



THE CITY OF SAN DIEGO

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

Civic Center Plaza
1200 Third Avenue, Floor 9, Suite 924
Large Conference Room, San Diego, CA 92101
Monday, April 21, 2014
8:30 a.m. – 9:30 a.m.

MINUTES

AAC Members Present

John Venekamp
Doreen Schonbrun
Laurie Mitchell
Todd Schultz
Peter Comiskey
Alan Ziter

AAC Members Absent

Christie Thoene
Vernon Franck
Carlos Cristiani

Commission Staff Present

Dana Springs
Nigel Brookes

I. CALL TO ORDER

The City of San Diego (City) Commission for Arts and Culture's (Commission) Advocacy Advisory Committee (AAC) meeting was called to order by Chair John Venekamp at 8:35 a.m.

II. NON-AGENDA PUBLIC COMMENT

None

III. CHAIR'S REPORT

A. None

IV. MEETING MINUTES

A. **Action: February 28, 2014 Minutes** – Approved by unanimous consent.

B. **Action: March 17, 2014 Minutes** – Approved by unanimous consent.

V. ADVOCACY STRATEGY FOR FY15 BUDGET PROCESS

A. **Mayor Faulconer's FY15 Proposed Budget**

Venekamp opened a discussion of the Mayor's proposed FY2015 City budget by asking whether anyone had any questions specifically regarding the proposed funding levels for the Commission and the larger City Budget in general.

B. Recommendations from Commission's Funding Committee

Venekamp explained that the Commission's Funding Committee recommendation is to fund any group receiving a rank of 3- and above. He further remarked the San Diego Opera's FY15 application for funding was slated to receive special examination by the Commission.

C. Report on Meetings with Mayor and Council Staff and additional scheduling

Venekamp asked Laurie Mitchell to offer her perspective on the recent visit of Commissioners and arts advocates with Councilmember Lorie Zapf. The question was raised and discussed as to whether another meeting with Zapf prior to the Mayor's "May Revise" is warranted. Venekamp said he would call Zapf's chief of staff to discuss. In preparation for a budget advocacy meeting with Councilmember Myrtle Cole on May 1, Dana Springs and Todd Schultz reported on separate, previous meetings with Cole they attended. Cole received an overview on the Commission's work and had the advocacy component of work explained. She also had an overview of the activities occurring at The Old Globe's set-building facility in her district.

D. Schedule for FY15 "May Revise"

Springs explained the timeline and the function of the "May Revise."

E. Plan for May 7 Budget Hearing

Springs explained the timeline and the roles of various stakeholders at the May 7, 2014 budget hearing. Discussion of the previously emailed links to videos of previous hearings focused on how to view them strategically. Schultz reported on the role of members of the San Diego Arts and Culture Coalition in the advocacy process.

F. Schedule and Agenda for Release of FY12/13 Community and Economic Impact Report

There was discussion on how to best utilize the data from the report as well as what TOT revenue trends and arts and cultural attendance trends are being identified by the Hotel/Motel industry and the San Diego Tourism Authority (SDTA) as well as how that will inform presentation of the data. Schultz referred to the report The Old Globe produced for the SDTA to demonstrate efficacy of "out of market" promotions through online and phone survey results and internal website links to hotel reservation systems. The results were a return on investment of 16:1 or \$347,000 in additional room nights from the The Old Globe's \$21,000 SDTA-funded promotional campaign.

VI. UPDATES ON COMMUNITY ADVOCACY EFFORTS

A. National

Nigel Brookes gave a synopsis of the March 25, 2014 Arts Advocacy Day in Washington DC, hosted by Americans for the Arts. Venekamp mentioned meetings with Senators and Congressional representatives attended by Felicia Shaw and Victoria Hamilton. Brookes also mentioned President Obama's nomination of Dr. William Adams to chair the National Endowment for the Humanities. Brookes last mentioned an email sent by Springs that listed San Diego regional recipients of NEA grants. Mitchell posed the possibility of utilizing that information for effective storytelling and advocacy.

B. State

Brookes reported on California Arts Council (CAC) director Craig Watson and members of California regional arts and culture groups testifying before the State Legislature to encourage support for bills that would increase funding.

C. San Diego Region

Brookes invited Schultz to discuss his preliminary “educational” talking points for local arts and culture board members. A discussion ensued whereby the roles of arts/culture boards can be more effectively leveraged as advocacy partners.

VII. NEXT MEETING/OTHER BUSINESS

The next meeting will be scheduled after the May 7th budget hearing.

A. Other Business - None

VIII. ADJOURN

The meeting adjourned at 10:00 a.m.