City for support. Mayor Rudin is not in support of this, but does not have an alternate plan as yet.

Supervisor Grantland Johnson had spoken earlier of the possibility of a sum of money for Level II groups through a County T.O. tax. There is also the possibility of revamping the Level II granting process (San Antonio's 5-year contractual agreement/arrangements were discussed). Supervisor Johnson wants a firm contract agreement and a system of checks to keep an eye on the major groups and their progress.

Commissioner Payne commented that the system isn't working because there is not enough baseline funding to work with. Commissioner Bell discussed the possibility that the organizations might sell tickets to elected officials to be given to their various constituents. It would benefit both the arts organizations and the elected officials.

It was decided that Commissioners Randlett, Bell, Cid, Payne, and Gordon would meet with Chair Williams and form a task force to discuss the major groups, focusing on the Symphony long/short-term needs. The date is May 7, 1990, 4:00 pm, at Commissioner Randlett's home. A memorandum will be sent to the Commission.

The following assignments have been designated to attend the City budget hearings to respond to T.O. tax and City arts funding issues*:

5/1/90 - K Randlett	5/29/90 - A Gordon
5/8/90 - P Davidson	6/5/90 - M A Payne
5/15/90 - B Bell	6/12/90 - S Williams
5/22/90 - M A Payne	

*K Randlett and D Stammer as alternates.

V. Friends of the Arts Commission

Director Ceccherelli discussed Friends; Commissioners see Friends as an abstract concept; agency is needed to accept monies/donations. Friends is used to accept funds (or Sacramento Regional Foundation). PR and advocacy is very good (brown bag luncheons, showcase New Works artists, etc); if the organization wants to raise more monies, more "names" as members; their PR, clout, prestige, connections to money sources. Perhaps set up of membership can be made similar to CSUS "President

Club" - not viewed as an aggressive fundraising arm. Friends may also need a new definition in their role with the Commission. Discretionary fund for Arts Commission without aggressive fundraising. Possibly Jackie Sheridan could go back to Friends board. Immediate need: Identify Friend's role and concentrate on board development; focus needs to change for Friends.

VI. Multi-Cultural Needs

The Commission had the following comments regarding multi-cultural involvement:

- A lot has been done; complaints are related to how tax dollar is spent
- Balance panels ethnically; what we are doing is moving in the right direction; encourage participation; make people feel a part of the process; NEO will become Multi-Cultural Arts Awards program; break down attitudes about access to arts.
- Arts are not viewed as "news", but sports are; sports reviews come out everyday, but not arts; useful to do things like Children's Festival to break down barriers and increase access.
- What kind of outreach do we need to do for NEO (Multi-Cultural)? Multi-Cultural Fellowship program may be able to reach new potential applicants. Perhaps raise amount of award to \$2500; follow-up is very important. Affirmative Action funds - available at universities; may need to be developed at City.

VII. Commission Priorities

1. \$1,000,000 for major arts institutions for City/County.
2. \$50,000 every year for NEO, New Works/maintain all current programs.
3. City Life/Children's Festival.
4. Grants Assistant/Multi-Cultural Fellowship - \$20,000 (Priority is for permanent staffing).

To continue City Life and Children's Festival, Arts Commission must have additional staffing. Commissioners like having an arts element/build in parameters, retain artistic control and percentage, bring back to committee; ideal: NPO takes this over with proper leadership and resources and explores options for making monies; need some entrepreneurial spirit; explore ways to keep City Life and Children's Festival.

These priorities were approved by consensus. The meeting adjourned after 8:00 pm.

Respectfully submitted: Karen Welch & Wendy Ceccherelli
(smac3/min4-30-90)