



CITY OF SAN DIEGO COMMISSION FOR ARTS AND CULTURE

AGENDA

Diversionsary Theatre

4545 Park Boulevard #101, San Diego, California 92116

Friday, July 27, 2018

8:30 a.m. – 10:30 a.m.

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|------------|------|---|--|
| 8:30 a.m. | I. | Call to Order & Statement of Purpose+Vision | Janet Poutré, Chair |
| 8:32 a.m. | II. | Non-agenda Public Comment | |
| 8:45 a.m. | III. | Chair’s Reports | Janet Poutré |
| | | A. Host Remarks | |
| | | B. ACTION – May 25, 2018 Commission Meeting Minutes | |
| | | C. Other Reports | |
| | IV. | Committee Reports | |
| | | A. Policy & Funding Committee | Jason Whooper, Committee Chair |
| | | 1. ACTION – Priorities for Fiscal Year 2020 OSP/CCSD Funding Cycle | |
| | | 2. ACTION – Priorities for Fiscal Year 2019 Arts Education Enrichment Initiative | |
| | | B. Public Art Committee | Vernon Franck, Committee Chair |
| | | C. Advocacy & Outreach Committee | Tyler Hewes, Committee Chair |
| | | D. Commissioner Engagement Ad Hoc Committee | Ann Bossler, Ad Hoc Committee Chair |
| 10:00 a.m. | V. | Executive Director’s Reports | Christine E. Jones, Acting Executive Director |
| | | A. Arts and Culture Funding Programs | |
| | | B. Public Art Program | |
| | | C. Status of Executive Director Search | |
| | | D. Other Reports | |
| 10:20 a.m. | VI. | New Business for Future Agendas | Janet Poutré |

- 10:25 a.m. VII. Commissioner Speed-Round – What arts, culture and creative experiences have you had this month (who, what, when, where)? Janet Poutré
- 10:30 a.m. VIII. Adjourn

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VISION: Expanding our world by celebrating creativity in San Diego

PURPOSE: 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.

Meetings may be recorded. 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 two (2) 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.



CITY OF SAN DIEGO COMMISSION FOR ARTS AND CULTURE

MINUTES

Friday, May 25, 2018

Commissioners Present

Janet Poutré, Chair
Vernon Franck, Vice Chair
Ann Bossler
Michael Brown
Julie Z. Cramer
Gina M. Jackson
Kirin Macapugay
Ben Meza
Doreen Schonbrun
Rebecca Smith
Jason Whooper

Commissioners Absent

Roberta Alexander
Tyler Hewes
Udoka Nwanna

Staff Present

Christine E. Jones
Leticia Gomez Franco
J Noland
Whitney Roux

I. Call to Order & Statement of Purpose + Vision – Commissioner Janet Poutré called the City of San Diego (City) Commission for Arts and Culture (Commission) to order at 8:32 a.m. at the City Council Committee Room, 12th Floor, City Administration Building, 202 C Street, San Diego, California 92101. Commissioner Janet Poutré read aloud the Commission’s statement of purpose and vision.

II. Non-Agenda Public Comment

- Lynn Basquez (The New Children’s Museum) commented on recent 10-year anniversary programming and upcoming Mass Creativity Day programming.
- Tony LaBlue (Veterans Museum) commented on programming at the Veterans Museum.

III. Chair’s Reports

A. **ACTION – April 27, 2018 Minutes** – Commissioner Rebecca Smith made a motion to approve the Commission meeting minutes of April 27, 2018. Commissioner Julie Z. Cramer seconded the motion. The vote was 10-0-0; the motion passed.

Yea: Bossler, Brown, Cramer, Franck, Jackson, Macapugay, Meza, Poutré, Smith, Whooper (10)

Nay: (0)

Abstention: (0)

Recusal (0)

B. **ACTION – Appointment of Commissioners to Committees** – Commissioner Janet Poutré presented her appointment of Commissioner Udoka Nwanna to Policy & Funding Committee. Commissioner Michael Brown motioned to approve the appointment of Commissioner Udoka Nwanna to Policy & Funding Committee. Commissioner Vernon Franck seconded the motion. The vote was 10-0-0; the motion passed.

Yea: Bossler, Brown, Cramer, Franck, Jackson, Macapugay, Meza, Poutré, Smith, Whooper (10)

Nay: (0)

Abstention: (0)

Recusal (o)

Commissioner Doreen Schonbrun arrived at 8:38 am

- C. Other Reports – Commissioner Janet Poutré reported on her recent Goodwill Visit to the Women’s History Reclamation Project located in Liberty Station. Commissioner Janet Poutré also reported that the Mayor issued the May Revision to the FY19 Proposed Budget on May 15 and no changes to the FY19 proposed departmental budget were recommended in the revision and that the Mayor has accepted the Commission’s budget distribution recommendations; the department’s proposed budget remains nearly \$14.5 million, the same amount given in the proposed budget. City Council will respond to the Mayor’s May revision and FY19 budget adoption is required no later than June 15. The FY19 proposed departmental budget represents 5.9 percent of the \$244 million total Transient Occupancy Tax (TOT).
- D. Recognizing Commissioner Kirin Macapugay – Commissioner Janet Poutré announced that Kirin Macapugay is resigning from the Commission effective May 31, 2018 and commended her for service on the Commission and commitment to arts and culture. She added that the upcoming vacancy on the Commission has been reported to the Mayor’s Office and Council District 4.

IV. Committee Reports – Commissioner Janet Poutré asked Commissioners to make any necessary conflict of interest disclosures.

- Commissioner Michael Brown disclosed a remote interest as a paid employee of San Diego Museum of Art.
- Commissioner Gina Jackson disclosed a remote interest as a paid contractor and unpaid advisor for the Jacobs Center for Neighborhood Innovation as well as an unpaid board director for Horton Plaza Theater Foundation.
- Commissioner Vernon Franck disclosed a non-interest as an unpaid board member to A Ship in The Woods Foundation.

A. Policy & Funding Committee

- 1. **PRESENTATION AND DISCUSSION – Timeline and Priorities for FY2020 Funding Cycle** – Commissioner Jason Whooper, Chair of the Policy & Funding Committee initiated discussion on this item and indicated an interest in holding special Policy & Funding meetings for public feedback about funding cycles in the future. Civic Art Project Manager Whitney Roux gave an informational presentation which covered topics such as feedback received and data collection methods, updates made as part of the FY2019 funding cycle and ongoing process updates, FY2017-FY2019 funding cycle statistics, timeline and possible tactics for implementation in the FY2020 funding cycle, and anticipated informational presentations at future Policy & Funding Committee meetings for FY2021 and beyond. Post-presentation discussion topics included encouraging new nonprofits to apply, success of streamlining the application process, prioritizing Creative Communities San Diego applicant cultivation, targeting specific neighborhoods, identifying and addressing large variances in organization financial reporting, responding to organization application process inquiries, and need for consistency.

Public Comment

- Peter Comiskey (Balboa Park Cultural Partnership) commented on the FY19 and FY20 funding cycles.

B. Public Art Committee – Commissioner Vernon Franck, Chair of the Public Art Committee presented the action item to the Commission

- 1. **ACTION – Final Artwork Proposal for Mission Trails Field Station by Roman de Salvo** – Commissioner Vernon Franck introduced the item and asked Civic Art Project Manager J Noland to present the final artwork proposal. **Commissioner Vernon Franck made a motion to approve the recommendation from the Public Art Committee to recommend that the Acting Executive Director of the Commission accept the final artwork proposal by Roman de Salvo in fulfillment**

of the City's collecting mission, collection scope and accession criteria as established in Department Instruction 1.00. Commissioner Michael Brown seconded the motion. The vote was 11-0-0; the motion passed.

Yea: Bossler, Brown, Cramer, Franck, Jackson, Macapugay, Meza, Poutré, Schonbrun, Smith, Whooper (11)

Nay: (0)

Abstention: (0)

Recusal: Brown (0)

- C. Advocacy & Outreach Committee – Commissioner Rebecca Smith spoke on behalf of Commissioner Tyler Hewes, Chair of the Advocacy and Outreach Committee and reported that the FY19 Proposed Budget represents 5.9 percent of the \$244 million total Transient Occupancy Tax (TOT) and that a goal is to advocate and advice for more sustainable funding. Discussion topics included the composition of the Advocacy & Outreach Committee meetings and inclusion of community members in the future.

V. Executive Director's Reports –

Commissioner Janet Poutré called on Acting Executive Director, Christine E. Jones to give the Executive Director's Reports.

- A. Arts and Culture Funding Programs – Acting Executive Director Christine E. Jones reported that The Nonprofit Academy, a partnership between the City of San Diego and the University of San Diego, will take place May 31 – June 1. The Nonprofit Academy is an opportunity for people working in nonprofits to learn about the City's funding opportunities and other nonprofit management topics. Arts and culture organizations have already been identified, invited and encouraged to attend. The registration is now at capacity with 150 attendees registered. Jones called on Civic Art Project Manager Whitney Roux to provide an update on FY18 and FY19 funding cycles. She reported the FY18 funding cycle is currently in the close-out phase with organizations submitting their final invoices and reports. Roux also provided updates on two nonprofit applicants in the FY19 funding pool. She reported that the Balboa Park Conservancy withdrew their application from FY19 Creative Communities San Diego because the December Nights event they were seeking funds for is no longer being managed by them. Roux also reported that the Maritime Museum had recently contacted the department indicating that they had calculated their Annual Operating Income (AOI) incorrectly as a part of their response to the Request for Qualifications for the FY19 funding cycle that was submitted in November 2017. After receiving their inquiry, staff reviewed the museum's submitted materials, and confirmed that the museum had received all communications from the department regarding their AOI submission. The museum was informed that to ensure a fair and impartial procurement process, as required by the San Diego Municipal Code, the City could not accept a revision at this point in the cycle. Commissioners expressed an interest in being informed about issues with applicants.
- B. Public Art Program – Acting Executive Director Christine E. Jones called on Civic Art Project Manager J Noland to give an update on public art projects. J Noland reported that new media artist Adam Frank is newly under contract with the City for the Presidio Public Art Project and recently had a site visit to become familiar with the park and gather research. He also reported that there will be a grand opening event for Bayside Fire Station No. 2 in June, Commissioners will be notified and invited to attend to see the City's newest commissioned artwork by Marisol Rendon-Ober, Ingram Ober and Chuck Moffit, the anticipated groundbreaking ceremony for the Mission Trails Field Station is this summer and finally that Commissioners are invited to attend the opening of the newest exhibition at the Central Library Art Gallery, *A Method for Reaching Extreme Altitude* on May 26th.
- C. Other Reports – None

- D. Status of Executive Director Search - Acting Executive Director Christine E. Jones reported that recruitment to fill the Executive Director position is under way. The City received more than 100 applications and has now closed the search and is screening those applications.
- VI. New Business for Future Agendas - Commissioner Janet Poutré reminded Commissioners that the Commission has already approved the 2018 Commission and committee work plan which is a living document that helps inform future agendas. Discussion topics included adding Horton Plaza Theater Foundation, the addition of this item to the current work plan and status updates on suggested future agenda items.
- VII. Commissioner Speed Round- Commissioner Janet Poutré invited the Commissioners to share what arts, culture and creative experiences they have had in the past month.
- VIII. Adjourn - Commissioner Janet Poutré adjourned the meeting at 10:20 a.m.

DRAFT



Commission for Arts and Culture

COMMITTEE REPORT

DATE ISSUED: June 18, 2018

ATTENTION: Commission for Arts and Culture

SUBJECT: Priorities for Fiscal Year 2020 OSP/CCSD Funding Cycle

REFERENCES: 1) [Council Policy 100-03](#)
2) Slide Presentation: Timeline and Priorities for Fiscal Year 2020 Funding Cycle
3) [About The San Diego Promise Zone](#)

STAFF CONTACT: Whitney Roux, Civic Art Project Manager

POLICY AND FUNDING COMMITTEE RECOMMENDATION:

Advise on the FY2020 Organizational Support Program (OSP) and Creative Communities San Diego (CCSD) funding cycle as follows:

Continue offering the option to renew for qualified applicants who meet specific conditions related to financial stability;

Continue offering an in-person opportunity for applicants to address the Commission Advisory Panels;

As a part of the FY2020 Request for Proposals, require applicants to include a summary of the organization's financial information, including the current and past year's budget;

Create a mid-year opportunity to collect feedback from FY2020 applicants to inform future cycles; and

Target programs and services in the San Diego Promise Zone as a part of the FY2020 application process.

On June 8, 2018, the Commission for Arts and Culture's (Commission) Policy & Funding Committee's task was to recommend to the Commission priorities for the FY2020 OSP/CCSD funding cycle. The vote for the Policy & Funding Committee's recommendations was 3-0-0.

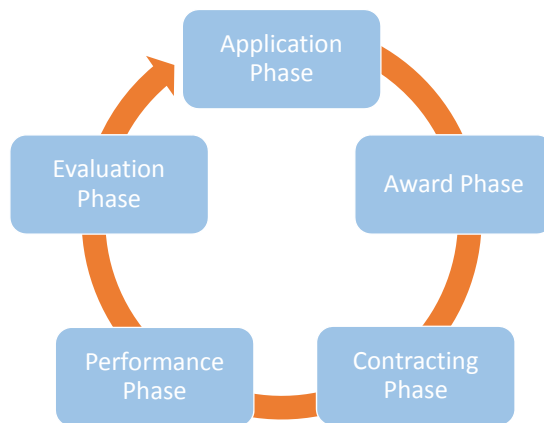
Commission for Arts and Culture

June 22, 2018

Timeline and Priorities for Fiscal Year 2020 Funding Cycle



SD Identifying Opportunities



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Timeline for FY20 Funding Cycle Development



- Discussion of the Priorities for FY20 Funding Cycle



- Discuss and recommend priorities for FY20 Funding Cycle



- Target - FY20 Guidelines and RFQ Released



- *Policy and Funding Committee:* In-depth education on funding program elements including: algorithm, funding awards, targeting specific neighborhoods, local arts agencies and other topics of interest for FY2021 and beyond.

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The Framework of City Council Policy 100-03

Council Policy 100-03 outlines a 4-point purpose for the use of Transient Occupancy Tax (TOT) to fund arts, culture and community festivals:

1. Enhance the economy and contribute to San Diego's reputation as a cultural destination
2. Nurture and maintain arts and culture institutions of national and international reputation
3. Provide access to excellence in culture and the arts for residents and visitors
4. Enrich the lives of the people of San Diego and build healthy, vital neighborhoods

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SD Themes for Consideration for Recommendations

Effectiveness and Transparency

- Increase accessibility for small organizations and projects
- Focus energy on increased online engagement opportunities for applicants

Equity and Inclusion

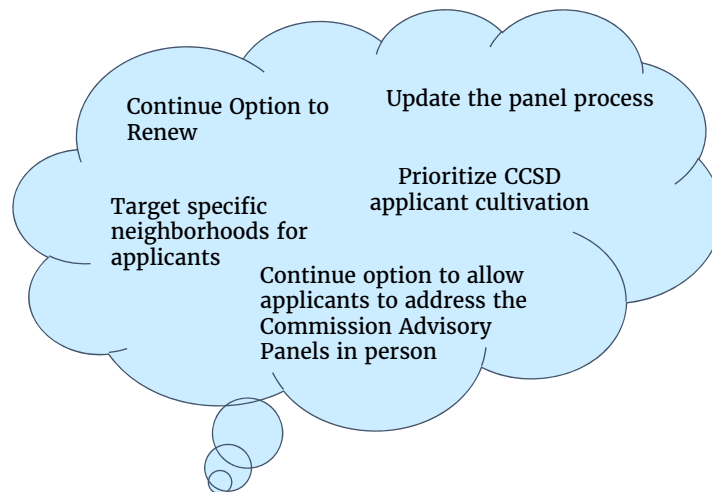
- Create more equity between various sizes of organizations
- Prioritize support for underserved communities and neighborhoods

Efficiency

- Decrease the amount of resources applicants spend on the funding process
- Increase flexibility in the application process

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SD Possible Tactics for FY2020



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SD Target Specific Neighborhoods for Applicants

The San Diego Promise Zone is one of 22 federally designated Promise Zones. More than 77,000 San Diegans live in this area.

The program aims to work strategically with local leaders to boost economic activity and job growth, improve educational opportunities, reduce crime and leverage private investment to improve the quality of life in these vulnerable areas

The San Diego Promise Zone struggles with low educational attainment, insufficient access to healthcare and healthy foods, rising crime rates and the least affordable housing in the country



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SD San Diego Promise Zone



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Commission for Arts and Culture

COMMITTEE REPORT

DATE ISSUED: July 23, 2018

ATTENTION: Commission for Arts and Culture

SUBJECT: Priorities for Fiscal Year 2019 Arts Education Enrichment Initiative

REFERENCES: Slide Presentation: Timeline and Priorities for Fiscal Year 2019 Arts Education Enrichment Initiative

STAFF CONTACT: Leticia Gomez Franco, Civic Art Project Manager

POLICY AND FUNDING COMMITTEE RECOMMENDATION:

Advise on the FY2019 Arts Education Enrichment Initiative (AEEI) as follows:

Limit number of proposals each applicant can submit to 1 per eligible organization;

Offer an in-person opportunity for applicants to address the Commission Advisory Panel;

Adjust AEEI goals to include the development of artistic abilities and creativity of students;

Offer 10 awards in the amount of \$10,000 each; and

Extend opportunity eligibility to organizations that are current FY19 Creative Communities San Diego (CCSD) contract holders in addition to FY19 Organizational Support Program (OSP) contract holders.

On July 13, 2018, the Commission for Arts and Culture's (Commission) Policy & Funding Committee's task was to recommend to the Commission priorities for the FY2019 AEEI. The vote for the Policy & Funding Committee's recommendations was 3-0-0.

Commission for Arts and Culture

July 27, 2018

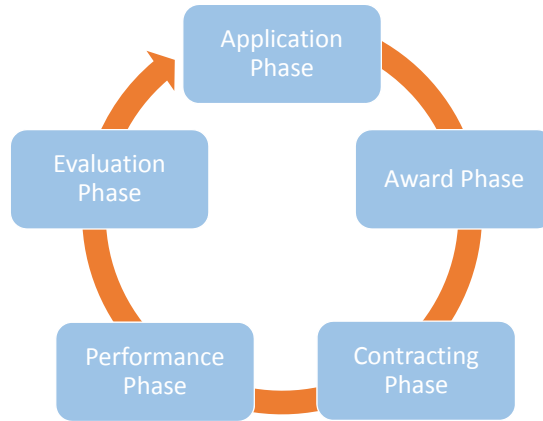
Timeline and Priorities for FY19 Arts Education Enrichment Initiative



Arts Education Enrichment Initiative

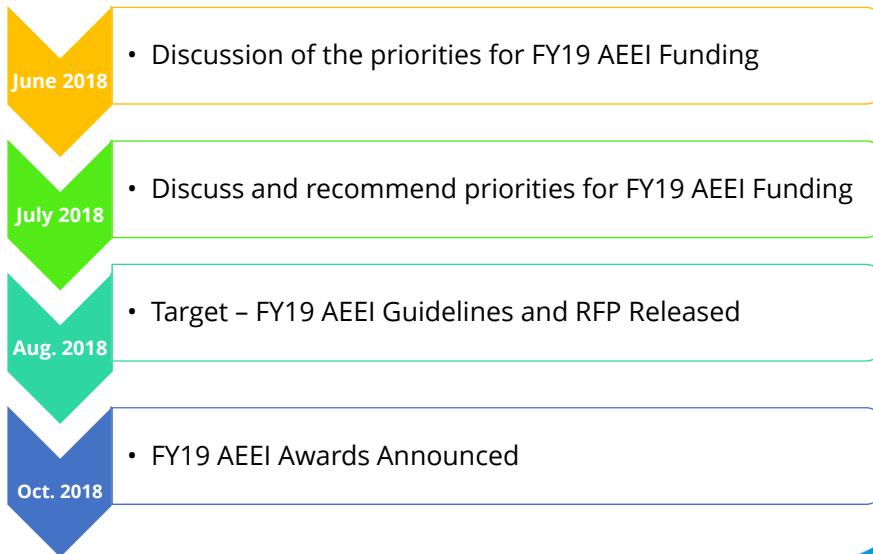
The Arts Education Enrichment Initiative seeks to expand the reach of arts education by supporting projects that educate youth in art practice as well as expose students to the work and process of living local artists.

SD Arts Education Enrichment Initiative



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SD Timeline for FY19 AEEI Funding Development



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Collecting Data from Stakeholders & Research

1. Feedback and recommendations from Commissioners and Commission committees
2. Technical assistance for FY18 applicants
3. Panel feedback collected from FY18 panelists
4. Panel comments on applications
5. Review of policies and programs at other local arts agencies
6. Review of recommendations for best practices gathered from national peers
7. Feedback from organizations awarded a FY18 AEEI contract

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Collecting Data from Stakeholders & Research

FY18 AEEI Contractors Quick Survey Summary

Highlights (that could not have happened without AEEI funding):

- Provided the entire experience at no cost to the schools, students and families.
- Started programming at new sites and deepened existing programs
- Brought in teaching artists for multiple visits.
- Deepened student knowledge and appreciation of the traditions of the Philippines
- Collaborated with 7 different San Diego- based organizations including Words Alive, CoTA, ARTREACH, Arts for Learning San Diego, Outside the Lens, The FRONT, and Casa Familiar.
- Leveraging AEEI funded project in 2018 to apply for and receive funding from the California Arts Council.
- Deepen engagement with students due to the extra after-school time.
- Sustained a full 12 week residency

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SD Collecting Data from Stakeholders & Research

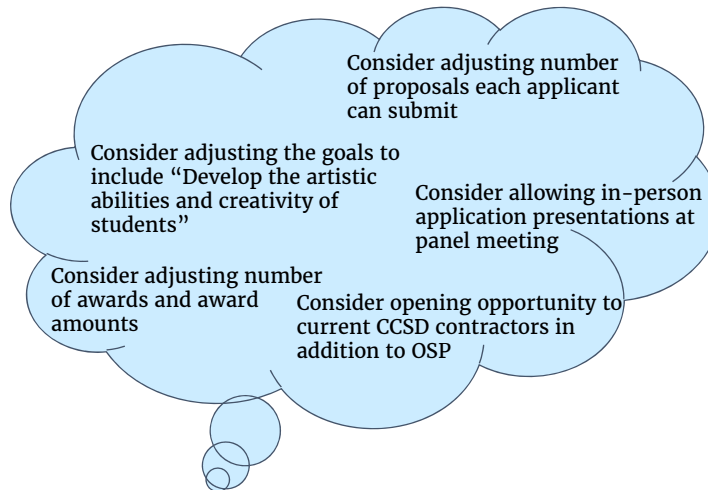
FY18 AEEI Contractors Quick Survey Summary

"I had one student in particular who was a phenomenally imaginative story-teller; the puppets that he created and the story that he wove together to explain their goings-on demonstrated to me an exceptional creativity and mind for problem-solving and resolution. His classroom teacher shared with me that he cannot read and is behind in all of his subjects and generally frustrated at school as a result. Having him have the outlet of these art classes in which he was able to experiment with materials and excel and get recognized for doing so was an incredibly rewarding experience for all involved. I wish that there were more opportunities for such students to explore the arts and feel that kind of freedom and success that is otherwise unavailable to them in the traditional classroom setting."

-Teaching Artist Katherine

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SD Possible Tactics for FY2019



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