



Commission for Arts and Culture

CITY OF SAN DIEGO COMMISSION FOR ARTS AND CULTURE

AGENDA

Online Meeting

Friday, September 25, 2020

8:30 a.m. – 10:30 a.m.

8:30 a.m.	I.	Call to Order & Statement of Purpose+Vision	Janet Poutré, Chair
8:32 a.m.	II.	Non-agenda Public Comment	
8:42 a.m.	III.	Chair’s Reports	Janet Poutré, Chair
		A. Ron Salisbury, San Diego Poet Laureate	
		B. ACTION – July 24, 2020 Commission Meeting Minutes	
9:00 a.m.	IV.	Committee Reports	
		A. Policy & Funding Committee	Ann Bossler, Committee Chair
		1. ACTION – Programmatic Refinements for Fiscal Year 2022 Organizational Support Program/Creative Communities San Diego Funding Cycle	
		B. Public Art Committee	Ben Meza, Committee Chair
		C. Advocacy & Outreach Committee	Tyler Hewes, Committee Chair
		D. Commissioner Engagement Ad Hoc Committee	Udoka Nwanna, Ad Hoc Committee Chair
9:40 a.m.	V.	Executive Director’s Reports	Jonathon Glus, Executive Director

Meeting will be aired live and recorded. PUBLIC COMMENT: Any member of the public may address the Commission on any subject in its area of responsibility on any matter not presently pending or previously discussed at the Commission. Pursuant to the provisions California Executive Order 29-20, Commission meeting will be held via teleconference until further notice. In lieu of in-person attendance, members of the public may submit their comments via a public comment [webform](#). Members of the public wishing to address the Commission under Public Comment must submit a Public Comment [webform](#) prior to the meeting. Instructions for word limitations and deadlines will be noted on the [webform](#). Pursuant to open meeting laws, no discussion or action, other than a referral, shall be taken by the Commission on any issue brought forth under non-agenda public comment. As required by the Americans with Disabilities Act (ADA), requests for agenda information to be made available in alternative formats, and any requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for alternatives to observing meetings and offering public comment as noted above, may be made by contacting the City Clerk at (619) 533-4000 or <mailto:cityclerk@sandiego.gov>. The City is committed to resolving accessibility requests swiftly in order to maximize accessibility.

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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Commission for Arts and Culture

City of San Diego Commission for Arts and Culture | Microsoft Teams Online Meeting

MINUTES

Friday, July 24, 2020 | 8:30 a.m. – 10:30 a.m.

Hyperlink to view full meeting available [here](#)

closed caption (cc) available at bottom right of screen

Commissioners Present

Janet Poutré, Chair
Vernon Franck, Vice Chair
Ann Bossler
Keith Opstad
Rebecca Smith
Jason Whooper
Tyler Hewes
Tracy Dezenzo
Doreen Schonbrun
Gina M. Jackson
Ben Meza
Michael Brown

Commissioners Absent

Dajahn Blevins
Gina M. Jackson
Udoka Nwanna

Staff Present

Christine E. Jones
Karla Centeno
Jonathon Glus
Leticia Gomez
Charles Miller
Lara Bullock
Bell Reza

Rick Bollinger
Jon Dwyer

I. **Call to Order & Statement of Purpose Vision | [View Here](#)** –Chair Janet Poutré called the City of San Diego Commission for Arts and Culture online meeting to order at 8:30a.m. Chair Poutré introduced herself and took roll call to confirm Commissioner attendance. She called on Senior Arts and Culture Funding Manager Leticia Gomez Franco to review the guidelines for the meeting and Commissioner Tracy Dezenzo to read the Commission’s statement of purpose and vision.

II. **Non-agenda Public Comment | [View Here](#)**
Chair Poutré requested that Christine Jones, Chief of Civic Art Strategies, read the non-agenda public comment that was submitted. Ms. Jones shared the non-agenda public comment that was submitted.

- III. **Chair's Reports** | [View Here](#)
Chair Poutré expressed that she is looking forward to meeting in-person again and wished the Commissioners well during this difficult time.
- A. **ACTION** – June 26, 2020 Commission Meeting Minutes | [View Here](#)
Commissioner Keith Opstad made a motion to approve. Commissioner Tyler Hewes seconded the motion. The vote was unanimous; the motion passed.
- IV. **Committee Reports**
- A. **Policy and Funding Committee** | [View Here](#)
Chair Ann Bossler
- B. **Public Art Committee** | [View Here](#)
Chair Ben Meza
1. **ACTION** – *Final Artwork Proposal for Pacific Highlands Ranch Branch Library by Janelle Iglesias* | [View Here](#)
Commissioner Tracy Dezenzo made a motion to approve. Commissioner Michael Brown seconded the motion. 11 yay, 1 nay; the motion passed.
2. **ACTION** – *Artist Selection Panelists for Park Social* | [View Here](#)
Commissioner Ben Meza made a motion to approve. Commissioner Michael Brown seconded the motion. The vote was unanimous; the motion passed.
- C. **Advocacy and Outreach Committee** | [View Here](#)
Committee Chair Tyler Hewes
- D. **Commissioner Engagement Ad Hoc Committee**
Committee Chair Udoka Nwanna, not present
- V. **Executive Director's Report** | [View Here](#)
Executive Director Jonathon Glus
- VI. **New Business for Future Agendas** | [View Here](#)
- VIII. **Adjourn** – Commissioner Janet Poutré adjourned the meeting at 10:02a.m.



Commission for Arts and Culture

COMMITTEE REPORT

DATE ISSUED: September 23, 2020

ATTENTION: Commission for Arts and Culture

SUBJECT: Fiscal Year 2022 Organizational Support Program (OSP)/Creative Communities San Diego (CCSD) Funding Cycle: Recommend Reduction of Matching Requirement and Retention of Annual Operating Income (AOI) Award Calculator

REFERENCES: Slide Presentation: Recommendations for Action Items and Program Refinement/tactical Priorities for Fiscal Year 2022

STAFF CONTACT: Leticia Gomez Franco, Senior Arts and Culture Funding Manager

POLICY & FUNDING COMMITTEE RECOMMENDATIONS

Recommend programmatic refinements for Fiscal Year 2022 Organizational Support Program (OSP) and Creative Communities San Diego (CCSD) funding cycle as follows:

1. Reduce required matching requirement to 1 to 1; and
2. Retain use of Annual Operating Income (AOI) as one of the factors to calculate OSP awards.

SUMMARY

Staff recommends *reducing the cash match requirement for all awards to 1-to-1.*

For Organizational Support Program (OSP) awards, this is reducing the match requirement down from 3-to-1. For Creative Communities San Diego (CCSD) awards with project budgets \$30,000 and over, this is also reducing the match down from 3-to-1; and for those awards with project budgets of \$29,999 and under, this is reducing the match down from 2 to 1, while allowing for in-kind to count for 50% of that match.

Why? This would bring this program in alignment with national and state best practices and reduce financial barriers for small OSP organizations and small CCSD projects. Importantly, this would also reduce the financial burden on small organizations and projects that have experienced significant loss of revenue due to impacts of the COVID-19 pandemic.

Staff recommends retaining the use of the Annual Operating Income (AOI) award calculator for FY22. The award calculator will be improved by clarifying appropriate financial documentation to be used by the applications and simplifying calculator instructions for the applicant.

ACTION BACKGROUND: Staff annually prepares application documents (RFQ guidelines and application and RFP) and an online application process through which nonprofit organizations can apply through one of the two subcategories, OSP or CCSD. Each year this process is reviewed and updated as needed by staff, with input from Commission and relevant internal City departments.

In preparation for FY22, and in direct response to the effects of COVID-19 on the nonprofit arts and culture sector as well as a renewed focus on diversity, equity and inclusion (DEI), staff commissioned various studies to help inform any potential changes to the FY22 funding cycle as well as more long-term changes to the program for FY23 and beyond.

These studies include a DEI assessment of the City's policies, procedures and protocols, and a confidential survey of the effects of COVID-19 on the City's FY20 contracted arts and culture organizations as conducted by University of San Diego (USD). The USD study also analyzed the use of the AOI award calculator vs. the use of an annual operating expenditures (AOE) calculator. The intent was to measure potential award amounts given the anticipated decrease in reported annual operating income due to the impacts of COVID-19 pandemic for FY22.

USD's analysis of AOI vs. AOE considered past and current instructions for calculating an organization's AOI and calculated hypothetical awards using the AOI and the AOE. USD identified four potential paths forward: A) continue the use of the current AOI calculation; B) modify the current AOI calculation; C) implement AOE instead of AOI; and D) develop an entirely new tool to determine funding allocations.

For FY22, USD recommended that AOI be retained, albeit with provisions. Conducting the analysis, USD found that the overall change in awards was minimal when comparing AOI and AOE, and that therefore, the use of AOI was not a determining factor in equity. However, USD identified issues with the current AOI calculator and found that applicants were not provided clear enough direction on the type of financial documents to use to calculate their AOI. Given the minimal financial benefit for the awardees in switching from AOI to AOE and the potential for improving the current AOI calculator, USD recommended that the refinement would deliver enough change to make it worth doing without introducing additional barriers that would come with introduction of a new calculator, be it AOE or otherwise.

Ultimately, USD recommended option D, that the City develop an entirely new approach to funding distribution. However, USD acknowledged that this is a medium to long-term goal that will require research and public input. USD recommends that this be considered along with recommendations from the DEI consultants for additional analysis in anticipation of FY23 funding cycle and beyond.

POLICY BACKGROUND

Pursuant to Council Policy 100-03, regarding the annual distribution of Transient Occupancy Tax (TOT) funds, City staff is responsible for administering the Arts, Culture and Community Festivals category.

This distribution is completed through two subcategories: Organizational Support Program (OSP) and Creative Communities San Diego (CCSD). TOT allocations related to arts and culture are intended to support the following uses:

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 and residents and visitors
4. Enrich the lives of the people of San Diego and build healthy, vital neighborhoods

PREVIOUS COMMITTEE ACTIONS:

On August 14, 2020, the Policy & Funding Committee received a staff presentation regarding priorities for the FY2022 funding cycle, including these two recommended action items. To ensure opportunity for public input, the presentation was given again on September 11, 2020, and a Special Meeting of the Policy & Funding Committee was held on September 18, 2020 to take action on the recommendations discussed. The recommendations were unanimously approved 5-0-0 to advance to the Commission as a whole on September 25 for recommendation.