



**Sacramento
Metropolitan
Arts Commission**

A City and County Agency

Agenda City of Sacramento Sacramento Metropolitan Arts Commission

COMMISSION MEMBERS

Carlin Naify, Chair
Charles Barr
Linda Cutler

Sid Garcia-Heberger
Dan Gorfain
Cheryl Holben

Heather Hutcheson
Allison Joe
John Nicolaus

CITY STAFF

Rhyena Halpern, Executive Director
Laura Norman, Grants and Cultural Programs Assistant

*Sacramento Metropolitan Arts Commission
2030 Del Paso Boulevard
Sacramento, CA 95815*

July 12, 2010 – 2:00 p.m.

The Sacramento Metropolitan Arts Commission is a board of the City Council and Board of Supervisors with authority to advise the agencies on all matters concerning the arts, including pending legislation, allocation of funds, development of programs, assist artist groups or individuals in developing arts programs, and other activities as established.

NOTICE TO THE PUBLIC

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the end of the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select 3-5 speakers to represent the opinion of the group.

Notice to Lobbyists: When addressing the Commission you must identify yourself as a lobbyist and announce the client/business/organization you are representing (City Code 2.15.160).

Speaker slips are located on the materials table in the hearing room and should be completed and submitted to the Commission Secretary.

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The City posts Agendas at City Hall as well as offsite meeting locations. The order of agenda items is for reference only; agenda items may be taken in any order deemed appropriate by the Committee. The agenda provides a general description and staff recommendations; however, the Committee may take action other than what is recommended. The agenda is available for public review three days prior to the meeting. Hard copies of the agenda, synopsis, and staff reports are available from the Sacramento Metropolitan Arts Commission at 2030 Del Paso Boulevard, Sacramento, Ca. 95815 (25 cents per page)

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify the Sacramento Metropolitan Arts Commission at (916) 808-3992 at least 48 hours prior to the meeting.

AGENDA

July 12, 2010

**Sacramento Metropolitan Arts Commission
2030 Del Paso Boulevard
Sacramento, CA 95815**

All items listed are heard and acted upon by the Sacramento Metropolitan Arts Commission (SMAC) unless otherwise noted.

Call to Order – 2:00 p.m.

Roll Call

Consent

All items listed under the Consent Calendar are considered and acted upon by one motion. Anyone may request that an item be removed for separate consideration.

1. **Approval of Minutes for June 14, 2010**
Recommendation: Approve Meeting Minutes.
Contact: Laura Norman, Grants and Cultural Programs Assistant, 808-3984
2. **Approval of July 12, 2010 Agenda including any declarations of Commissioners' recusals or disclosures on Action Items.**
Recommendation: Approve Agenda.
Contact: Laura Norman, Grants and Cultural Programs Assistant, 808-3984

Action / Discussion Items

3. **Proposal of Gregory Kondos Design for the Sacramento International Airport Terminal Modernization Program (TMP), International Arrivals Site**
Recommendation: Approve Gregory Kondos' Design for the Sacramento International Airport Terminal Modernization Program (TMP), International Arrivals Site.
Contact: Shelly Willis, Art in Public Places Administrator, 808-3971
4. **Proposal to Give the Art in Public Places (APP) Committee the Authority to Approve or Make Recommendations on the artist selected for the South Lawn Project in Phase 2 of the Sacramento International Airport Terminal Modernization Program (TMP)**
Recommendation: Give the APP Committee authority to approve or make recommendations on the artist selected for the South Lawn public art project in Phase 2 of the Sacramento International Airport TMP.
Contact: Shelly Willis, Art in Public Places Administrator, 808-3971
5. **Proposal to Give the Art in Public Places (APP) Committee the Authority to Approve or Make Recommendations on Brian Goggin's Design Proposal for the Fire Station #43 Public Art Project**
Recommendation: Give the Art in Public Places (APP) Committee the Authority to Approve or Make Recommendations on Brian Goggin's Design Proposal for the Fire Station #43 Public Art Project.
Contact: Shelly Willis, Art in Public Places Administrator, 808-3971

6. **SMAC Governance Draft Workshop**
Recommendation: Receive and file.
Contact: Dan Gorfain, Governance Ad hoc Chair, 808-3992
7. **Update: Fundraising Ideas**
Recommendation: Receive and file.
Contact: Rhyena Halpern, Executive Director, and Cheryl Holben, Commissioner, 808-3992
8. **Chairs Reports: Committees Structure and Membership, Testimony at City Council and Board of Supervisors meetings, updates on Advocacy, updates from committees**
Recommendation: Receive and file.
Contact: Carlin Naify, Chair, Sacramento Metropolitan Arts Commission, 808-3992
9. **Director's Report: Agency Report, Budget Update, New Brochure, Arts Innovation Fund, Contact List, West of 16th Street and East of the River project, summer events**
Recommendation: Receive and file.
Contact: Rhyena Halpern, Executive Director, 808-3992

Public Comments - Matters Not on the Agenda

Questions, Ideas, and Announcements of Commission Members

Adjournment



A City and County Agency

Minutes City of Sacramento Sacramento Metropolitan Arts Commission

June 14, 2010 – 2:00 p.m.

*Sacramento Metropolitan Arts Commission
2030 Del Paso Boulevard
Sacramento, CA 95815*

All items listed are heard and acted upon by the Sacramento Metropolitan Arts Commission (SMAC) unless otherwise noted.

Call to Order – 2:04 p.m.

Roll Call: **Present:** Cutler, Garcia-Heberger, Gorfain, Holben, Hutcheson, Joe, Naify, Nicolaus
 Absent: Barr

Consent

All items listed under the Consent Calendar are considered and acted upon by one motion. Anyone may request that an item be removed for separate consideration.

1. **Approval of Minutes for May 10, 2010**
 Recommendation: Approve Meeting Minutes.
 Contact: Laura Norman, Grants & Cultural Programs Assistant, 808-3984
2. **Approval of June 14, 2010 Agenda including any declarations of Commissioners' recusals or disclosures on Action Items.**
 Recommendation: Approve Agenda.
 Contact: Laura Norman, Grants and Cultural Programs Assistant, 808-3984

 Action: Moved by Nicolaus; Seconded by Holben. Motion carried with an 8-0 vote to approve consent items. Member Barr absent.

Action / Discussion Items

3. **Presentation: Andrea Lepore, Bike Film Festival**
 Recommendation: Receive and file.
 Contact: Rhyena Halpern, Executive Director, 808-3992

 Action: Received and filed.
4. **Election of Chair and Nominations and Approval of Vice Chair for Sacramento Metropolitan Arts Commission**
 Recommendation: Approve Nominations and vote.
 Contact: Dan Gorfain, Chair, Sacramento Metropolitan Arts Commission, 808-3992

Action: Chair Gorfain nominated member Naify as Chair. Moved by Gorfain; Seconded by Cutler. Motion carried with an 8-0 vote to elect member Naify as Chair of the Sacramento Metropolitan Arts Commission. Member Barr absent.

Action: Member Naify nominated member Nicolaus as Vice Chair. Moved by Joe; Seconded by Holben. Motion carried with an 8-0 vote to elect member Nicolaus as Vice Chair of the Sacramento Metropolitan Arts Commission. Member Barr absent.

5. Update: Budget Hearings and Advocacy (Gorfain)

Recommendation: Receive and file.

Contact: Dan Gorfain, Chair, Sacramento Metropolitan Arts Commission, 808-3992

Action: Received and filed.

6. Update: Creative Aging, Model Arts and TAWS (Kraft), APP Installations (Willis), and Arts Open Daily (McClellan)

Recommendation: Receive and file.

Contact: Anja Aulenbacher, Grants & Cultural Programs Coordinator, 808-3986

Erika Kraft, Arts Education Coordinator, 808-3983

Shelly Willis, Art in Public Places Administrator, 808-3971

Action: Received and filed.

7. SMAC Governance Workshop

Recommendation: Receive and file.

Contact: Dan Gorfain, Chair, Sacramento Metropolitan Arts Commission, 808-3992

Action: Received and filed.

7. Chairs Reports: Updates on standing committees

Recommendation: Receive and file.

Contact: Dan Gorfain, Chair, Sacramento Metropolitan Arts Commission, 808-3992

Action: Received and filed.

8. Director's Report: Agency Report, Hot Italian Contribution, CPR partnership, Premier Thursday with SNR, Commission seat update and summer meetings

Recommendation: Receive and file.

Contact: Rhyena Halpern, Executive Director, 808-3992

Action: Received and filed.

Public Comments - Matters Not on the Agenda - None.

Questions, Ideas, and Announcements of Commission Members
None.

Adjournment – 4:11 p.m.

***Sacramento Metropolitan Arts Commission:
Advancing Community through Arts and Culture***



A City and County Agency

July 12, 2010

**Honorable Chair and
Members of the Sacramento Metropolitan Arts Committee**

Title: Approval of Gregory Kondos' Design for the Sacramento International Airport Terminal Modernization Program (TMP), International Arrivals Site.

Location/County District: 6900 Airport Blvd., Sacramento, CA 95837, County District 1

Recommendation: Staff recommends approval of Gregory Kondos' design for Phase 2 of the Sacramento International Airport TMP, International Arrivals Site.

Contact: Shelly Willis, Administrator, Art in Public Places (APP), 916-566-3971
Rhyena Halpern, Executive Director, 916-566-3992

Description/Analysis

Issue: On December 14, 2009 SMAC approved a direct purchase award in the amount of \$75,000 for a two-dimensional artwork by Gregory Kondos to be installed in International Arrivals at the Sacramento International Arrivals.

Gregory Kondos proposes a 7'x12', oil on canvas painting, titled "Sutter's Gold". The primary element in the composition is the American River running vertically through rolling hills in the heart of California Gold Rush landscape. The painting is inspired by the discovery of gold in 1848 and its historical significance to the Sacramento region. The colors, shapes, textures, and details are meant to welcome the traveler to the region, giving him or her a glimpse of what's in store beyond the International Arrivals exit. Additionally, it offers the viewer insight into the region's rich history.

Gregory Kondos made his name in landscapes and is known for azure skies and a style that borrows from abstract expressionism. He has won numerous awards, including a Lifetime Achievement Award from the 1999 International Biennale in Florence, Italy and a Master of Drawing Award from American Artists Magazine in 1996. His work is included in permanent collections around the world, including the Yosemite Museum, where he has been a member of the Artist-in-Residence Program since 1989. A retrospective at the Crocker Art Museum is among his recent solo exhibitions. Mr. Kondos received both a BA and MA in Art at the California State University at Sacramento and taught at Sacramento City College for 27 years. He was the founder and director of the campus gallery. With fellow artist and friend, Wayne Thiebaud, Mr. Kondos founded the Artists Cooperative Gallery (now the Artists Contemporary Gallery), one of the earliest showcases for aspiring artists in northern California. Mr. Kondos was recently elected to the National Academy of Design in New York and was featured in the Fall of 1998 in a PBS Special Program documentary, "A Passion for the Land."

Project budget:

Design:	\$5,000
Fabrication:	\$60,000
Installation/contingency:	\$10,000
Total:	\$75,000

Policy Considerations: SMAC's approval of Gregory Kondos' design proposal for the Sacramento International Airport Terminal Modernization Program (TMP), International Arrivals site meets standard APP policies and procedures and the goal of site-specific public art.

Commission/Committee Action: If SMAC approves Gregory Kondos' design proposal for the project, staff will initiate a contract for the fabrication of his artwork. APP staff will manage the installation of the artwork.

Environmental Considerations: None

Rationale for Recommendation: The recommended design:

- Reflects a firm understanding of context/theme and exhibits original ideas.
- Relates to the architecture, and location in material and scale, is engaging and timeless.

Financial Considerations: 5 million dollars is allocated for art at the Airport. Funding for this project is \$75,000.

Emerging Small Business Development (ESBD): N/A

Respectfully Submitted by: _____

Shelly Willis
Art in Public Places Director

Approved by: _____

Rhyena Halpern
Executive Director



A City and County Agency

July 12, 2010

**Honorable Chair and
Members of the Sacramento Metropolitan Arts Commission**

Title: Give the Art in Public Places (APP) Committee the Authority to Approve or Make Recommendations on the artist selected for the South Lawn Project in Phase 2 of the Sacramento International Airport Terminal Modernization Program (TMP)

Board District: County District 1, 6900 Airport Blvd., Sacramento, CA 95837

Recommendation: Art in Public Places (APP) staff recommends giving the APP Committee authority to approve or make recommendations on the artist selected for the South Lawn public art project in Phase 2 of the Sacramento International Airport TMP.

Contact: Shelly Willis, Administrator, Art in Public Places (APP), 916-566-3971
Rhyena Halpern, Executive Director, 916-566-3992

Description/Analysis

Issue: On October 5, 2010 the Arts Commission approved a limited competition for the South Lawn public art project at the Sacramento International Airport TMP. The South Lawn competition is the final competition in Phase 2 of the Airport public art project.

The South Lawn panel meets on July 9 to select the finalists for this project. The finalists will be interviewed by the panel on or before July 30, 2010, at which time the artist will be selected for this project.

Because the Commission does not meet in August, staff recommends the Art in Public Places Committee be given the authority to approve and/or make recommendations on the panel's selection. The early approval of the artist for this project will save the project up to 6 weeks. The time savings is critical because the Airport is scheduled to open as early as October, 2011 (5 months ahead of schedule), leaving the selected artist just over a year to design, fabricate and install a major work of public art.

If approved by the APP Committee, the selected artist will be invited to create a design for the South Lawn project. The design will be brought to the Commission by October, 2010. If the Commission approves the design, the artist will have one year to fabricate and install the artwork.

South Lawn Panel:

- Nav Gill, *Chief Operations Officer, Sacramento County*
- Lial Jones, *Director, Crocker Art Museum*
- Brent Kelley, *A.I.A./Principal Corgan Associates, Inc.*

- Cheryl Marcell, *Deputy Director, Marketing & Public Relations, Sacramento County Airport System*
- Burnett Miller, *Founder, Center for Contemporary Art-Sacramento*
- Carlin Naify, *SMAC Commissioner*
- AnnaBeth Rosen, *Artist and Professor of Art, U.C. Davis*
- Mark Schatz, *Design professional*
- Steve Szaley, *Interim County Executive, Sacramento County*

Policy Considerations: APP's approval of the artist for the Sacramento International Airport TMP meets standard APP policies and procedures.

Commission/Committee Action: The Commission approved the Sacramento International Airport TMP Public Art Program Art Plan on August 11, 2008, which outlined the selection process for Phase 2 projects, including the South Lawn.

Environmental Considerations: None

Rationale for Recommendation: To allow for public art that is integrated into the landscape, an artist needs to be under contract so that s/he may collaborate with the design team before the construction documents for the project are finalized and approved. Granting the APP Committee authority to approve the artist proposal for the south Lawn of the Sacramento International Airport (TMP) enables the artist to begin the design process up to 6 weeks sooner.

Financial Considerations: \$750,000 dollars has been allocated for the South Lawn site at the Sacramento International Airport.

Emerging Small Business Development (ESBD): None

Respectfully submitted,

Shelly Willis
Art in Public Places Administrator

Approved by,

Rhyena Halpern
Executive Director

Attachments:

Page 3: Background: Sacramento International Airport
Terminal Modernization Program (TMP)

Attachment 1:

Background: Sacramento International Airport Terminal Modernization Program (TMP)

Sacramento County Airport System (County Airport System) began construction on the Terminal Modernization Program (TMP) at Sacramento International Airport (International Airport) in June 2008. The TMP will include an extensive public art program, administered by the Sacramento Metropolitan Arts Commission (Commission). On March 25, 2008, the County Board of Supervisors approved a total TMP public art budget of \$8 million, including \$5 million for public art with a minimum of 25 – 30% to be expended on functional and/or integrated art.

Following approval of the TMP Art Program budget, a TMP Art Plan outlining a strategic plan for the acquisition, exhibition and maintenance of artwork at the new Central Terminal B was created and approved by the Commission on: August 11, 2008. The plan outlined an artist selection process in three phases:

Phase 1: Integrated Art

Selection Process: Limited competition

Sites: Ticket Hall, Concourse

Phase 2: Interior and Exterior Locations

Selection Process: Open competition

Sites: Various/10 sites

Phase 3: Parking Garage

Selection Process: Open competition

The South Lawn Competition is part of the Phase 2 Artist selection process. It is for a major work of art in the South Lawn area of the airport. The South Lawn is a 9-acre landscaped garden that connects to, and is publicly accessible from, the domestic bag claim area. It is visible from the south-facing windows of the Airport's Landside building and is designed to serve both passengers and Airport/Airline staff. It will also be used for press conferences and other public events. This site will be the most visible in the entire airport complex.

The South Lawn provides an opportunity to commission a monumental work of art which may be a work of earth art or environmental art (a broad-based art form in which artists use the landscape as a medium to make art), sculpture, and/or installation, in a scale large enough to be viewed from the Terminal as well as from the roadway. The commissioned artist should be highly experienced.



**Sacramento
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July 12, 2010

**Honorable Chair and
Members of the Sacramento Metropolitan Arts Committee**

Title: Give the Art in Public Places (APP) Committee the Authority to Approve or Make Recommendations on Brian Goggin's Design Proposal for the Fire Station #43 Public Art Project.

Location/Council District: 4201 El Centro Road, Sacramento, CA, 95814; District 1.

Recommendation: Art in Public Places (APP) staff recommends giving the APP Committee authority to approve or make recommendations on Brian Goggin's design proposal for the Fire Station #43 Public Art Project.

Contact: Shelly Willis, Art in Public Places Director, (916) 808-3971
Suzy Vose, Art in Public Places Program, Project Manager (916) 808-3981

Description/Analysis

Issue: On March 8, 2010, a limited competition selection process was approved by the Arts Commission to facilitate a fast tracked approach of getting an artist under contract in time to collaborate with the design team to integrate the art into the building's exterior façade. On May 10, 2010, the Arts Commission granted the Art in Public Places Committee authority to approve the artist for Fire Station #43 in an effort to accommodate the aggressive project schedule mandated by the City Manager's office. On May 20, 2010, the Art in Public Places Committee approved Brian Goggin as the artist for Fire Station #43.

Brian Goggin will present his proposal to the Fire Station #43 panel in July, 2010. The August 9 Commission meeting may be postponed until September 13, 2010. If the APP Committee is given the authority to approve the panel's recommendation, then at least 3 weeks and possibly as much as 8 weeks of time will be saved, which is a significant step toward accommodating a fast tracked schedule. The Commission will see the design on September 13th.

Panelists:

1. Don Mariano, Project Architect, Lionakis Architects in Sacramento
2. Ed Bassett, Battalion Chief B3-C, Sacramento Fire Department
3. Lonnie Ratzlaff, Community Representative
4. Tanya Medeiros, Community Representative
5. Carlin Naify, Sacramento Metropolitan Arts Commission
6. Ianna Frisby, Sculptor, Educator, Manager of Tangent Gallery
7. Ellen Warner, Partner, Architect, David S. Taylor Interests

Brian Goggin was born in Pomona, California and lives and works in San Francisco, California. He earned a Bachelor of Arts from California State University, San Francisco where he graduated Magna Cum-Laude. Brian has created public art for the Seattle Arts Commission and King County Arts Commission in Washington, and in California for the Oakland Art Museum, San Francisco Arts Commission, San Jose Museum of Art, Sunnyvale Arts Commission, and Menlo Park Arts Commission. He was commissioned by SMAC to create "Samson", a suitcase sculpture for baggage claim in Terminal B of the Sacramento International Airport. In 2009 Brian was awarded the Americans for the Arts award for the most exemplary, innovative permanent or temporary public art work created or debuted in 2008. He creates site specific multimedia sculpture often with whimsical, unexpected elements.

Policy Considerations: APP's approval of Brian Goggin's design proposal for Fire Station #43 meets standard APP policies and procedures and the goal of site-specific public art.

Commission Action: None

Environmental Considerations: None

Rationale for Recommendation: To allow for public art that is integrated into the building's architecture, an artist needs to be under contract so that he may collaborate with the design team before the construction documents for the exterior façade are finalized and approved. Granting the APP Committee authority to approve Brian Goggin's design proposal for Fire Station 43 enables staff to initiate the artist's fabrication and installation contract process 3 weeks sooner.

Financial Considerations: Funding for the public art collection for this project is \$126,574 and a funding line has been established: Sub-CIP F13000704.

Emerging Small Business Development (ESBD): N/A

Respectfully submitted by,

Shelly Willis, APP Director

Approved by:

Rhyena Halpern, Executive Director

**AGENCY ACCOMPLISHMENTS REPORT
JULY 12 COMMISSION MEETING**

IMPORTANT DATES

PLEASE NOTE: THE FOLLOWING REPORT IS ORGANIZED BY AREAS, NOT LEAD STAFF PERSON. IN MANY CASES, STAFF HAS WORKED ON MULTIPLE ITEMS LISTED HEREIN.

1) ART IN PUBLIC PLACES

Projects:

- Received 25 applications for Greyhound Station Project (open competition). Extending deadline to August 20
- Received 28 applications for Sacramento International Airport South Lawn Project (limited competition)

Exhibitions:

- Opening: SMUD gallery, "Take Action! Care for Your Air" - an exhibition of work by the entrants and award winners of Breath Sacramento's 3rd annual High School Art Contest, June 4 – July 29.
- Opening: Airport gallery, "From Scratch, Artists Who Grind, Forage, Mine, Dig Up and Mix Their Own Medium" - an exhibition of artwork by artists who make their artwork with homemade materials, June 11 – September 14.

Collection management:

- Repaired and reinstalled artwork by John King at Dixieanne Park
- Completed 25 artwork assessments
- Repaired "Homie Walking the Dog" by Gilbert Lujan
- Relocated, "Lips" by Steve Vanoni

Education:

- June 5: Second Saturday Tour: Merle Serlin's studio, 5 participants
- June 10: Crocker Family Legacy tour, 75 participants
- June 29: Sneak peak of Stephanie Taylor's sculpture for Fremont Park, 26 participants
- Launched: "West of 16th Street and East of the River" a series of public art tours, temporary art exhibitions and events in downtown Sacramento, June – October. A collaboration with the Crocker Art Museum, Downtown Sacramento Partnership, and the Arts Commission

Public relations:

- Media: "Airport's 'Big Build' takes off", Sacramento Business Journal, May 21, 2010, Pages 4 - 13

2) ARTS EDUCATION

Kemble School Model Arts Program

- SMAC has been notified there will be funding for two more years of the program from the California Arts Council. The unexpected automatic third year of funding was due to the high scores the application received both this year and last year.

Community Arts Program (CAP)

- Culminating events were held at two CAP sites this month, the Asian Community Center (ACC) and WIND Youth Services

- On June 19th, an intergenerational group of participants from ACC produced an original show, "Recollections; From Kooks to Ukes", featuring scripts they had developed from their memoirs with artists Sue Owens Wright and Joe Romano. Dennis Yep directed the performance.
- On June 26th, the guest artist group, Zulu Nation, worked with resident artists Tania Love, Olivia James and Gail Dartez to provide a full afternoon of workshops on different aspects of Hip Hop Culture: break dancing & Capoeira; spoken word & poetry; graffiti art forms; and MC-ing. It was a very well-attended event greeted with much enthusiasm. A highlight was the opportunity to hear and learn from Butterscotch, an international award winning beat boxer who graduated from Natomas Charter School.

3) GRANTS AND CULTURAL PROGRAMS

Arts Stabilization: Microgrants

- The CAEP committee met on June 14, 2010 and recommended approving the following applicants for funding:

Abraham Lincoln Elementary School	\$595
Angela James	\$500
April Peletta	\$595
Austin Jones	\$595
Bella Vista High School	\$595
Capital Area Indian Resources	\$550
California Lawyers for the Arts	\$595
California Lectures	\$595
Capitol Ballet Company	\$595
Depot Child Development Center / St John's Shelter	\$300
Dominic Odbert	\$595
El Dorado Musical Theatre	\$500
Fern Bacon Middle School	\$595
Idiots Avant	\$595
Individual artist	\$500
Katie Rogers	\$560
Kuumba Collective Art Gallery	\$595
Laura Martin	\$595
McClatchy Music Boosters	\$595
Michele Krueger	\$595
NorCal Noise Fest	\$550
olivia yasmin james	\$595
Randall Won	\$595
Roberta Almeraz	\$501.91
Roberts Family Development Center	\$575
Sacramento Bach Festival Bravo Bach!	\$500
Sacramento Children's Chorus	\$595
Sacramento Jazz Orchestra	\$535
Sacramento Mutual Housing Association	\$575
Sacramento Shakespeare Festival	\$595
Sacramento State Department of Theatre & Dance	\$595
Sacramento Youth Symphony & Academy of Music	\$595
Sierra Curtis Neighborhood Association	\$595
Claudia Grayson, aka Sister Sheba	\$552.16
Spirit in the Arts	\$595
Stephanie Sauer	\$550
Target Excellence	\$200

4) ARTS MARKETING AND CULTURAL TOURISM

ARTS. OPEN DAILY. Public Service Campaign:

- Ongoing maintenance of the AOD media buy for all outdoor, print and electronic advertising.
- Developed a series of 7 (varying size) web ads for SLOAN Advertising online ad placement. Web ads will run through mid-July on 40 web sites throughout the region (electronic newspapers and blogs). Buy also included news release circulation to the 40 sites on the F/SMAC petition story and psa development
- Continuing review process for Year 2, Flight 1 of the AOD media campaign. Researching new media partnerships to enhance donated opportunities and updating of the AOD campaign graphics for a slightly new look, but consistent with the current campaign.
- Developed AOD Power Point show for stakeholders and CAA grantees.

Marketing Material Development:

- Completed SMAC agency brochure. Will review plans for dissemination for fundraising and general awareness building.

Public Relations:

- Disseminated releases on the new AOD psa's (wide distribution) and SMAC funding petition follow-up (select distribution) to local media. Results included an online blog by Edward Ortiz at the Sacramento Bee and an article on the Sacramento Press.
- Wide circulation of news release on Poet Laureate Writer's Workshop—tracking story listing.
- Art in Public Places "From Scratch" Airport Gallery news release—story listing by the Sacramento Bee, Sacramento Press—awaiting additional listings by weekly and monthly publications.

Online activities:

- Updated AOD campaign images on Facebook and SMAC web site (posted new billboards)
- Sent out Arts Education e-blast on Teaching Artist's Directory--part of an ongoing monthly awareness plan.
- Created several AOD ads for CAA grantees to use in various collateral material including event programs and web site—bl & wh as well as color formats. Posted to SMAC web site.

Events:

Continued discussions with the SCVB regarding an October, 2011 arts festival. The festival plan will be developed by SMAC and SCVB and presented to the Mayor's office for input and future support.

5) FUNDRAISING IDEAS

Collectors art wine

Restaurants dessert special

Art Auctions in Private homes to support specific SMAC programs

2nd Saturday booth

Private /restyled Eat Your Art Out

Casino night

Letter writing campaign for CAP