



**Sacramento Metropolitan
Arts Commission**

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Commissioners

Dennis Wilkerson, Chair
Carol Borden
Judy Gordon
John Horrell
Brigitte Rehorn
Wendy Scribner

Charles Smithers
Maggie Upton
Glenda Van de Mark
Carson Wiley
Tom Witt

A Public Agency

Director

Wendy A. Ceccherelli

THE MINUTES OF THE
SACRAMENTO METROPOLITAN ARTS COMMISSION RETREAT
OCTOBER 31 - NOVEMBER 1, 1987
CAPITOL PLAZA HOLIDAY INN

November 1, 1987

COMMISSIONERS PRESENT: BONNIE BELL
ALLAN GORDON
KATHLEEN RANDLETT
BRIGITTE REHORN
WENDY SCRIBNER
CHARLES SMITHERS
MAGGIE UPTON, CHAIR
KENNETH WANG
CARSON WILEY
SUSIE WILLIAMS
TOM WITT

STAFF PRESENT: ROBERT P. THOMAS
WENDY CECCHERELLI
GERI McBETH
MARY LYNN PERRY
KIM HECKES

The retreat was called to order by Chair Upton, with an overview of the City Department of Parks and Community Services by Director Robert Thomas. The Director and staff of the Arts Commission presented program overviews and evaluations. Major accomplishments in the past year include:

- \$200,000 NEA grant
- 25% increase in County Cultural Awards funding
- Doubling of City/County funding to SMAC
- New grants programs for major institutions, multicultural organizations, individual artists
- Ambitious "City Life" showcase of local talent
- Active community/committee input
- Busiest year ever for APP and completion of Light Rail art
- Horizon magazine involvement
- Establishment of Business Volunteers for the Arts
- Plans for major marketing/promotion campaign

Major challenges include:

- Management of work load, staffing, and stress
- Private sector involvement, awareness, and funding
- Internal marketing and promotion

The Director noted four things the Arts Commission does exceptionally well:

1. Nationally-recognized APP program
2. Most complete source of arts information in Sacramento County
3. Primary source for public sector arts funds
4. Cultural planners for City/County

The Director and Administrative Assistant Geri McBeth gave a budget overview and requested Arts Commission input regarding future directions. The Arts Commission voted to approve the attached Arts Commission Work Plan. Unanimously approved.

Arts Commissioner Bonnie Bell offered the use of her Duck Club north of the Sutter Buttes for an April retreat. The Arts Commission endorsed the concept of another retreat in six months, to coincide with the staff retreat.

The meeting was adjourned at 4:00 p.m.

Respectfully submitted,



Wendy Ceccherelli
Director