



THE CITY OF SAN DIEGO

**MINUTES**

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

Civic Center Plaza, Suite 924  
1200 Third Avenue, 92101  
Monday February 10, 2014  
10:00 a.m. - 11:30 a.m.

**AAC Members Present**

Vernon Franck  
Carlos Cristiani  
Doreen Shonbrun

**AAC Members Absent**

John Venekamp  
Laurie Mitchell

**Commission Staff Present**

Dana Springs  
Nigel Brookes

**I. CALL TO ORDER & CHAIR'S ANNOUNCEMENTS**

The City of San Diego (City) Commission for Arts and Culture's (Commission) Advocacy Advisory Committee (AAC) meeting was called to order by Vice Chair Vernon Franck at 10:10 a.m.

**II. NON AGENDA PUBLIC COMMENT**

None

**III. CHAIR'S REPORT**

Franck presented a draft of a 2014 AAC action plan:

- 1) Try to influence the City Council and Mayor to implement the Penny for the Arts Five-Year Blueprint
- 2) Get on the calendar of all City Council members to talk about the influence of the arts and culture community before April 2014
- 3) Try to include in these meetings community members who have a connection to each of the City Council members and someone that is not normally associated with arts funding advocacy
- 4) Advocate for the enforcement/implementation of the 2% for art in public projects.

Franck announced that the Commission would receive nominations for the following members to the AAC on February 14, 2014: Alan Ziter, Todd Schultz, Peter Comiskey, Christie Thoene.

**A. Action Item: May 1, 2013 Minutes**

The May 1, 2013 minutes stand as written. No current AAC members were present at the May 1, 2013 meeting of the AAC.

**IV. ADVOCACY STRATEGY FOR FY2015 BUDGET PROCESS**

- A. State of the FY2014 TOT Budget - Nigel Brookes reported on the state of the City's TOT/Special Promotion fund, comparing projections to actual expenses and current trends. He explained the known factors that may affect the City Council's decision-making process in the development of the FY2015 budget. He distributed budget monitoring reports to enable comparisons between projected and actual Transient Occupancy Tax (TOT) revenues and expenses.
- B. FY2015 City Council Budget Priorities/Calendar of Budget Development Milestones - Brookes reported on the FY2015 City Council budget priorities and distributed and the FY2015 budget development calendar to facilitate scheduling of advocacy efforts. Dana Springs explained some of the past advocacy tactics that have been deployed over the years.
- C. Cooperation with the San Diego Regional Arts and Culture Coalition - The AAC discussed the role of San Diego Regional Arts and Culture Coalition and acknowledged the need to coordinate advocacy efforts.
- D. Generating Advocacy Partners - Franck reported that John Venekamp had been in contact with Randy Cohen at Americans for the Arts regarding data to use in arts advocacy. Doreen Schonbrun suggested engaging Jerry Sanders, Roxana Velasquez and the Sanford-Burnham Research Institute in advocacy efforts. Other advocacy partners discussed included Lynelle Lynch, the Lincoln Club and the Chamber of Commerce. Franck introduced the concept of engaging local arts and culture nonprofit board members in advocacy efforts. The AAC discussed the pros and cons of this tactic and decided to discuss it in greater depth with more members of the AAC at a later meeting. Carlos Cristiani suggested that the Commission's own Cultural Tourism Advisory Committee could help advocate to City Council because it is assisting in the production of arts and culture themed videos about each City Council district and the videos can be used as advocacy tools.

**V. UPDATES ON COMMUNITY ADVOCACY**

- A. National - Brookes reported on proposed increased FY2015 National Endowment for the Arts funding levels.
- B. State - Brookes reported on proposed funding cuts by Governor Brown to the FY2015 California Arts Council.
- C. San Diego Region - Brookes reported that the San Diego Regional Arts and Culture Coalition had organized Mayoral candidate forums with both David Alvarez and Kevin Faulconer in order to inform voters about the candidates' positions on arts and culture issues.

**VI. ADJOURN**

The meeting adjourned at 11:30 a.m.