



Harini Krishnan, District 1
Stephen Seymour, District 1
Kimberly Gordon, District 2
Elizabeth Stone, District 2
Belinda Hernandez Arriaga, Dist. 3
Laura McHugh, District 3
Jeanne Heise, District 4
Edward Sweeney, District 4
Manufou Liaiga-Anoa'i, Dist. 5
Samaruddin Stewart, District 5

County Manager's Office
400 County Center
Redwood City, CA 94063
(650) 599-1005
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REGULAR MEETING OF THE ARTS COMMISSION

Wednesday, September 21, 2021 — 2:00 p.m. to 4:00 p.m.

Zoom link

<https://us02web.zoom.us/j/81600334999?pwd=VmV4Um1mVGttUmFLbENrV2tNbGgwUT09>

AGENDA

1. **Roll Call** (2:00) – Roll Call and introduction of guests. Chair
2. **Agenda Amendments** (2:03) Chair
3. **Oral Communications** (2:05) Admin-Mgr
To allow the public to address the Commission on any matter not on the agenda. If your subject is not on the agenda, the Chair will recognize you at this time. Speakers are customarily limited to two minutes. A speaker's slip is required.
4. **Consideration of Minutes** of August 18, 2021 meeting (2:07) Admin-Mgr
5. **Reports**
 - A. Staff Reports (2:09)
 - B. Commissioner Reports: each Commissioner may provide a report and/or announcements, up to 2 minutes, of arts/culture and Commission activities since last Commission meeting. (2:25)
6. **Action Item** (2:55)
 - A. Review and Discussion of Recommended Program Budget Director
7. **Discussion Item** (3:25)

None Chair
8. **Adjournment** (3:30) Chair

NEXT REGULAR COMMISSION MEETING: October 20, 2021 3:00-5:00pm

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REGULAR MEETING OF THE ARTS COMMISSION

Wednesday, August 18, 2021 — 3:00 p.m. to 5:00 p.m.

Location: Zoom meeting

MINUTES

- 1. Roll Call** – Roll Call and meeting began at 3:12pm.
In Attendance: Commissioners Krishnan, Seymour, Gordon, Stone, Hernandez Arriaga, McHugh, and Heise
Absent: Commissioners Liaiga-Anoa'i, Sweeney, and Stewart
Staff: Robin Rodricks, Mara Grimes, Juda Tolmasoff
- 2. Agenda Amendments**
To guarantee a quorum would be available to vote on Agenda Item #6, it was suggested that the item be moved before Reports, Item #5. Kimberly Gordon moved to alter the agenda by moving up Item #6 and Jeanne Heise seconded the motion. Roll call vote: All approved
- 3. Oral Communications**
None
- 4. Consideration of Minutes** of July 21, meeting
Motion made by Commissioner Heise; seconded by Commissioner McHugh. Roll Call Vote: approved unanimously.
- 5. Reports**
 - Commissioner Reports:
 - Commissioner Seymour:** Administrator introduced him to the key people at the Redwood City Arts Commission that are currently working on an equity mural. He is working with the Lions Club in San Bruno as they want to put a lot of energy and support around murals and have even added a line item for them in their budget.
 - Commissioner Gordon:** Attended a San Mateo County Parks meeting to hear more about the interpretive parks plan
 - Commissioner Heise:** Attended meetings for the Winslow Street and the 5th Street & Middlefield underpass mural projects. Visited the Magical Bridge Playground with Director.

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B. Staff Reports

- **Robin Rodricks:** Reached out to SVCF, Packard, and other possible funders to secure funds to re-grant but timing is not within their funding cycles; Attended meetings for the NFO Healthy Community Mural project and Causeway Bridge Project launch
- **Mara Grimes:** Writing the CZI grant and NEA grants both due 8/27/21. Creating timeline and tasks to launch the 2021 grants program.
- **Juda Tolmasoff:** San Mateo County has done a good job getting vaccinated, 91% one shot and 89.7% fully vaccinated. There is an uptick in cases – 53 people in SM Med. Center with active Covid and 19,000 cases reported. Cases are increasing in Latino communities and in younger residents. County is waiting to hear if the Governor will rescind the Brown Act which will affect meeting in person.

6. **Action Item**

A. Grant guidelines and application for General Support grants will be discussed under Discussion Items.

Director stated she will be meeting with Finance Department the following week to get exact budget numbers. We will then be able to determine how much is available for grants. It is recommended that all grantees receive the same amount.

Commissioner Gordon asked how this grant program was different than past programs, especially since the COVID funding was simplified. Administrator reiterated the concept of trust-based to remove some of the barriers, especially to new, underrepresented, and BIPOC arts organizations. The streamlined process is part of making the funds more accessible and inclusive. Commissioner Seymour suggested that we change the requirements for organizations to be in business from 2 years to 1 year to capture more new diverse applicants. Commissioner Stone asked if the rubrics would be changed to reflect some of the new concepts and the Administrator replied that they would be revised.

B. Grant guidelines and application for Arts & Civil Rights Cohort Projects

Director stated that since the funding available was limited that the Cohorts would not be able to receive funding for both grants but could apply for both this would allow them flexibility in choosing the funding they would prefer. Commissioner Heise brought up the fact that the point of the project was to support the Cohorts in Civil Rights projects and if they chose general funds this would be defeating the purpose. Commissioners discussed differing perspectives on the project itself and what was most meaningful for the Cohorts.

Commissioner McHugh made a motion to make two changes to the grant program: (1) changing that applicants only need to have been in business for 1 year, and submit one year of financials; and (2) the Cohorts may apply for both opportunities but can only receive funding for one.

Commissioner Heise seconded the motion. Roll Call Vote: approved unanimously.

7 **Discussion Items**

A. "Reports" in future meeting re: strategic plan initiatives and tasks

Commissioner Seymour asked that we set some rules for future meetings including raising hands, sticking to the time allotted for reports, and starting and ending meetings on time. He also suggested that staff prepare quarterly tracing metrics for the strategic plan initiatives and tasks.

8. **Adjournment:** Meeting was adjourned at 4:53 pm.

NEXT REGULAR COMMISSION MEETING: Wednesday, September 15, 2021 2:00-4:00pm



MEMORANDUM

To: San Mateo County Arts Commissioners

From: Robin Rodricks, Executive Director, Office of Arts & Culture

re: Agenda Item September 15, 2021 Regular Arts Commission Meeting

Date: September 10, 2021

RECOMMENDATION:

Approve proposed programming budget of \$99,750.

BACKGROUND:

County CFO has advised the Executive Director that the Commission has \$99,750 available for programming in FY2020-2022.

DISCUSSION:

Executive Director and Administrator-Manager have developed a programming budget for the Commission to approve. This budget is based on previous commitments and programming from the Year 1 (FY2021-2023) work plan – copy attached.

Most of the funds, \$84,000, is designated for grants, which are scheduled to be issued in November.

Note: This budget can be revised as needed upon discussion and vote by the Commission.

FISCAL IMPACT:

Expenditure of \$99,750 from the programming budget.

GOAL	INITIATIVE	STRATEGY	WHO?	FUNDING REQ'D	STATUS
YEAR 1	FY2020-2022 (24 months)				
GOAL 1	Provide arts organizations and individual artists in San Mateo County with the tools and training to successfully advocate for their work at the County and state level, and for public and private sector support.	Use resource tool kits from Americans for the Arts and Californians for the Arts to create an arts advocacy tool kit designed to meet the needs of San Mateo County.	Staff; Commissioners		DONE: Toolkit created 2 advocacy trainings held
GOAL 1	Work with municipalities in the County to develop and implement multi-channel awareness for arts advocacy, resource availability, and programs and events information.	Partner with municipalities to develop a campaign using email, social media, text messaging, print, and flyers in public places to build awareness of the arts in all County municipalities.	Staff; Commissioners		TO BE DONE: Staff
GOAL 1	Actively advocate for the importance of the arts in San Mateo County through the support of artists, arts organizations, arts education, and the artistic work of San Mateo County to diverse audiences.	Meet regularly with private sector funders, tourism, K-12 and higher education, civic organizations, leadership groups and business, to: inform them of the current programs, successes, and partnerships; advise them of the value of incorporating the arts into a range of services and programs; and support them in meeting their goals.	Staff; Commissioners		Begin 7/21 and ongoing
GOAL 1	Plan, coordinate, and facilitate an annual Countywide celebration of the arts	Partner with other stakeholders including municipalities, Chambers of Commerce, San Mateo County Office of Education, arts organizations, and local businesses to hold an annual event to showcase the arts in San Mateo County.	Staff; Commissioners		Kimberly and Committee: Spring or Summer 2022 Need 1 Commissioner per district
GOAL 2	Evaluate and refine grants program including broadening the categories to be inclusive of artist-led ventures, arts in schools, and large organizations currently not eligible for grants, and offering multi-year operating support grants.	Rework grant guidelines, criteria, and policies to create a more relevant grants program designed to meet the needs of San Mateo County such as a Connections and Innovations Grant Program and Art in Schools Partnerships.	Staff; Commissioners		DONE: Jeanne/RR did research and met with grantees re: RFP. RECOMMEND: ONE TRUST-BASED PORTFOLIO
GOAL 2	Advocate for, seek, and win financial and social investment from private sector funders, in addition to philanthropic support for the arts in San Mateo County.	Increase advocacy through a concentrated marketing campaign, updating all stakeholders on a regular basis, and showcasing some of the new arts initiatives to the public, to create new interest and support for the arts in San Mateo County.	Staff; Commissioners; Marketing Contractor		MOVED FROM YEAR 4 Started in Year 1: Conversations by ED have begun; to be expanded in Year 2 and ongoing

GOAL 2	Increase annual grants from the San Mateo County Arts Commission to \$170,000 by 2025, doubling the 2018 total grants amount.	Continue the work of diversifying our revenue streams through a multi-channeled plan maintaining strong relationships with current funders and engaging new funders. [POSSIBLY CREATING A SEPARATE 501C3 TO COLLECT CONTRIBUTIONS]	Staff; Commissioners		In progress
GOAL 3	Develop and create public art installation opportunities for the new County Center complex utilizing a range of media for indoor and outdoor spaces.	Request 0.5% of the Capital budget of the County complex be used to fund this initiative.	Staff; Commissioners		Participating in planning; construction on hold due to pandemic
GOAL 4	Provide counsel and leadership to arts organizations and the creative community in San Mateo County for them to establish their own equity policies and practices, including broadening their geographic and cultural reach.	Assist nonprofits to create and implement DEI policies.	Staff; Commissioners; experts in DEI (Diversity; Equity; Inclusion) leadership		MOVED FROM YEAR 2: FALL 2021: Hold a workshop for nonprofits to review, discuss, and evaluation of implementation of their policies
GOAL 4	Explore ways to ensure greater representation and involvement of artists and arts organizations from underrepresented communities.	Form an advisory committee to provide guidance to increase participation in the arts, especially by underrepresented and marginalized groups.	Staff; Commissioners; community leaders of underrepresented groups		MOVED FROM YEAR 3: High priority and will work on in early 2022
GOAL 4	Develop and approve diversity, equity, and inclusion policies and approaches for all San Mateo Arts Commission programs, services, operations, and partnerships as a foundation.	Work with experts from historically underrepresented communities to develop authentic policies.	Staff; Commissioners; nonprofit partners with expertise		SCHEDULED FOR AUGUST
GOAL 4	Work with existing partners such as the Arts in County Jails Program, and seek new prospective partners, to develop mutually designed programs to reach and respond to the interests and needs of underrepresented populations.	Meet and collaborate with others to expand the possibilities to provide meaningful programs to the diverse communities within the County.	Staff; Commissioners; SMC Sheriff's Dept		* OBTAINED 5 SPONSORSHIPS FOR ARTS/CIVIL RIGHTS PROJECT: DONE * AIC is in progress/ongoing * Veterans Arts: 2022 * Housing Leadership Council - art/poetry
GOAL 6	Support the San Mateo County Office of Education's vision that, "Every student in San Mateo County Schools receives an engaging, impactful arts education delivered by a high quality instructor."	Foster, "Equitable opportunities for students to explore creativity and learn about their own rich historical narrative... delivered through a high quality, standards-based arts education that can be integrated across curriculum in every content area."	Staff; Commissioners; and Partner with SMCOE; arts providers; teaching artists		Staff to connect with SMCOE re: current feasibility

GOAL 6	Foster current educational arts programs that are inclusive and engage students, their families, and the community in diverse arts genres.	Facilitate the Poetry Out Loud Initiative and "Big Think" annual student arts exhibition.	Staff; Commissioners; partner with SMCOE VAPA Coordinator		*SMCOE partnerships on Arts/Civil Rights - DONE * Poetry Out Loud * SMCOE Big Think - ? * Grants to arts-culture education
GOAL 6	Create arts programming for Arts in Correction with San Mateo County Maple Street and Maguire Correctional Facilities.	Offer a series of classes in visual arts, literacy arts, and theater taught by experienced teaching artists.	Staff; Commissioners; partner with SMCo Sheriff's Dept		*AIC is in progress/ongoing
		COMMISSION BALANCE PER CFO	99,750.00		
		Recommended allocations:			
		*Arts in Corrections - Maple Street	(5,000.00)		
		*Equity Policy Development	(1,200.00)		
		*Poetry Out Loud - required	(1,650.00)		
		SMC Office of Education	(1,000.00)		
		Artists professional development activity	(500.00)		
		Advocacy training for nonprofits	(500.00)		
		Equity training for nonprofits	(500.00)		
		County-wide Fesvital	(2,500.00)		
		Grants	(85,000.00)		
		RESERVE	1,900.00		
		*Committed previously			