



THE CITY OF SAN DIEGO

AGENDA

COMMISSION FOR ARTS AND CULTURE
ADVOCACY & OUTREACH COMMITTEE

Dick Laub NTC Command Center Board Room
2640 Historic Decatur Road
San Diego, California 92106

Wednesday, March 18, 2015
5:00 p.m. – 7:00 p.m.

- 5:00 p.m. I. Call to Order & Chair's Report... Rebecca Smith, Chair
A. Commission Business
B. Other Reports
5:15 p.m. II. Non-Agenda Public Comment
5:20 p.m. III. Executive Director's Report ...Dana Springs
A. FY16 Budget Process Milestones
B. Other Reports
5:30 p.m. IV. Discussion ... Rebecca Smith
A. Reorientation: What is the local, regional, state and federal socio-political context now? What is our message now? What are the advocacy tactics now? Who are our partners now?
B. Tips on Effective Lobbying from Norma Rodriguez
C. Tips on Effective Positioning and Communications from Jon Bailey
D. Meeting with the Mayor: Who, When, What's the Message?
E. 2014 Community and Economic Impact Report: Theme and Schedule?
F. Next Steps, Assignments & Due Dates
6:40 p.m. V. Committee Member Reports
7:00 p.m. VI. Adjourn ... Rebecca Smith

The City of San Diego Commission for Arts and Culture serves in an advisory capacity to the Mayor and City Council on promoting, encouraging and increasing support for the region's artistic and cultural assets, integrating arts and culture into community life and showcasing San Diego as an international tourist destination.

NON-AGENDA PUBLIC COMMENT: Any member of the public may address the Committee on any subject in its area of responsibility on any matter not presently pending or previously discussed at the Committee. Comments are limited to three (3) minutes and are non-debatable. At the conclusion of the comment, the Committee Chair shall have the discretion to determine appropriate disposition of the matter. To exercise this right, members of the public wishing to address the Committee under Public Comment must submit a Public Comment Request form prior to the meeting. Subject matter and time limitations are noted on the form. Pursuant to open meeting laws, no discussion or action, other than a referral, shall be taken by the Committee on any issue brought forth under Public Comment. The information contained in this agenda is available in alternative formats and can be requested by calling 619-236-6800 at least three (3) working days prior to the meeting in order to insure availability.