

MINUTES OF THE ARTS DEVELOPMENT COMMITTEE
California Arts Council
August 12, 1999

PRESENT:

Michael Balma, Valerie Drew, Jill Kaiser, Jan Stohr, Ruth Rosenberg

STAFF PRESENT:

Michelle Walker, Laurie Heller and Denise Fisher

MEMBERS ABSENT:

Gloria Woodlock, Gerry Kamilos, Buck Busfield

1. Meeting called to order by Co-Chair Drew at 12:15 p.m.
2. Approved minutes for May 18, 1999
Moved: Kaiser Seconded: Stohr Ayes: Noes: 0 Absent: 3
3. Approved agenda for August 12, 1999
Moved: Kaiser Seconded: Balma Ayes: Noes: 0 Absent: 3

Introductions:

Co-Chair Drew welcomed members.

Co-Chair Drew introduced guest speaker John Stevens.

4. **Discussion Items:** Presentation by John Stevens

John Stevens, Chairman/CEO, of ArtsMarket Consulting, Inc. (AMC) introduced his company which was founded in 1982. He has years of experience as a corporate leader, facilitating and planning marketing research projects. His marketing research approach is to provide arts and cultural organizations with key information to retain and build audiences. He has worked with and developed statewide marketing research projects with cities that have a growing interest in expanding the art culture.

Stevens gave a slide presentation which gave an overview of AMC's strategy and successes in other cities. The firm is known for audience development and has worked with both municipal agencies and arts organizations.

Stevens suggested that "marketing" should be used as an integral part of an organization's daily work routine to promote the arts culture. AMC works with organizations to use a marketing strategy which retains the existing audience while positioning itself to target a larger market. This can be leveraged to increase significant contributed income, to attract tourism and to increase overall diversity and perception towards the arts and cultural community.

Questions from Committee:

Drew: What kind of timeline is needed to implement the process?

Stevens: Up to 9 months.

Walker: Tell us about other communities with whom you've used this process?

Stevens: Refer to the hand-out "Success Stories - Consortia Audience Development Studies".

Can audiences be reached thru a mailing list?

Stevens: First view your organization as a marketing group. Focus on what the community uses most as a media for information. Mailing lists can be purchased. Keep in mind, broadcasting and print media may not work for everyone.

Heller: What does implementation consist of?

Stevens: Examples of different system to draw and interest audiences: awards/incentives to bring people to the arts organization.

Stevens also stated that their company keeps track of each organization and also provides analysis and counseling to refresh and guide them ahead. Some organizations have experienced a significant growth rate, others have used their information to increase their contributed income through targeted fund raising.

Daphne: We need more advocacy to get the work regarding the arts community.

Stevens: As a firm we do not focus on advocacy; we are more focused on marketing. It is far easier to conduct ongoing, proactive marketing than to develop & implement a rushed advocacy campaign around a specific issue.

Walker and Drew thanked Stevens for his presentation.

5. **Old Business:** none

6. **New Business:** none

7. **Public Testimony:** none

8. **Adjournment**

There being no further business, Drew adjourned the meeting at 1:30 p.m.

DRAFT

Sacramento Metropolitan Arts Commission

Arts Education and Outreach

Artist Application for Arts in Schools and Communities Program

Artist/Group Name _____

Contact
Person _____

Mailing Address _____

Phone: Day: _____ Night: _____

Discipline: _____

Title of workshop or residency: _____

Description of workshop or residency:(No more than 200 words)

Background:(No more than 100 words)

Please indicate any experience you have had working with students.

Grade Levels:

Lenght of workshop:

of sessions _____ time needed _____ (in minutes) # of students _____ Max # of students

DRAFT

Would you provide a workshop for teachers in your discipline? Yes ___ No ___
If yes please give a description of workshop.

Facilities: _____ Supplies _____

Equipment _____

References:

Name:

Title:

Address:

Phone:

All applicants must submit a resume and letters of recommendation or reviews by reviews by professional critics. In addition visual artists 10 slides, Literary artists 3-5 poems or 5 pages of prose. Musicians submit 5 minute audio cassette. Theatre and Dance artist submit reviews, audition tape or video of work.

Applicant will be required to have a personal interview, where they will present a 10 minute lesson plan to a panel.

I certify that, to the best of my knowledge, the above information is true and correct.

Signature _____ Date _____

DRAFT

Criteria For Selection of Artists For Arts in Schools and Communities

Eligibility:

1. Resident of Sacramento County
2. 2 years college credit or eight classes
3. 3 years experience in the arts (in case of folk artist documentation of formal training)
4. 2 years classroom or community teaching experience
5. Demonstrated proficiency in your discipline.
6. Background (fingerprinting)
7. Any necessary requirement of school district.

Criteria:

1. Teaching ability
2. Artistic Quality
3. Artistic knowledge
4. Awareness and willingness to learn diversity issues.
5. Passion, commitment, and motivation about art education

Submit:

1. Application
2. Resume.
3. Samples of work

Process: Interview panel