



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, March 17, 2014
8:30 a.m. – 10:00 a.m.

MINUTES

AAC Members Present

John Venekamp
Doreen Schonbrun
Vernon Franck
Carlos Cristiani
Laurie Mitchell
Todd Schultz

AAC Members Absent

Alan Ziter
Christie Thoene
Peter Comiskey

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. **Action: February 28, 2014 Minutes** - This action was postponed to a future meeting.
- B. **Review Mayor Faulconer's One San Diego Vision** - Venekamp read from the statement and the AAC discussed its contents and implications for arts funding.
- C. **FY14 Mayor/Council Allocations** - A letter to be co-signed by Commission Chair Robert H. Gleason and Commission Vice Chair Venekamp will be sent to the Mayor and each City Councilmember within the week as a suggestion/reminder to allocate any remaining funds of their respective FY14 Mayor/Council Allocations to the nonprofit arts and culture organizations that have FY14 contracts with the City of San Diego through the Commission.

- D. City Council Committee: Economic Development and Governmental Relations -
Discussion of this topic is postponed until next meeting.

IV. **ADVOCACY STRATEGY FOR FY15 BUDGET PROCESS**

- A. Mayor/Council Visits - It was agreed to schedule a meeting with Mayor Faulconer as soon as feasible after the March 26 meeting with Councilmember Lorie Zapf and prior to the April 15 announcement of the Mayor's proposed budget. Todd Schultz asked for a matrix of participants for the upcoming Mayoral and Council meetings, which Nigel Brookes will craft based on the committee's discussions. Messages and ideas for presentations relevant to the each of the Councilmembers were discussed and analyzed. Schultz referenced a Tourism Marketing District study required by recipients of grants designed to promote cultural tourism. The Old Globe analyzed the efficacy of "drive markets," out-of-region marketing it used to attract cultural tourists. The data suggest compelling relationships between arts and cultural attractions, effectively marketed, and the generation of TOT revenue. Schultz suggested the content can be a useful tool for advocacy efforts, and he will send report to Commission staff to share with the AAC.
- B. May 2014 Budget Hearing - Discussion of this topic is postponed until next meeting.
- C. Release of FY12/13 Community and Economic Impact Report - Discussion of this topic is postponed until next meeting.

V. **UPDATES ON COMMUNITY ADVOCACY EFFORTS**

- A. National - Nigel Brookes reported on President Obama's proposed reduction to the FY2015 NEA budget, approximately \$8 million less than was proposed in FY13/14. Brookes provided information on the Americans for the Arts (AFTA) convention occurring in Nashville in June 2014.
- B. State - Brookes reported on a newly-established Helen Putnam award opportunity for Cities that utilize arts as an economic engine. He will research and report.
- C. San Diego Region - Schultz announced the upcoming San Diego Regional Arts and Cultural Coalition meeting on March 20, 2014 at Jacobs Center for Neighborhood Innovation.

VI. **REPORTS**

A. Commission Staff

1. FY14 Cultural Tourism Promotions and Business of the Cultural Tourism Advisory Committee - Dana Springs discussed how the nine video scripts for the arts and culture videos in each of nine Council Districts will be used and how they can be leveraged by arts and culture groups. And she mentioned the development of marketing support that will be used to promote the showcased groups. A call for photography will be issued for the upcoming Community and Economic Impact Report.

B. Committee Members

Venekamp discussed the AFTA program "Voter Voice," whereby email addresses of arts supporters are made available by geographic areas, and recommended discussing with the San Diego Foundation whether they might sponsor the costs of participating. Schultz said he would discuss the possibility with his colleagues and report back. Venekamp also handed out the AFTA document "Ten Reasons to Support the Arts in San Diego."

VII. NEXT MEETING

The next meeting is scheduled for April 21, 2014.

A. Other Business - None

VIII. ADJOURN

The meeting adjourned at 10:00 a.m.