

Minutes  
Program Committee  
February 22, 1985

Present: Thom Ellis, Judy Gordon, Jim Neagle, Christopher Watson, Dennis Wilkerson, Bill Moskin (arrived 5:15 p.m.)

The February 22, 1985 meeting of the Program Committee began at 4:15 p.m. The Committee agreed that minutes should be taken at every meeting and included in the Commissioner packets mailed before each Commission meeting. Program Committee meetings will be held bi-monthly.

Neagle recommended the Committee ask another Commissioner to participate as Jerry Treaster's schedule does not allow him to attend the meetings regularly.

General Discussion

Wilkerson began the discussion regarding the purpose of the Program Committee. He feels that these meetings present an opportunity for Commissioners and staff to exchange program ideas and discuss directions for the Arts Information and Artreach Programs. Neagle added that this Committee can review program ideas and carry support of these ideas to the entire Commission.

State/Local CAC Grant and NEA Grant

Watson reviewed briefly the contents of the narrative for the SL/PP grant. The grant is divided into two categories: Level One concerns general operating expenses. Level Two is primarily concerned with the idea of the "Generic Arts Promotion Campaign", established as a goal for the Commission with the addition of new staff members. Neagle questioned whether SMAC should commit to certain grant proposals before the new director comes aboard. Watson explained that because of immediate deadlines, staff has had to go ahead with the proposals. The SL/PP grant deadline is March 15, 1985 and the NEA Arts Education deadline (Artreach Program - Thom Ellis) is March 1, 1985. Ellis mentioned that we missed the Letter of Intent deadline for the NEA grant due to the fact that the Coordinators were hired later than anticipated so the administration of the grant was delayed. Fortunately, Moskin was able to call the NEA to establish a file. Watson added that a formal proposal will be submitted to the Board of Supervisors for CAC grant and to the City Council for the NEA grant. No Commission action is required on these grants. They are information items only for the next meeting.

ARTREACH: MEETINGS WITH SCHOOLS

Ellis reported on his meetings with representatives from five schools regarding raising money for the arts in schools. Ellis and Moskin related that the schools want to hire someone to write grants. Ellis found that: 1) schools do have money; 2) those in the schools that know this don't make sound decisions; 3) schools don't share information. Ellis and Moskin feel the schools need to define their needs and share information on resources, grants deadlines, etc.

#### DISCOVER SACRAMENTO HOTLINE

Watson updated the Committee on the progress of the Hotline. January calls have increased. Approximately 120 organizations were mailed enrollment information on the Hotline. The deadline is March 1st. Staff is currently making calls to determine how many new enrollees we will have. The new brochure is in the design stage.

#### CULTURAL RESOURCES DIRECTORY

Ellis reported that he has received about 80% response from the Directory artists evaluating the program. Reports have not been positive. Very few artists have received employment by schools or organizations. Some groups have managed to build a rapport with the schools and do work steadily (ex. Harmony Arts Mobile Unit). Ellis stated that the NEA grant addresses the issue of getting more artists into the schools.

#### Generic Arts Campaign

Discussion was held regarding the pros and cons of a generic arts campaign. Wilkerson suggested that in many cases the larger organizations are the ones that benefit from these kinds of promotional campaigns unless the program could be geared to give focus to the breadth of the arts in Sacramento. Ellis added that there would need to be a conscientious effort to see that the smaller organizations are given equal media attention.

Wilkerson suggested we need to explore other ways to attain money so not to rely on grant monies so heavily. This would enable SMAC to have more control over how programs are designed and how monies are spent. Wilkerson also discussed the problems of staff spending time finding funding sources for their salaries. Neagle suggested that this topic would be more appropriate for the Advocacy Committee.

#### RESOURCE CENTER

Shelving for the Resource Center has arrived and Watson and Wagner will work on setting up the Center on Saturday, February 23rd. Neagle offered help in setting up the Center.

#### ARTSLETTER

The January/February Artsletter has been sent to the printer with final revisions. Neagle asked if there was an article on the Cammy Awards. Watson discussed the Artsletter contents and related that an article on Cammy could appear in the next issue which will go to the printer March 6th. Neagle asked Watson to talk to Audrey Tsuruda regarding printing an insert for the current issue of the Artsletter. It was decided to wait until the March 7th issue and devote most of that issue to Cammy.

The meeting was adjourned at 6:15.