



Commission for Arts and Culture

City of San Diego Commission for Arts and Culture

ADVOCACY & OUTREACH COMMITTEE

MINUTES

Friday, January 5, 2018

Members Present

Tyler Hewes, Chair
Gina M. Jackson
Doreen Shonbrun

Members Absent

Carlos Cristiani
Rebecca Smith, Vice Chair

Staff Present

Dana Springs
Christine E. Jones

Guest Commissioner Present

Janet Poutré

- I. Call to Order & Chair's Reports – Commissioner Tyler Hewes called the City of San Diego Commission for Arts and Culture's (Commission) Advocacy & Outreach Committee to order at 8:11 a.m. at the office of the Commission for Arts and Culture, Civic Center Plaza, 1200 Third Avenue, Floor 9, Suite 924, San Diego, California 92101.
- A. Commission Business – None
- B. **ACTION – May 31, 2017 Minutes** – Commissioner Gina M. Jackson made a motion to approve the minutes of May 31, 2017. Commissioner Doreen Schonbrun seconded the motion. The vote was 3-0-0; the motion passed.
- Yea: Hewes, Jackson, Schonbrun (3)
- Nay: (0)
- Abstention: (0)
- Recusal: (0)
- C. Other Reports – None
- II. Non-agenda Public Comment
- Peter Comiskey (Balboa Park Cultural Partnership) commented on the 5th annual Balboa Park Cultural Partnership trustees' gathering
- III. PRESENTATION – Orientation the City's Budget Process & Penny for the Arts Five-Year Blueprint – Executive Director Dana Springs presented an orientation to the City's budget process and the Penny for the Arts Five-Year Blueprint. She distributed copies of the Commission for Arts and Culture's chapter and the Special Promotional Programs chapters of the FY2018 Adopted Budget Book, and a bar chart and a line graph depicting the targets and trends of the Penny for the Arts Five-Year Blueprint. She reported that Independent Budget Analyst (IBA) has offered to make a presentation to the Commission at any time. She announced that the IBA is hosting a first-ever, free Budget Academy event for citizens on Thursday January 18. She reported that the IBA has published the Citizen's Guide to the City's Budget Process and the document is available on the IBA's website. Springs distributed the Commission's 2016 Economic and Social Impact Report and announced that the 2017 publication is scheduled to be published before the end of March. She invited the committee to provide input on the theme, content and design. Springs reported that the

Arts and Economic Prosperity 5 Report produced by Americans for the Arts is on the Commission's website. She announced that the City Councilmembers own newsletters often provide information about each City Councilmembers' own community meeting to discuss the City's budget.

Public Comment

- Peter Comiskey (Balboa Park Cultural Partnership) commented on coordinating advocacy messages and efforts

Commissioner Gina M. Jackson departed. Quorum was lost.

- IV. **ACTION – Recommend 2018 Schedule of Standing Committee Meetings** – Commissioner Tyler Hewes made a motion to hold the standing monthly meetings of the Advocacy & Outreach meetings on the first Friday of each month from 8:00 a.m. to 9:30 a.m. Commissioner Doreen Schonbrun seconded the motion. The vote was 2-0-0.

Yea: Hewes, Schonbrun (2)

Nay: (0)

Abstention: (0)

Recusal: (0)

Because a quorum of voting members was not present, the vote is invalid.

- V. **ACTION – Recommend 2018 Committee Work Plan** – Hewes initiated discussion on this item. Topics discussed included the idea of focusing the first half of 2018 on advocacy for the FY19 City budget and the next six months on long-range planning. An interest in reviving "Goodwill Visits" was also discussed. Commissioner Tyler Hewes made a motion to remit the committee work plan back to staff to create it with the guidance provided through the committee members' discussion and to bring the plan forward to the Commission at its next meeting. Commissioner Doreen Schonbrun seconded the motion. The vote was 2-0-0.

Yea: Hewes, Schonbrun (2)

Nay: (0)

Abstention: (0)

Recusal: (0)

Because a quorum of voting members was not present, the vote is invalid.

- VI. **ACTION – Recommend Primary Message Points, Target Audiences, Messengers and Schedule for FY19 City Budget Advocacy Campaign** – Hewes initiated discussion on this item. Topics discussed included a recommendation that the 2017 Economic and Social Impact Report include data on the impact of the nonprofit contractors that receive funding through the Commission's Creative Community San Diego (CCSD) program. It was suggested that the Commission's Organizational Support Program contractors provide benefits to the San Diego Unified School District. The discussion included an emphasis on how to show that tax dollars and small business revenue are generated by the Commission's services. The discussion included the idea of sending a letter to the Mayor and City Council from the Commission explain the Commission's reaction to the Mayor's request that Commission staff, with advice from the Commission, put forward a 2% budget reduction proposal for FY19. Hewes volunteered to draft the letter and Commission Chair Janet Poutre volunteered to provide edits and to orchestrate the mailing. Commissioner Tyler Hewes made a motion to refer this item back to himself as the Committee Chair to consult with community stakeholders to develop a draft of the primary message points and advocacy plan to present to the Commission for discussion and a vote at the Commission's next meeting. Commissioner Doreen Schonbrun seconded the motion. The vote was 2-0-0.

Yea: Hewes, Schonbrun (2)

Nay: (0)

Abstention: (0)

Recusal: (0)

Because a quorum of voting members was not present, the vote is invalid.

- VII. Executive Director's Report – Springs reported that the City is hosting a free, public event on Friday, January 12 at 10:30 a.m. to celebrate the groundbreaking for the San Ysidro Branch Library, which will be the site of an original public artwork produced through the Commission's public art process and the Mayor and some City Councilmembers are expected to attend. Springs also reported that the Mayor will give the annual State of the City Address on Thursday, January 11 at 6:00 p.m. at the Balboa Theater. The address will be televised and a video will be made available online. Springs distributed the most recent City organizational chart, depicting the four branches of operations.
- VIII. Adjourn – Hewes adjourned the meeting at 9:34 a.m.

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