



Commission for Arts and Culture

City of San Diego Commission for Arts and Culture

POLICY & FUNDING COMMITTEE

AGENDA

Online Meeting

Meeting can be viewed live [here](#) at scheduled time

See footer for Public Comment submittal instructions

San Diego, California

Friday, August 14, 2020

8:30 a.m. – 10:00 a.m.

8:30 a.m.	I.	Call to Order	Ann Bossler, Chair
8:35 a.m.	II.	Non-agenda Public Comment	
8:45 a.m.	III.	Chair's Reports	Ann Bossler, Chair
		A. ACTION – June 12, 2020 Committee Meeting Minutes	
		B. ACTION – June 25, 2020 Committee Meeting Minutes	
		C. Commission Business	
		D. Other Reports	
8:50 a.m.	IV.	Arts and Culture Funding	
		A. Preliminary Programmatic Refinements for Fiscal Year 2022 Organizational Support Program/Creative Communities San Diego Funding Cycle	Leticia Gomez Franco, Senior Arts and Culture Funding Manager
9:50 a.m.	V.	Staff Reports	Jonathon Glus, Executive Director
9:55 a.m.	VI.	New Business for Future Agendas	Ann Bossler
10:00 a.m.	VII.	Adjourn	Ann Bossler

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.



Commission for Arts and Culture

City of San Diego Commission for Arts and Culture

POLICY & FUNDING COMMITTEE

MINUTES

Friday, June 12, 2020

Members Present

Ann Bossler, Chair
Tracy Dezenzo
Tyler Hewes
Udoka Nwanna
Keith Opstad
Janet Poutré, Ex Officio

Members Absent

Rebecca Smith

Staff Present

Jonathon Glus
Christine Jones
Leticia Gomez Franco
Karla Centeno
Jon Dwyer, Deputy City Attorney

I. Call to Order – Commissioner Ann Bossler called the City of San Diego (City) Commission for Arts and Culture’s Policy & Funding Committee online meeting to order at 8:34 am. Commissioner Bossler introduced herself and took roll call to confirm Commissioner attendance., She then call on Leticia Gomez Franco to review the guidelines for meeting.

II. Non-agenda Public Comment

The following non-agenda public comment was submitted:

- Theresa Kosen – Ms. Kosen stated that she is writing on behalf of Arts and Culture San Diego, a coalition of approximately 100 organizations, including many of the commission’s funded partners. Today, June 12 marks the state approved date for re-opening of some museums. Over the next week a few organizations will slowly begin to open their doors including San Diego Air & Space Museum, San Diego Automotive Museum and the Japanese Friendship Garden. While great news, this comes with great changes for visitors and the knowledge that reduced capacity means much less earned revenue for already struggling nonprofits. Organizations that remain closed continue to connect with communities by providing creative online content such as the Old Globe’s Thinking Shakespeare Live: Sonnets! a Facebook Live event and The San Diego Museum of Art continues its collaboration with Art of Elan for a bi-monthly YouTube video series of concerts inspired by the museum’s collection. In closing, Ms. Kosen thanked Commissioners for their help in protecting the grant funding that remains in the FY21 budget for arts and culture organizations. These partners need every penny to keep the creative sector working and able to serve neighborhoods with virtual and in-person programs.

III. Chair’s Reports

A. ACTION – April 17, 2020 Committee Meeting Minutes

Commissioner Opstad made a motion to approve the minutes of April 17, 2020. Commissioner Hewes seconded the motion. The vote was 5-0-0; the motion passed.

Yea: Bossler, Dezenzo, Hewes, Nwanna, Opstad (5)

Nay: (0)

Abstention: (0)

Recusal: (0)

B. Commission Business – None.

C. Other Reports – None.

IV. Presentations – Commissioner Ann Bossler prefaced a series of reports to be given by staff by acknowledging that partner contractors are hurting; that they have had to furlough and lay-off staff; and are working hard to respond in the short-term and reconsider the long-term for their organizations and that Commissioners are committed to supporting them. She then called on Leticia to present presentations on FY20, FY21 and FY22 funding cycles.

- A. FY20 Response to Covid – Senior Funding Manager, Leticia Gomez Franco shared that Covid-19 has had a profound effect on San Diego’s arts and culture sector, cancelling events and forcing art spaces to close resulting in a huge loss

of revenue for cultural partners. A preliminary survey conducted by University of San Diego's Nonprofit Institute in March found that of the general nonprofit sector, it was the arts and culture subsector who had the largest percentage of organizations that were non-operational at 41%. And at the time of the survey only 19% of the arts and culture organizations surveyed predicted to be able to fully fund payroll 8 weeks later. The survey identified recommendations for funders to support the arts and culture subsector, and these were consistent with what staff heard from contractors. In response to this, and in an attempt to be as supportive as possible, staff identified ways to introduce flexibility for FY20 contractors such as offering contractors the opportunity to extend their contract terms if their event was postponed until before October, the ability to submit invoices for project and program related expenses even if they were forced to cancel. Most immediately helpful was allowing contractors immediate access to 100% of their award. This meant that organizations were able to access much needed funds immediately instead of having to wait to the end of the fiscal year to submit their final invoice. Gomez Franco reported that so far three-quarters of the 156 awards have been paid in full and final reports are due July 31st for FY20.

- B. FY21 Status Report – Senior Funding Manager, Leticia Gomez Franco gave a status report on funding priorities recommended by the Commission for the FY21 application season and how those recommendations were met. The first recommendation, to increase communitywide access to information and opportunities was met by staff holding informational workshops. Gomez Franco reported that in addition to the annual efforts to communicate with council offices, for FY21, staff also disseminated information about funding opportunities to community planning groups. Staff also increased the visibility through social media, word of mouth, and doing direct outreach to organizations not currently funded. The second recommendation, to increase technical assistance opportunities was met by staff by holding a technical assistance workshop in every council district. An increase of 5 additional workshops, creating a narrated technical assistance tutorial in English and Spanish for the website along with tutorials on common issue areas such as a how-to for the Luna calculation. In addition to this, staff offered over 40 hours of office hours. As a result of these increased outreach and technical assistance efforts, staff saw a record increase in new applicants. 23 new organizations submitted an RFQ, of which 18 were deemed eligible to submit an RFP. Of these 18, 15 submitted an RFP and all 15 were awarded funding. The third recommendation, to refine panel composition, was met by staff through five changes in panel process: (1) expand panel call to Southern California region (2) bring subject matter expertise to the table (3) organize panels by subject matter instead of budget amounts (4) make targeted efforts to ensure the panels were diverse in race, gender and geographic/council district representation and (5) shifted the role of Commissioners in panel process from panelists to a supporting and advisory role in panel recruitment, recommend panel slate, newcomers on panel day and advise on rank recommendations. The fourth recommendation was to create an equity assessment and this would be expanded on in the FY22 presentation. The fifth recommendation, to create an arts map, was met by creating and launching Arts and Culture Citywide Impact in March 2020. Chair Poutre commended staff on the great accomplishments despite the facility multiple moves staff underwent in the past year. Commissioner Dezenzo thanked staff for the update on last years recommendations and requested clarity on the San Diego Promise Zone and commended staff for reaching out to community planning groups and increased outreach.
- C. FY22 Funding Priorities – Executive Director Jonathon Glus introduced the FY22 funding priorities presentation by sharing that the City budget was approved by City Council the previous Monday with no additional impacts or adjustments to the funding program and is expected to be ratified by June 29th. Glus reminded Commissioners that the FY21 funding panels took place the 2nd week of March and the day after panels concluded City staff was given the directive to work from home and Commission staff has been working remotely since then. He acknowledged that the arts sector has undergone massive shifts, with unfortunate impacts in revenue and a monumental shift in philanthropy, even with PPE, organizations in San Diego continue to be negatively impacted by the effects of Covid-19. He shared that staff has been having formal and informal conversations with both the contractor organizations and the larger field. Organizations are currently exploring plans for reopening considering capacity, staff and training with an estimated cost of 10 million dollars for the sector depending on size. There is currently no funding designated for supporting the field in reopening. With all of that to consider, staff is working with community partners such as the Performing Arts League, Balboa Park and NTC Liberty Station on a reopening town hall to gather information, guidelines, and protocol for reopening in hopes of easing the current state of fatigue in the field and not reinvent the wheel. Executive Director Glus called on Gomez Franco to share the report on FY22. Gomez Franco shared that while normally this meeting would include a discussion on FY22 priorities, this year acknowledging that the field has undergone tremendous shifts, instead focusing on gathering data to better inform those priorities. Opportunities for learning and data gathering include the FY20 final report which in addition to reporting on how funds were spent, scope of services and technical assistance needs, will also include data to inform second year of Arts Impact Map; a Confidential Survey on Covid-19 Impact conducted by USD; the results of the Diversity, Equity, & Inclusion assessment; and an analysis of the state of theater and dance sector to understand the impacts of Covid-19 on these specific sectors. Chair Poutre recommended that the conversation include organizations that have not historically been reached out to, and keep in mind the Commission's recent commitment to equity and inclusion. Commissioner Bossler expressed interest in being a part of those conversations with the field. Commissioner Hewes shared that he recently had conversations with the One Theatre community about their own plans for reopening. Executive Director Glus added that we expect to have the results of most of these studies and data gathering opportunities in time for the committee's August and September meetings in order to launch guidelines for FY22 in October. Commissioner Bossler requested that the town hall take place before the data gathering takes place so that we can guide the data gathering in a direction that best supports contractors. Interest was expressed in having a larger conversation about how the commission can best support the organizations and remain relevant, what is the role of the Commission in this

“new normal”. Commissioner Opstad inquired about additional sources of income beyond Transient Occupancy Tax to support the organizations. Commissioner Hewes suggested the larger conversation with nonprofits and for-profit world should be tabled along with focus on specific dollars and instead focus on the procedures of reopening with the goal of setting a baseline first and then moving on to assessing the economic impact. Executive Director Glus suggested having the immediate town hall on reopening now and schedule a larger conversation town-hall for July to discuss what’s next for the arts in San Diego. Chair Poutre suggested staff collaborate with Economic Development with the understanding that nonprofits are also small businesses. Commissioner Hewes confirmed that these organizations are small businesses and should be advocated for. Chair Poutre suggested the conversation about a larger town hall could continue during the Executive Committee meeting to be held next Friday. Commissioner Dezenzo asked for framework with the goals of the townhall so Commissioners can determine where their support is most helpful.

- V. Staff Reports –Executive Director Glus called on Chief of Civic Art Strategies Christine Jones to give a staff report. Jones reported that key revisions of Council Policy 100-03 were taking place and a possible special Policy & Funding Committee meeting may take place to go over these draft revisions. Jones also reported that the City had recently opted in to receive CARES Act funding from the California Arts Council to regrant to San Diego County organizations.
- VI. New Business for Future Agendas – None
- VII. Adjourn – Commissioner Bossler adjourned the meeting at 9:42 am.

DRAFT



Commission for Arts and Culture

City of San Diego Commission for Arts and Culture

SPECIAL POLICY & FUNDING COMMITTEE MEETING

MINUTES

Thursday, June 25, 2020

Members Present

Ann Bossler, Chair
Rebecca Smith
Tracy Dezenzo
Keith Opstad
Janet Poutré, Ex Officio

Members Absent

Tyler Hewes
Udoka Nwanna

Staff Present

Jonathon Glus
Christine Jones
Leticia Gomez Franco
Karla Centeno
Jon Dwyer, Deputy City Attorney

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- I. Call to Order – Commissioner Ann Bossler called the City of San Diego (City) Commission for Arts and Culture’s Policy & Funding Committee Special online meeting to order at 8:31 am. Commissioner Bossler introduced herself and took roll call to confirm Commissioner attendance. She then called on Leticia Gomez Franco to review the guidelines for meeting.
- II. Non-agenda Public Comment - None
- III. Chair’s Reports
- A. Commission Business – None
- B. Other Reports – None
- IV. ACTION – Draft Key Revisions to City Council Transient Occupancy Tax Policy (CP 100-03) – Executive Director Jonathon Glus introduced the action item by providing background on Council Policy 100-03. Glus shared that Council Policy 100-03 had not been revised in 15 years, and that about 2 years ago leadership at the City questioned why the City was funding organizations outside the city limits, in response staff began evaluating the eligibility criteria. In looking at that, staff realized there was much that needed to be updated, and that as it stood the policy didn’t give the City the flexibility to strategically invest in the sector. Glus also shared that revisions are moving forward at this pace because it is a priority of the Office of the Mayor and for implementation during the upcoming FY22 funding cycle, revisions would need to be approved by City Council before that. After today, the draft revisions in concept will go the full Commission. While the draft revisions are a clean up, they may not reflect some of the conversation we’re concurrently having regarding equity so additional revisions may occur in the future. Executive Director Glus then called on Chief of Civic Art Strategies Christine Jones to go over the draft revisions. Jones walked the Commissioners through the key revisions that were specifically related to the Arts, Culture and Community Festivals priority area. Some background on the Policy was shared such as that policy was last updated in 2005. Two of the priority areas in the policy (Arts and Culture and Economic Development) have application processes, including the Organizational Support Program and Creative Communities San Diego. An analysis of feedback identified that revisions are needed to clean up language so that its not vague and difficult to follow, creating clarity in general eligibility and addressing financial disclosure requirements which are onerous to smaller organizations. After a cross-departmental review of the policy with Economic Development, Department of Finance and Office of the City Attorney, key revisions have been identified with the goal of modernizing the policy, strengthening programmatic integrity, reinforcing the City’s use of TOT funds to promote the city, supporting inclusive growth, the development of San Diego’s economy, building opportunities in the creative sector and tourism sector, and in turn producing significant local revenue that will positively impact communities across the city. Proposed draft revisions to the policy in concept start with technical adjustments and are helping to align the text of the policy with San Diego Municipal Code, reflect departmental and organizational changes over the last 15 years, reorganize the policy to enhance readability and align the policy with the City’s TOT application process and contract administration. These changes do not change the spirit or intent of the policy and are mostly general clean up. The significant changes proposed in the revision are outlined in the policy section and include the types of applicants and categories. Current policy allows distribution of TOT funds to nonprofit organizations only, the proposed revisions would allow for a broader applicant pool and more opportunities including individuals, nonprofits as well as other entities. Specifically, within the Arts, Culture and Community Festivals priority what is being proposed is two new funding categories: 1. City Artist Category and 2. Impact Category. These new categories will allow funding for individual artists, groups of artists, nonprofits, and for-profit businesses through targeted funding initiatives. Another area of revisions is the general requirements and conditions in Attachment A of the policy. Under general eligibility, the revisions will reduce the track

record for period of eligibility from 3 years to 2 years broadening the pool of applicants to newer organizations. Also in this section, revisions would clarify the entities who can receive general operating support to organizations that are headquartered within the city of San Diego and have a mission statement that is clearly focused on arts and culture activity within the City, and finally will limit the funding of organizations eligible for project funding to be in the county of San Diego with projects taking place within the city of San Diego. In the Financial Disclosures section, revisions would create an additional tier so that recipients with an operating budget under \$2 million and with awards over \$75,000 can submit a financial review as opposed to a financial audit, bringing the policy in line with state audit thresholds and creating much needed cost savings for smaller organizations. In conclusion, Jones shared that if approved by City Council this summer, staff can anticipate incorporating the revisions into the FY22 application guidelines in the fall of 2020. **Commissioner Opstad made a motion that the Policy & Funding Committee recommend to the Commission for Arts and Culture the support of the draft key revisions to Transient Occupancy Tax Policy, Council Policy 100-03 in concept. Commissioner Dezenzo seconded the motion.** Commissioner Opstad requested clarification on proposed revisions to eligibility requirements and where organizations can be located to be eligible for funding and what current contractors may no longer be eligible for funding under the revised policy. Jones clarified that because all current contractors are based in the County of San Diego, all of them would be eligible to apply for funding either general operating support or project support. Commissioner Smith suggested that text be added to the visual slides to add some context to the conceptual icons in preparation for the full Commission meeting the following day. With no further discussion, Commissioner Bossler called for a vote. **The vote was 4-0-0; the motion passed.**

Yea: Bossler, Dezenzo, Opstad, Smith (4)

Nay: (0)

Abstention: (0)

Recusal: (0)

V. Staff Reports –None

VI. New Business for Future Agendas – None

VII. Adjourn – Commissioner Bossler adjourned the meeting at 9:27 am.