



THE CITY OF SAN DIEGO

MINUTES

**COMMISSION FOR ARTS AND CULTURE
ADVOCACY ADVISORY COMMITTEE**

Civic Center Plaza, Suite 924
1200 Third Avenue, 92101
Friday, February 28, 2014
10:00 a.m. – 12:00 p.m.

AAC Members Present

John Venekamp
Vernon Franck
Peter Comiskey
Carlos Cristiani
Laurie Mitchell
Todd Schultz
Christie Thoene

AAC Members Absent

Alan Ziter
Doreen Schonbrun

Commission Staff Present

Dana Springs
Nigel Brookes

I. CALL TO ORDER & CHAIR’S ANNOUNCEMENTS

The City of San Diego (City) Commission for Arts and Culture’s (Commission) Advocacy Advisory Committee (AAC) meeting was called to order by Vice Chair Vernon Franck at 10:10 a.m.

II. NON AGENDA PUBLIC COMMENT

None

III. CHAIR’S REPORT

Franck presented the proposed 2014 AAC work plan:

1) February 2014:

- a. FY15 budget advocacy- developing message points and delivery methods;
- b. FY12/ FY13 Community and economic impact report planning and feedback; participating in public distribution of the report;
- c. Advising on the distribution of remaining FY14 Mayor/Council discretionary funds.

2) March 2014:

- a. Follow through on FY15 budget advocacy tactics;

- b. Coordinate with San Diego Regional Arts and Culture Coalition; attend their meetings.
- 3) April 2014:
 - a. Support Commission's response at Council Committee on Economic Development and Strategies to motion made by Lorie Zapf in October 2012 related to the Penny for the Arts Five-Year Blueprint, arts education funding and Creative Communities San Diego funding.
- 4) May 2014:
 - a. Orchestrate presentations for FY15 budget hearings.
- 5) June 2014:
 - a. Implement "thank you" campaign following FY15 budget season.
- 6) July - August 2014:
 - a. Advocate for amendments to Council Policy 900-11 (a.k.a. 2% for art in public works policy);
 - b. Explore next projects for AAC.

A. Action Item: February 10, 2014 Minutes

The February 10, 2014 minutes were approved by unanimous consensus.

B. Review/purpose for previously distributed materials

Franck described the purpose of previously distributed resource documents as informational in nature and not requiring action.

IV. ADVOCACY STRATEGY FOR FY2015 BUDGET PROCESS

- A. Message Points—What will be said? - For the near term, the AAC recommended to advocate for full implementation of the Penny for the Arts Five-Year Blueprint, FY15 proposed funding levels. Carlos Cristiani described past communications with Council District 5 Representative, Mark Kersey, and Council District 8 Representative, David Alvarez, where he learned of Kersey's strong interest in supporting the arts as an economic engine and Alvarez's interest in supporting the arts as a socially-cohesive community value. Cristiani, thus, recommended further consultations with Kersey's and Alvarez's offices to refine, integrate, and build support for such message points. John Venekamp reported that Randy Cohen, the Vice President of Research and Policy at Americans for the Arts, recently described San Diego's Penny for the Arts Five-Year Blueprint as a national model for arts funding in other areas of the country and characterized that fact as strong point that should be included in messages to City Council.
- B. Message Audience—To whom will it be said? - For the near term, the AAC recommended that Council District 6 Representative Lorie Zapf, as the City Council's lead in creating the Penny for the Arts Five-Year Blueprint and the only Councilmember to identify the Penny for the Arts Five-Year Blueprint in FY15 budget priorities, should be the initial target audience. The intention is to coordinate with Zapf before reaching out to additional audiences.
- C. Message Presenters—Who will convey the message? - The AAC discussed which presenters, Commissioners and other advocacy partners, would be the best fit for different audiences. A draft list of message presenters was begun. Members of the AAC volunteered to attend some presentations.
- D. Message Delivery Methods—How will the message be said and when? - The AAC recommended an immediate focus on City Council visits starting with Councilmember

Lorie Zapf. Discussion about the May 2014 budget hearing and the press conference for the FY12/FY13 Community and Economic Impact Report was postponed.

V. PRODUCTION, DISTRIBUTION OF FY12/13 COMMUNITY AND ECONOMIC IMPACT REPORT

FY12/FY13 community and economic impact data and copies of previously published reports were distributed to the members of the AAC. Nigel Brookes explained that the report will be produced by the San Diego Tourism Authority with oversight from the Commission and the San Diego Arts and Culture Coalition. The San Diego Arts and Culture Coalition is leading the coordination of a press conference to take place before May 5, 2014. The AAC analyzed the data and provided suggestions to staff for organizing and presenting the data in the report.

VI. UPDATES ON COMMUNITY ADVOCACY EFFORTS

Brookes reported on California Arts Council's recently published strategic plan and the Otis College of Art and Design's 2013 report on the creative economy of California. He further described legislative advocacy efforts spearheaded by California State Senator Ted Lieu and Assemblymember Ian Calderon (57th District) to increase annual funding to the California Arts Council. Todd Schultz reported that the San Diego Arts and Culture Coalition will meet on March 20, 2014 at the Jacobs Center for Neighborhood Innovation.

VII. REPORTS

Brookes reported that the Economic Development and Governmental Relations Committee of City Council would likely hear the Commission's response to the motion made by Lorie Zapf in October 2012 related to the Penny for the Arts Five-Year Blueprint, arts education funding and Creative Communities San Diego funding in early April. Brookes reported that the Commission was highlighted in a presentation made by Deputy Chief Operating officer Ron Villa at the February 26, 2014 meeting of the Public Safety and Livable Neighborhoods Committee of City Council. Dana Springs reported that the Commission is entering into an agreement with San Diego Cultural Tourism Authority to provide various cultural tourism promotions, some of which may be used as advocacy tools by the AAC. No members of the AAC provided reports.

VIII. NEXT MEETING

Franck requested that staff consider the work plan of the AAC and propose a date for a future meeting to address Mayor/Council Allocations and FY14 Other Business.

IX. ADJOURN

The meeting adjourned at 12:30 p.m.