

Minutes of the Program Committee

Friday, May 3, 1985

Present: Christopher Watson, Thom Ellis, Wendy Ceccherelli,
Jim Neagle

The meeting opened with general discussion of the role of the various SMAC committees and how they might best serve the needs of the programs. Jim Neagle referred to the Commissioners handbook which states that special problems/activities might require an ad hoc committee. Coordinator Watson expressed a need to have individual committees to work with specific program issues. The Program Committee will further discuss this issue.

Staff Retreat (Ceccherelli)

Director Ceccherelli reported briefly on the staff retreat held at the Steiner College on Tuesday, April 30th. Those attending were the three program coordinators (Watson, Ellis, Dowley), Geri McBeth and the Director. The retreat focused on discussion of the needs of the arts community, as well as program goals for next year. The staff feels that the SMAC goals for 85/86 were not measurable and that this is important information to have in order to successfully implement the various programs. (This would include information such as program timelines, budgets, number of artists served, follow-up, etc.) Also discussed at the retreat were staff responsibilities and program responsibilities. An outline for a long-range plan for the Division is being developed. This is urgent for staff to establish priorities. This outline will be ready for the Commission by June.

Artreach (Ellis)

Thom Ellis discussed the need to have an Arts In Education (AIE) advisory panel in addition to a separate AIE Committee for further community input. School District representatives would be very helpful on this panel (including representatives from the higher education field). Jim Neagle recommended that at least one student also serve on this panel. Neagle added that we need to have these sub-committees to ensure representation from the underserved segments of the community. Neagle also suggested that it would be helpful to have an advisory committee, chaired by a commissioner that could be called upon to address specific program issues. Possible selection processes for the panel were discussed.

An update of the "New Works" grant will be given to the Commissioners at the May 7th Commission meeting.

Arts Information Services (Watson)

Christopher Watson discussed the Fall Media Event which is being developed in cooperation with the Business in the Arts Committee of the Chamber of Commerce. This fall event replaces the "Spring Arts Week" held last May in St. Rose of Lima Park which featured both performing and visual artists during the noon hour. The Fall Media Event would include representatives from the business community and the media, as well as local arts organizations. It would focus on the fall kick-off of the performing arts season as well as the many visual arts activities taking place this time of year. A slide presentation may also be included.

There was some discussion of the need for publicity to strengthen the identity of SMAC in the community. It was felt that this issue could best be addressed by the Advocacy Committee.

The Hotline has undergone many changes since its implementation last year. An outline of these changes will be given to the commissioners at the May 7th Commission meeting.

California Arts Council Organizational Grants Request of \$20,116
for 85/86 Continuation of "New Works"

General Proposal Outline:

1. Next year's "New Works" project will have three general components for funding.
 - A. Direct commissions or small project grants to individual artists (performance and literary) for the creation and presentation of newly developed works. This year requires the newly created work to relate to the Sacramento area in some way. This particular restriction will probably be dropped for next year's project. This year individuals can request amounts of \$500 to \$1,000 or \$1,500. Depending on total funds available for this project, these amounts will most likely remain the same.
 - B. Support to small performance groups. This component allows small grants to groups wishing to produce a special project or event. Collaborative efforts and group exchanges are encouraged. Originally this component was conceived to stimulate a climate for festival planning and development. This component generally allows performance groups to combine resources for workshops, performance and audience development.

In many ways, this component mirrors the mission of the County Cultural Awards program, thus it is the lowest priority and could be dropped if total funding is unavailable.

- C. Minority Outreach/Large Presenters. This component which appears most attractive to the California Arts Council, will allow project grants of up to \$5,000 to major arts organizations to incorporate high profile minority involvement in their regular season of activities. This includes the use of individual minority artists (composers, musicians, conductors, dancers, choreographers, actors, directors, writers, etc.) or the collaboration between minority performance groups and a larger hosting organization. Because this is a politically sensitive component and unprecedented in this region, I strongly urge an immediate series of interviews with or surveys from representatives of local prominent groups. These interviews should incorporate interested commissioners and appropriate staff, much like the recent meetings with local prominent organizations involved in the County Cultural Awards. Naturally, program committee or general interest and input is even more urgently needed before those meetings can take place.

Current "New Works" Status

The California Arts Council awarded SMAC \$6,100 of a \$10,000 request for sub-grants to individuals or groups to create and produce a new work. There are two separate rounds for application submission and funding. Currently, under the first round, (applications submitted or or before 5/3/85) ten applications have been received for a total of \$13,000. I suspect, from talking to several artists and groups, that we should receive around fifty applications which at the current funding level, will only allow two to three awards.

Arts in Education

SMAC will be submitting a request to CAC and the State Board of Education for approximately \$6,100. The nature of this proposal is a bit too involved for this forum, however. Copies of the proposal or outline are available upon request. Generally, this grant would name SMAC as the regional coordinator of a series of arts in education development activities for this and twelve adjacent counties.

5/7/85