

THE MINUTES OF THE  
SACRAMENTO METROPOLITAN ARTS COMMISSION

TUESDAY, JUNE 5, 1984

Commissioners Present:

Jackie Caplan  
Pam Johnson  
James G. Neagle  
Diana Perham  
Terizita Romo  
Laurie Smith  
Jacqueline Springwater  
Audrey Tsuruda

Commissioners Absent:

David Rible  
Thomas E. Smail, Jr.  
Gerald Treaster

The June 5, 1984 meeting of the Sacramento Metropolitan Arts Commission was called to order at 4:07 p.m. by Chair Springwater. The minutes of the May 1, 1984 meeting were approved with the following addition under New Business:

"The Commission Handbook will be mailed to Commissioners and all applicants will receive a copy of the handbook before the interview process begins."

CHAIR REPORT (Springwater)

Chair Springwater introduced two visitors to the Commission meeting - Adam and Joel Springwater.

Chair Springwater called for the election of Chair. Commissioner Neagle withdrew his name and recommended Commissioner Tsuruda as Chair. The Commission unanimously elected Commissioner Tsuruda as Chair for 1984/85.

Chair Springwater announced that the Sacramento City Council will meet June 12, 1984 3:00 p.m. in the Council Chambers to review the budget for the Department of Parks and Community Services and asked that Chair-elect Tsuruda attend. Chair Springwater encouraged all Commissioners to attend.

Chair Springwater stated that she will speak to Commissioner Tsuruda to call a meeting of the Ad Hoc Committee to complete Appendix C (committee descriptions) of the Commissioner Handbook.

COMMITTEE REPORTS

Artreach (Tsuruda)

Commissioner Tsuruda presented a brief history of the funding of the Directory. The first directory was free of charge and 50% of artists' fees were funded by the Artreach Program. The second directory was sold for \$3.00 and 1/3 of artists'

Artreach (continued)

fees were funded. The Artreach Committee and the Commission approved refunding the \$3.00 charge to those who purchased the directory when it was felt that the charge hampered distribution. Commissioner Tsuruda stated that the next logical step was to concentrate on a larger distribution. Program funds will be spent on advertising the directory (i.e. Sacramento Media Guide). The focus of the program will shift from funding artists in Sacramento County to promoting artists in Northern California through the directory.

- Coordinator Piper suggested the \$7.50 listing fee to Director Moskin. She based the amount on other directories throughout the country. Coordinator Piper stated that there was no resistance on the part of participating artists regarding the \$7.50 fee. Artreach has received 28 new applications and 40 renewals for the 84/85 Directory. The fees collected would not cover the cost of production (approximately \$4,000). Commissioner Tsuruda felt that paid advertising in an informational brochure such as the Directory was not appropriate and suggested that a corporate sponsor underwrite the cost of production.

Commissioner Tsuruda stated her regrets that the listing charge did not come before the Commission earlier. Commissioner Springwater stated that she was concerned about where decisions were being made.

Commissioner Romo was concerned that the Program is losing sight of the original intent of the Artist Directory - to encourage business support for the artists. Coordinator Piper referred to the adopted goals and objectives of the Artreach Program stating that other portions of the program would address this area.

Commissioner Springwater and Romo asked Coordinator Piper to contact the directory artists to ascertain the effectiveness of the program.

A motion was made by Commissioner Tsuruda and seconded by Commissioner Neagle that the Artreach 84/85 Directory be distributed free of charge to users and that artists in the Directory be charged \$7.50 for a listing.

Ayes: Commissioners Neagle, Smith, Springwater, Tsuruda  
No's: Commissioners Perham, Romo

The motion was passed.

Art in Public Places

Light Rail

Chair Springwater announced that the three Light Rail Art Program panels have met and that the APP Committee reviewed all the proposals. The Commission is being asked to approve 19 of the 26 artists for the program. Approval of the 7 remaining artists will be brought before the Commission at a later date.

Light Rail (continued)

John Dooley, selected by the panel to develop tree grates, will re-submit his proposal after re-working to conform to technical specifications. Jim Kouretas and the Short Center will re-submit their proposals for pavement pieces after considering panel suggestions. The panels will re-convene in July to review the above proposals.

The APP Committee recommends that three new artists be selected to develop proposals for Cathedral Square.

Maria Alquilar was selected as artist for the Watt/80 Wall and withdrew from participating in the pavement pieces for the Alkali Flat Station. <sup>ENRIQUE</sup> Henry Ortiz, recommended by the Alkali Flat PAC, will submit a proposal for panel review. The panel has reviewed slides of his work.

The Pavement Pieces <sup>selected</sup> panel did not select proposals from the following artists:

Susan Dannenfelser	Joseph Distefano
Diane Dame	Yoshio Taylor
Joan Zalenski	Clayton Bailey
John Roloff	Delia Schalansky
Jack Shafer	Jim Melchert
David Middlebrook	

Coordinator Dowley showed slides of selected artists' proposals.

Coordinator Dowley stated that the seven artists eliminated in the pavement pieces area will be replaced by minority artists. Their proposals will be reviewed by the panel by the end of July. The artists are: Gerald Hong, Margo Humphrey, Marc Katano, Mary Lovelace O'Neal, Enrique Ortiz, Leroy Parker, Etsuko Sakimura.

Coordinator Dowley stated that selected artists must guarantee their workmanship and quality of construction for one year. Regional Transit will be responsible for maintaining the artwork. A motion was made by Commissioner Johnson and seconded by Commissioner Tsuruda that SMAC approve: Clayton Bailey, Diane Dame, Susan Dannenfelser, Joseph Distefano, Jim Melchert, David Middlebrook, John Roloff, Delia Schalansky, Jack Shafer, Yoshio Taylor, Rick Yoshimoto, Joan Zalenski, Maria Alquilar, Lauren Ewing, John Buck, Patricia Dreher, David Ewing, Darrell Forney, Anders Holmquist as artists to implement their proposals for the Light Rail Art Program and that SMAC forward their recommendations to approve the artists to the Sacramento Transit Development Agency. The motion was passed unanimously.

DIRECTOR'S REPORT (Moskin)

Chair Springwater announced that Director Moskin was out of town.

OLD BUSINESS

None.

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NEW BUSINESS

Commissioner Romo announced that the panel for the State/Local Partnership Program of the California Arts Council (CAC) did not accept SMAC's Arts Plan Update (Phase 3). SMAC was given 90 days to respond to the concerns of the panel.

Commissioner Romo quoted portions of Director Moskin's letter to Sally Davis, CAC's Regional Coordinator for Northern Counties. The letter was written in response to CAC staff recommendations regarding SMAC's Update. Commissioner Romo quoted from Director Moskin's letter: "It is difficult, and not terribly productive to isolate the particular objectives accomplished with the approximately 10% of our operating budget that the state/local funds represent." Commissioner Romo felt that the letter implied that this CAC funding was not worth the trouble.

Commissioner Romo stated that she was concerned with the tone of the Director's letter. She thought that the documents sent to any funding source were to be reviewed by the Planning Committee. Commissioner Neagle agreed. Commissioner Tsuruda was appalled at the arrogance of Director Moskin's letter. Commissioner Johnson was dismayed at how the Director handled the matter. Commissioner Romo said that the Commission can request panel comments.

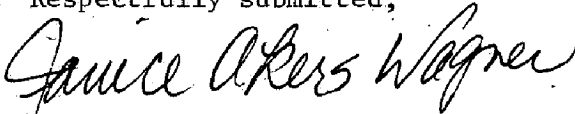
After some discussion, the Commission recommended that the Planning Committee meet with Director Moskin. The purpose of the meeting will be to participate in the next phase to see that the Director's response is less arrogant and to ensure that SMAC does not lose the funding.

The Commission asked for panel comments. Commissioner Romo will look into this and will also send a copy of the Director's letter to Ms. Davis to Commissioner Springwater and a copy of the guidelines to Commissioner Tsuruda.

Because of the urgency of this matter, Commissioner Johnson was concerned that the July Commission meeting not be cancelled. Commissioner Johnson requested that the Arts Plan Update be placed on the July agenda.

The meeting was adjourned at 6:08 p.m.

Respectfully submitted,

*for*   
Shirley Wong  
Secretary