

# SACRAMENTO METROPOLITAN ARTS COMMISSION MINUTES

Meeting Date: April 10, 2006

1:30 p.m.-3:00 p.m.

915 I Street, 2<sup>nd</sup> Floor Hearing Room  
Sacramento, CA 95814

For information, call (916) 566-3992

## COMMISSIONERS:

JOHN WONG    JENNIFER TACHERA  
MARGI PARK    NEILL SOOHOO  
DON SRONCE    JOANNA DE LA CUESTA  
JAN GEIGER    NAN MAHON  
PATTI MILLER    LINDA MERKSAMER  
CHARLES BARR

I.    CALL TO ORDER at the hour of 1:36 p.m.

Present: Barr, Geiger, Mahon, Merksamer, Park, Sronce, Tachera, Wong  
Excused: de la Cuesta, Miller, Soohoo

II.    APPROVE AGENDA OF April 10, 2006:    All ayes

III.    APPROVE MINUTES OF March 13, 2006:    Corrections to minutes include: Page 2, Action A, first paragraph, "...was approved in 2001 by the City Council", paragraph 3 "...just forwarded it without *recommendation* to the Commission", and "...that she had spoken with SHRA and Economic Development..." Also page 3, first paragraph, "each student getting an hour *per week* of either visual..." All ayes

Geiger discussed House & Garden magazine's article about Sacramento International Airport.

Barbara Bonebrake gave an update on the Executive Director search, requested by a Commissioner. The position was opened 1/23/06 and advertised in many papers and websites. The application process closed 3/3/06. 43 people have applied for the position. CC&L is putting together an exam process. There will be a welcoming reception of 7-9 candidates, a multi-part qualifications assessment, with the top 1-3 candidates being interviewed by Bonebrake and the Assistant City Manager. There will be lots of background and reference checks, with a final selection by the City Manager. The City will work with the County Executive's Office in this selection process. There are still 6-8 weeks before the reception. The Status Report may be disseminated to the public. Bonebrake will send the Update via email to Interim Executive Director Halpern.

IV. ACTION ITEMS:

A. APPROVAL OF 2007-09 CAA GUIDELINES AND APPLICATION REVISION

The CAA Awards are a 3-year grant cycle and it hasn't been awarded since 2004. The guidelines have primarily been cleaned up to make them clear and precise. Griff Fields, of the Grants & Cultural Programs committee gave of his time to do proofreading. One major change was in the amount an organization is able to request. The TACI spread changed to increase the amount so smaller organizations can ask for larger amounts. Organizations still can't ask for more than half their budget; there's still a limit. Language was also added that staff is responsible for coming up with funding scenarios. There is also request for demographic information (at County's request) to explain what the reach of funding is. Finally, there was clarification of "what we do not fund" so organizations can't apply for the same thing in more than one granting program.

Guidelines and applications will be released in May with multi-prong marketing, mailing, guerilla marketing, and posting to website to encourage organizations that have never applied before. There will be workshops in July, and applications are due August 10.

COMMISSION ACTION: Moved: Wong; seconded: Barr. Ayes: 7 Noes: 0 Absent: 4

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B. APPROVE COLONIAL PARK ARTWORK: Robertson, APP Assistant, gave a presentation of plan for artwork for Colonial Park located at 19<sup>th</sup> Ave. and 53<sup>rd</sup> St. The construction at the park is complete but artwork needs to be added in one of 3 possible areas: gates, in front of clubhouse or on the bulletin board. The budget is extremely small, just \$3500, so process will be invitational from our slide bank. Two artists will be selected on a fast track basis, and the artist can select the location for the art. There are 130 potential candidates in the slide bank, and approval of the artwork will probably come back before the Commission in June.

COMMISSION ACTION: Moved: Park; seconded: Merksamer. Ayes: 8 Noes: 0 Absent: 3

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VI. PRESENTATIONS: Web-based software and marketing: Two draft RFPs were included in packet, one for Marketing Consultant, to give Commissioners an idea of where SMAC is going, and one for a web-based on-line application program. There is much positive feedback from grantees about on-line applications. It will make the process much more efficient, might even, in time, save paperwork. The second RFP is for a marketing consultant for someone to do a multiple array of marketing tasks, including redesign of website, creating an e-newsletter, increasing our visibility and name recognition, and representing the organization at public events, which is becoming more necessary.

Park requested to be on any committee relating to the Marketing Consultant selection.

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VII. WORKSHOP: None.

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VIII. CHAIR'S REPORT: Geiger praised Interim ED Halpern for creating the Commission preliminary agenda to show what issues are coming up in future; it increases the Commission's transparency and information.

Geiger came to Public Private Partnership meeting and was impressed.

Geiger suggested a candidate forum in order to assess government candidates' positions on the arts; she requested Commissioner participation. Commissioners may be able to attend other forums and present arts questions to candidates rather than holding our own forums.

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IX. DIRECTOR'S REPORT: There is an ad campaign currently in progress for committee members. A hand-out was given to Commissioners describing the committees and their function. Commission is starting to accept applications. Kraft was thanked for working with design team.

Calendar items are now added at the beginning of the Director's Report.

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The resolution recognizing Georgianna Holden Else was also included in packet. Due to her advanced age, her son may have to accept on her behalf.

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X.  
D OR NEW BUSINESS: Tachera invited everyone to Art Attic event at KVIE.

Sronce mentioned a show at 2015 J St. and the Nelson Glass Foundry.

Wong encouraged Commissioners to invite artists to submit for 621 Capitol Mall projects.

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XI. ADJOURNMENT: There being no further business, meeting adjourned at 2:45 pm

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THE NEXT COMMISSION MEETING WILL BE HELD ON Monday, May 8, 2006 AT 1:30 PM.  
The following meeting will be held on June 12, 2006 at 1:30 p.m.

SACRAMENTO METROPOLITAN ARTS COMMISSION  
MINUTES

Meeting Date: March 13, 2006

1:30 p.m. - 3:00 p.m.

915 I Street, 2<sup>nd</sup> Floor Hearing Room  
Sacramento, CA 95814

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CHARLES BARR

- I. CALL TO ORDER at the hour of 1:35 p.m. Date and place of Commission meetings is affirmed.

Present: Barr, de la Cuesta, Geiger, Mahon, Merksamer, Miller, Park, Soohoo, Sronce, Wong  
Absent: Tachera

Guests: Phil Hitchcock, Barbara Bonebrake, Ellen Warner, David Taylor

Public: Ed Unutoa

- II. APPROVE AGENDA OF March 13, 2006: All ayes  
III. APPROVE MINUTES OF February 13, 2006: All ayes  
IV. COMMITTEE REPORTS (5 MINUTES): None.

II. ACTION ITEMS:

A. APPROVAL OF 621 ARTS PLAN (BLOOM):

Ellen Warner and David Taylor made presentations for a 25-story tower building at 621 Capitol Mall. The building will cost approx. \$70 million, and is a redevelopment supported by SHRA, which means they do qualify for the 2% ordinance. They will hire art consultant Phil Hitchcock to do invitational commissions for \$425,000, which is considerably less (7/10 of 1%) than the 2% for art ordinance requirement, but since they are not required to even put art in this building and the budget was approved in 2001 by the *City Council* and discussions for the building were started in 1981, it is generous of them to grant that much for art.

There will be 3 possible sites: the lobby, the roof and outside the front door. They wish art for these spaces to have a strong sense of place, to create a landmark on the skyline. \$100,000 has been budgeted for the art on top of the building, \$200,000 for the lobby, and \$75,000 for a sculpture in front of the building. They want real quality for that amount of money, which they feel is more than generous. Artists will be commissioned directly by invitation, not buy something already created.

Commissioners stated their concerns about the low budget for art, that they do not wish this to set precedent; they have accessibility concerns; and Gotthart, the chair of the APP Committee stated that they neither took a stand for or against the 7/10 of 1% for this project, just forwarded it without *recommendation* to the Commission for a decision. Bloom stated that she had spoken with *SHRA* and Economic Development Office, and APP will be consulted earlier in the process in future.

A member of the public stated his concerns about after-hours access to the public art, and that the art at the top of the building could only be seen from a distance or from the roof (access issues again).

COMMISSION ACTION: Moved though not setting a precedence: Barr; seconded as moved: Sronce. Ayes: 8 Noes: 0  
Absent: 2 Abstained: 1

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B. FORMALIZE ORGANIZATIONAL ACHIEVEMENT AND LIFETIME ACHIEVEMENT RESOLUTIONS PROGRAM, A CULTURAL PROGRAMS PROJECT (HALPERN):

This item has been on the agenda since October of November. Halpern started noticing that local organizations and artists were winning national awards and lifetime achievement. Halpern wants to start recognizing artists and arts organizations with a resolution recognizing for arts organizations national awards or grants, and for artists lifetime achievement. The first one under the official process is Georgiana Holden. Halpern would like to see word on Resolution Program get out in our upcoming marketing efforts, so we can accept nominations from a wider pool. Ultimately, after we work to get highlights and write the resolution, we then send it to City Council and Board of Supervisors to formalize and present. Artists and arts groups use that for their own marketing.

Sronce felt there should be standardized criteria for evaluating, though that's difficult with artists. Halpern says there can be a nomination form or letter, it will be reviewed at committee level and can come before GCP Committee and/or Commission for approval if the Commission wishes.

Geiger felt that it can't be done by numbers, that it is subjective; that someone who has done quality work over decades and has a commitment to art would qualify. Halpern says she will try to come up with standards.

COMMISSION ACTION: Moved based on criteria standards to be developed in future: de la Cuesta; seconded: Sronce.  
Ayes: 9 Noes: 0 Absent: 1

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VI. PRESENTATIONS: Robla School (Kraft): This winter a model arts school district program was started in Robla School in Del Paso Heights. A past problem with model schools was that after the money had been invested in a model school program, key staff at a school would leave and the program would fail. They wanted a program further embedded in a district so the whole district

from superintendent on through to principals and teachers bought into these models, gave them a fair testing and an opportunity to evaluate them and then hopefully adopt them with their own funds. This year, two schools were started with 850 students, with each students getting an hour of either visual or theatrical arts; halfway through the term, the programs flipped, so each student then got theatrical arts if they had been getting visual arts and vice versa. There was a great deal of interest in this program, as these schools were considered low-performing schools and were not allowed to teach any curriculum that is not language, social studies or math. The schools were excited about the changes they are seeing in all aspects of students' school lives.

Aulenbacher gave an update on the Postal Art Project by the Poet Laureate Julia Connor. 25 workshops have been planned between April and June, set all around Sacramento County in order to reach a diverse audience in all neighborhoods. Handouts consist of flyer, postal art template, and an explanation of how the project works. Each workshop will be lead by a poet and an artist, all work is to be sent back to SMAC, juried and exhibited in the fall at the airport or a select number of galleries. All Commissioners were invited to a workshop in April for Commissioners, committee members and SMAC staff.

Rosenberg reported on a forum: Arts in the Sacramento Bee. The Bee did a workshop for the non-profit community in the fall and Rosenberg wondered would they do it again for the arts community? Yes, and they will send their top team, Bruce Dancis, Pauline Haynes and Marcus Crowder, to answer questions like "How can our organization get in your paper?" This may help organizations become more timely with their announcements. There are 56 people signed up to attend. Stabilization workshops traditionally have 20-30, so this is a huge number. CAA recipients are especially being marketed.

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VII. WORKSHOP:

VIII. CHAIR'S REPORT: The Commission is concentrating on transparency and openness. Geiger questioned APP's relationship with SHRA over the years. Bloom stated that it is collegial. This is the first time a project has come forward with less than 2%. This was a unique project that didn't need to come through the Arts Commission. Sronce suggested a change in the MOU. Geiger stated the commissioners want to keep the meeting time and location as is.

IX. DIRECTOR'S REPORT: The Interim Director said that she is working to increase agency accountability, raise productivity, increase standards of professionalism. The staff is working hard, putting out good energy and work. Their commitment is high and they are looking forward. A lot of shorthand is used throughout the minutes and a new translation has been added to the bottom of the agenda in order to elucidate some of the acronyms used. Calendars will no longer be included in packets since they weren't being used. There will now be e-mail updates like the comp ticket offers; also the significant dates will be listed at the end of the Director's Report or Agenda. Some upcoming dates are: 3/20: Town Hall meeting with Arts in the Media, 4/20 Reception for California Council on Heritage & Preservation & Tourism; there are tickets available. 4/21 is California Association of Local Arts Agencies having North California Day conference.

The Preliminary Agenda: There are a few changes since the packet went out. The document tracks what's coming up in the next 6 months. Commissioners are urged to get any requests to Jan. Halpern is trying to limit commission meetings to half business, half workshops and presentations, as possible. Over the next few months, agency budget, marketing plan, grantmaking process will be discussed, grantees will be presented to Commissioners to talk about how they are benefited by the grant awards they receive, there will be discussions of the Master Plan and new packets for new Commissioners with Power Point, City and County budgets.

An internal submittal calendar has been included in the packet so Commissioners can see how involved a process it is.

Over the next 15 months, Halpern said agency will be reviewing bylaws and handbooks, starting at committee level and bringing it up to Commission level.

Sronce suggested visiting other commissions and boards to see how they work.

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X. OLD OR NEW BUSINESS: None.

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XI. ADJOURNMENT: There being no further business, meeting adjourned at 3:06 pm

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