



**Sacramento  
Metropolitan  
Arts Commission**

**Agenda  
City of Sacramento  
Sacramento Metropolitan Arts Commission**

A City and County Agency

**COMMISSION MEMBERS**

Carlin Naify, Chair  
Charles Barr  
Linda Cutler

Sid Garcia-Heberger  
Dan Gorfain  
Cheryl Holben

Heather Hutcheson  
Allison Joe  
John Nicolaus, Vice Chair

**CITY STAFF**

Rhyena Halpern, Executive Director  
Linda Vivian, Office Manager

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

*October 11, 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

October 11, 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

**Agenda Review:** including any declarations of Commissioners' recusals or disclosures on Action Items.

#### 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 September 13, 2010**  
**Recommendation:** Approve Meeting Minutes.  
**Contact:** Linda Vivian, SMAC Office Manager, 808-3995

#### Action / Discussion Items

2. **Approve: Final Draft of Rules of Procedure**  
**Recommendation:** Approve SMAC Governance Revision based on input from commissioners, Clerks and Attorney.  
**Contact:** Dan Gorfain, Governance Ad hoc Chair, 808-3992
3. **Workshop: Agency FY11 Workplan and Goals**  
**Recommendation:** Receive and file.  
**Contact:** Rhyena Halpern, Executive Director, 808-3992
4. **Update: Image Review of SMAC's new marketing materials**  
**Recommendation:** Receive and file.  
**Contact:** Rhyena Halpern, Executive Director, 808-3992
5. **Workshop: Art in Public Places (APP) governance overview and issues**  
**Recommendation:** Receive and file.  
**Contact:** Shelly Willis, Art in Public Places Administrator, 808-3971
6. **Update: Community Housing Opportunities Corporation (CHOC) Conservation Project**  
**Recommendation:** Receive and file.  
**Contact:** Suzy Vose, Arts in Public Place Project Manager, 808-3981

7. **Program Areas Report: Art in Public Places (APP), Art Education (AE) and Grants and Cultural Programs (GCP) review agency report highlights**

**Recommendation:** Receive and file.

**Contact:** Rhyena Halpern, Executive Director, 808-3992

8. **Chairs Reports: Highlights on commissioner activity and committee meetings**

**Recommendation:** Receive and file.

**Contact:** Carlin Naify, Chair, Sacramento Metropolitan Arts Commission, 808-3992

9. **Director's Report: Agency Report, Generosity Project, Friends update**

**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**



**Sacramento  
Metropolitan  
Arts Commission**

**Minutes  
City of Sacramento  
Sacramento Metropolitan Arts Commission**

A City and County Agency

*Sept 13, 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 – 2:01 p.m.**

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

**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 July 12, 2010**  
Recommendation: Approve Meeting Minutes.  
Contact: Linda Vivian, Office Manager, 808-3995

2. **Approval of September 13, 2010 Agenda including any declarations of Commissioners' recusals or disclosures on Action Items.**  
Recommendation: Approve Agenda.  
Contact: Linda Vivian, Office Manager, 808-3995

**Action:** Moved by Gorfain; Seconded by Joe. Motion carried with a 9-0 vote to approve consent items.

**Action / Discussion Items**

3. **Update: Cultural Arts Awards and Supplemental, Online Grantmaking, Arts Innovation Fund.**  
Recommendation: Receive and file  
Contact: Anja Aulenbacher, Grants and Cultural Programs Coordinator, 808-3986

**Action:** Receive and file.

4. **Update: Any Given Child- the Kennedy Center Arts Education Initiative.**  
Recommendation: Receive and file.  
Contact: Erika Kraft, Arts Education Coordinator, 808-3983  
  
**Action:** Receive and file
5. **Director's Report: FY 11 Agency Workplan and Budget Overview**  
Recommendation: Receive and file.  
Contact: Rhyena Halpern, Executive Director, 808-3992  
  
**Action:** Receive and file
6. **Proposal for the revision of the SMAC Governance**  
Recommendation: Approve the proposal for revision of SMAC Governance based on input from commissioners, Clerks and Attorneys.  
Contact: Dan Gorfain, Governance Ad hoc Chair, 808-3992  
  
**Action:** Moved to continue item and obtain more information on exparte' clause.
7. **Proposal for the approval of new donations to APP Collection**  
Recommendation: Staff recommends accepting the donation of 15 works of art by regional artists Jim H. Smith into the SMAC, APP collection.  
Contact: Shelly Willis, Arts in Public Places Administrator, 808-3971  
  
**Action:** Moved by Holden; Seconded by Cutler. Motion carried a 9-0 vote to approved' acceptance of the 15 works of art to be donated by regional artists Jim H. Smith into the SMAC, APP collection.
8. **Updates on APP's report on Kondos conservation and South Lawn artist selection.**  
Recommendation: Receive and file.  
Contact: Shelly Willis, Arts in Public Places Administrator, 808-3971  
  
**Action:** Received and filed.
9. **Chairs Reports:** Committees and their membership, Fundraising update, Commissioner Attendance at SMAC and arts events.  
Recommendation: Receive and file.  
Contact: Carlin Naify, Chair, Sacramento Metropolitan Arts Commission, 808-3992  
  
**Action:** Moved by Gorfain; Seconded by Holben to change the advocacy committee to be a standing as opposed to Adhoc Committee. Motion carried 9-0 vote to approve.
10. **Director's Report:** Agency Report, Prelude tickets, Business Cards, Arts Open October with CVB, SNR and Mayor's Office, For Arts Sake handout, Premiere Thursdays, SNR Boxes, Public speaking, New Brochures and PowerPoint.  
Recommendation: Receive and file.  
Contact: Rhyena Halpern, Executive Director, 808-3992  
  
**Action:** Received and filed.

AGENCY ACCOMPLISHMENTS REPORT  
OCTOBER 11 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:**

- Installation: "Baron Von Munchausen", "Da Vinci Flying Machine", and two sculptures titled "Eclectic Tower" by Willem deGroot, Shasta Park, September 15, 2010.
- Installation: "Kinetic Weather Vane" by Owen Gabbert, Peregrine Park, September 30, 2010.
- Request for Qualifications (RFQ) released for Regional Transit South Sacramento Corridor Phase 2.
- Franklin Urban Plein Air Temporary Public Art Project receives North Franklin District 2010 Presidents Award for Outstanding Leadership.

**Exhibitions:**

- Opening, "On the Go: The Traveling Sketchbooks of Artists, Architects and Poets", featuring the work of Gina Werfel, Hearne Pardee, Gregory Kondos, Stephanie Taylor, Theo Samuels, Jay Golik, Julia Conner; September 16 - January 3, 2010

**Collection Management:**

- Restoration "Reading Rabbits" by Gerald Heffernon
- Restoration "Orozco Mural" by Juanishi Orozco
- Cleaned 3 APP storage units, reducing to two storage units
- Accessioned 15 artworks into the APP Collection
- Completed 25 artwork assessment reports

**Education/Events:**

- Art Gang Group Tour, Tour of East End Project, 7 participants.
- 60 Mira Loma Seniors took a tour of the Convention Center, 6 tour guides.
- Second Saturday Bronze tour in the downtown area with Alan Osborne, 35 participants. After the tour, the participants were invited to watch the bronze pouring at the Art Foundry.
- Brown Bag Art Chat in conjunction with the Crocker Art Museum. 13 participants discussed the artwork, *Picnic*, at City Hall.
- Presentation to Sue Anne Foster's Art Education class at Sac State, 30 students. Presented public art as a way to address state art standards.

**Public relations:**

Agency Report October 2011

- Reception: Sacramento Municipal Utilities District (SMUD) Gallery, "Eyes, Nose, Mouth" - September 10, 2010, 4-6 p.m., 50 attendees.
- Sacramento Visitor's Guide (Fall/Winter), Marin Headlands Hostel online mention of APP tours <http://norcalhotels.org/marin/news/p.3635>
- Opening/dedication, Shasta Park, Allison Jo presents for APP
- Deborah Ascheim on CPR's Insight show, October 5<sup>th</sup>.

## 2) ARTS EDUCATION

### Community Arts Programs (CAP) Planning Underway

- Arts education programming planning for Mutual Assistance Network of Del Paso Heights and Sacramento Area Emergency Housing includes classes, longer workshops and special field trips and performances for all ages.
- Focus will be on age-specific classes and inter-generational workshops and events, for pre-schoolers through adults.
- Artist selection panel is October 14, with classes beginning early January.

### Pre-Qualified Teaching Arts Pool -- RFQ

- 30 new applications were received for the Pre-Qualified Pool roster. Two applicants withdrew their applications and the remaining 28 were selected by the panel for inclusion in the Pool
- Total Pre-Qualified Pool now includes 81 artists over 5 disciplines.

### Any Given Child - the Kennedy Center Arts Education Initiative

- Meeting on September 20 of representatives from over 20 arts organizations interested in providing assemblies or field trips for the 105 schools in the program.
- Survey and selection process for assemblies and field trip and for residency artists is underway.

### California Arts Council State & Local Partnerships Grant Awarded

- SMAC will receive \$15,000 to help fund the Arts Education Assistant position and the Arts. Open Daily marketing campaign.

## 3) GRANTS AND CULTURAL PROGRAMS

### Grants

- CAA grantees completed their mid-cycle reports for 2011 funding. Staff is evaluating the reports and will ask the Commission for approval of funding in November.
- The Operating Grant Program (OGP) is now closed. SMAC received 6 applications. A panel of experts will evaluate the applications and give a score to each one. Staff will calculate award amounts based on the score and ask the Commission for approval in November.

### Resolution Program

- A date will be set late November to honor resolution recipient Victoria Dalkey at the City Council.

#### 4) ARTS MARKETING AND CULTURAL TOURISM

##### Online activities:

- The new format of the SMAC E-newsletter as a weekly e-blast has been successful so far and has received some compliments. The weekly e-blasts will also be posted on Facebook from now on.
- In an effort to reach more people with our weekly e-blasts, we have posted a link to sign up for our e-newsletter on the SMAC Facebook page.
- Outreach;
  - State of CA Downtown Meeting 9/30 Partner panel with SNR, SCVB, SRCF
  - SAC365/SMAC/CVB Booths: SIGLFF, Place Called Sacramento, Chalk it Up, Gold Rush, DDSO
  - **ARTS. OPEN OCTOBER.** launched
    - 30 taxi cab roof ads,
    - 30 RT super king bus sides,
    - 26 street banners mounted in the downtown and midtown area,
    - SNR AOO insert- 10,000 distributed plus regular issue's 80,000
    - SNR AOO/SMAC 2-page spread,
    - SNR and Sacramento Magazine ads,
    - 7 web banner ads circulated to 40 online publications
    - Sac365 AOO page
    - 7500 postcards and 250 posters distributed to downtown and midtown restaurants, galleries and retail locations
    - Press Release
    - CPR underwriting spots
    - TV PSA to be released