



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, May 12, 2014
8:30 a.m. – 9:30 a.m.

MINUTES

AAC Members Present

John Venekamp
Doreen Schonbrun
Laurie Mitchell
Peter Comiskey
Alan Ziter
Carlos Cristiani

AAC Members Absent

Christie Thoene
Vernon Franck
Todd Schultz

Commission Staff Present

Dana Springs
Nigel Brookes

**FOLLOW UP
ACTIVITIES:**

- 1) Send letters to each of the City Council members thanking them for their support of arts and culture.
- 2) Build a Fiscal Year 2016 advocacy calendar that includes the committee's scheduled work as well as the City Council's budgetary milestones. Have template by next meeting.
- 3) Build a calendar that contains all events funded through the Creative Communities San Diego program so invitations to those events can be sent directly to City Council offices, such that City funding is acknowledged and City Council district-specific events can be identified to raise awareness.

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. Commission Business: None
- B. Results of May 7th Budget Hearing: Venekamp asked Alan Ziter to report on the budget hearing. Ziter described the sequence of presentations and the position of San Diego Opera regarding Commission recommendations and their request for higher levels of funding. Ziter then described Council members' responses to the presentation.
- C. Possible Activities for FY15 "May Revise": Dana Springs explained the timeline for influencing the "May Revise" and said that members of the Commissioners led by Chair Robert Gleason are working on that front. The committee agreed that letters of appreciation to all the City Council Members should be drafted and include language encouraging their support for adjusting the Commission's FY15 budget from 5.6% to a full 6.0% of TOT. Nigel Brookes will create a draft.

IV. MEETING MINUTES

- A. Action: April 21, 2014 Minutes – Approved by unanimous consent.

V. REPORTS

A. Commission Staff

Springs acknowledged the efforts of all participants in the budget presentation to the City Council. Additionally, she described the shifting of City leadership that will change some of the people in the chain of command between the Commission and the Office of the Mayor.

B. Committee Members

None

VI. NEXT STEPS & REFINING ADVOCACY STRATEGY FOR FY16 BUDGET PROCESS

Peter Comiskey emphasized the relative newness of City Council members, such that many of them were not involved in the October 2012 vote to approve the Penny for the Arts Five-Year Blueprint and, thus, may not have strong background on that particular milestone or the history of the Commission in general. Venekamp stressed the need to publish the Commission's annual Community and Economic Impact Report (CEIR) earlier next year. He suggested January 2015 as a goal.

Comiskey suggested that a good strategy for next year is to meet earlier with City Council members and emphasize the good work arts and cultural groups are creating in each Councilmember's district. Additionally, he recommended some of these visits occur prior to the CEIR publication, such that the report is the "third or fourth" piece of good news about arts and culture that any given Councilmember is exposed to.

Ziter recommended creating a Fiscal Year 2016 advocacy calendar to chronologically structure a more robust advocacy work plan over the next year. Part of the information Ziter thought crucial was Council process, such as when they are scheduled to publish their budget priority memos during the budget development phase. Venekamp extended the calendar idea by suggesting that CCSD-funded groups in each respective City Council district directly invite their Councilmember and include some language that thanks the City for its funding.

VII. UPDATES ON COMMUNITY ADVOCACY EFFORTS

- A. Brookes reported that the Americans for The Arts (AFTA) conference will include an Arts & Education Pre-Conference, starting the day before the main conference. He will send out a link to that news item.
- B. Brookes mentioned a recent article in *Western City* magazine by California Arts Council (CAC) director Craig Watson advocating support for the arts as an economic engine. And he described the resuscitation of the Arts in Corrections program that the CAC manages in California prisons.
- C. Ziter reported on an AFTA-sponsored May 13th workshop on effective advocacy for government funding, scheduled to be convened at the Reuben H. Fleet Science Center.

VIII. OTHER BUSINESS

Other Business - None

- A. Next meeting is scheduled for the morning of August 11, 2014

IX. ADJOURN

The meeting adjourned at 9:40 a.m.