



Commission for Arts and Culture

City of San Diego Commission for Arts and Culture

POLICY & FUNDING COMMITTEE

AGENDA

City Council Committee Room, 12th Floor, City Administration Building

202 C Street, San Diego, California 92101

Friday, July 12, 2019

8:00 a.m. – 9:30 a.m.

8:00 a.m.	I.	Call to Order	Ann Bossler, Chair
8:01 a.m.	II.	Non-agenda Public Comment	
8:05 a.m.	III.	Chair's Reports	Ann Bossler, Chair
		A. ACTION – June 21, 2019 Special Committee Meeting Minutes	
		B. ACTION – June 21, 2019 Committee Meeting Minutes	
		C. Commission Business	
		D. Other Reports	
8:10 a.m.	IV.	Arts and Culture Funding	Jonathon Glus, Executive Director
		A. Report – Programmatic Capacity	
		B. Presentation – Option to Renew and Panel Composition	
		C. Discussion – Arts Education Enrichment Initiative Assessment	
8:55 a.m.	V.	Staff Reports	Jonathon Glus, Executive Director
		A. Arts and Culture Funding Program	
		B. Other Reports	
9:15 a.m.	VI.	New Business for Future Agendas	Ann Bossler
9:30 a.m.	VII.	Adjourn	Ann Bossler

Meetings may be recorded. **NON-AGENDA PUBLIC COMMENT:** Any member of the public may address the Committee on any subject in its area of responsibility on any matter not presently pending or previously discussed at the Committee. Comments are limited to three (3) minutes and are non-debatable. At the conclusion of the comment, the Committee Chair shall have the discretion to determine appropriate disposition of the matter. To exercise this right, members of the public wishing to address the Committee under Public Comment must submit a Public Comment Request form prior to the meeting. Subject matter and time limitations are noted on the form. Pursuant to open meeting laws, no discussion or action, other than a referral, shall be taken by the Committee on any issue brought forth under Public Comment. The information contained in this agenda is available in alternative formats and can be requested by calling 619-236-6800 at least three (3) working days prior to the meeting in order to insure availability.



Commission for Arts and Culture

City of San Diego Commission for Arts and Culture

POLICY & FUNDING COMMITTEE SPECIAL MEETING

MINUTES

Friday, June 21, 2019

Members Present

Ann Bossler, Chair
Rebecca Smith, Vice Chair
Tyler Hewes
Keith Opstad
Janet Poutré, Ex Officio

Members Absent

Udoka Nwanna

Staff Present

Jonathon Glus
Karla Centeno
Leticia Gomez Franco
Gail Wingfield

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- I. Call to Order – Commissioner Ann Bossler called the City of San Diego (City) Commission for Arts and Culture’s special Policy & Funding Committee to order at 8:04 a.m. in the City Council Committee Room, 12th Floor, City Administration Building, 202 C Street, San Diego California 92101.
- II. Non-agenda Public Comment
- Peter Kalivas (The PGK Project) commented on the lack of equity in the Organizational Support Program (OSP) and Creative Communities San Diego (CCSD) funding programs. He also encouraged Commissioners to re–think funding organizations outside the San Diego city limits and organizations whose activities are tuition based or offer fee for classes.
- III. Presentation – Follow-up to Special Policy & Funding Committee Meeting on November 15, 2018
Gail Wingfield, Senior Arts and Culture Funding Manager, reported on public comments taken at the special Policy & Funding Committee Meeting held November 15, 2018, addressing topics related to the current award algorithm and request for proposals evaluation panel process for OSP and CCSD. She explained that policy limitations of current award amounts, such as, in the FY19 funding cycle, the City discontinuing limiting award amounts for new applicants, and establishing minimum \$5,000 award amounts, ensured fair procurement practice. She also reported on the evaluation process, including improvements made in recent years to the application process for greater clarity and ease, the implementation of option to renew contracts for eligible OSP and CCSD nonprofit organizations, and refinements to both the evaluation panel process and the appeals process. Additional comments that staff addressed included clarifying that an organization’s annual operating income excludes capital funds, the department’s compliance with City policy that unused OSP or CCSD awarded funds return to the City’s fund balance, and confirmation that staff has capacity for administering the projected increase in the number of applicants for FY21 funding cycle. Wingfield added that for FY21 funding cycle, staff will continue to prioritize applicant education and technical assistance, clarify applicant eligibility criteria, and refine panel composition and training, including equity training for staff and panelists.
- IV. Public Comment on the report regarding the Current Award Algorithm and Current Request for Proposals (RFP) Evaluation Process for Organizational Support Program (OSP)/Creative Communities San Diego (CCSD)
- Peter Comisky (representing Arts & Culture San Diego) commented on the progress that has been made since the November 15, 2018 Special Policy & Funding Meeting, particularly regarding equity. He encouraged a phased approach to contract renewals for OSP and CCSD awardees and expressed the nonprofit community’s willingness to advocate with members of City Council that arts and culture is a core City service.
- V. Adjourn – Commissioner Ann Bossler adjourned the meeting at 8:34 a.m.



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POLICY & FUNDING COMMITTEE

MINUTES

Friday, June 21, 2019

Members Present

Ann Bossler, Chair
Rebecca Smith, Vice Chair
Tyler Hewes
Keith Opstad
Janet Poutré, Ex Officio

Members Absent

Udoka Nwanna

Staff Present

Jonathon Glus
Karla Centeno
Leticia Gomez Franco
Gail Wingfield

-
- I. Call to Order – Commissioner Ann Bossler called the City of San Diego (City) Commission for Arts and Culture’s Policy & Funding Committee to order at 9:00 a.m. in the City Council Committee Room, 12th Floor, City Administration Building, 202 C Street, San Diego, California 92101
- II. Non-agenda Public Comment
- Theresa Kosen (Arts and Culture Coalition) shared two examples of collaboration of City-funded nonprofits. The first was a recent summer photography program called Exposure, presented by Russ Sperling, Director of Visual and Performing Arts at the San Diego Unified School District. The second was San Diego Pro Art Voices’ summer art workshop which provides choral training for K-12 students, teachers and other community members. She indicated that these are examples of the cultural ecosystem in action with organizations of different sizes and budgets creating culture and interacting with youth of all different ages and talent, increasing access and economic impact.
 - Victoria Hamilton, arts advocate, commented on the need for a thorough review of the appeals process for Organizational Support Program (OSP) and Creative Communities San Diego (CCSD) funding categories to bring it into alignment with the new California Arts Council policies.
- III. Chair’s Reports
- A. **ACTION – April 12, 2019 Meeting Minutes** – Commissioner Tyler Hewes made a motion to approve the Policy & Funding Committee meeting minutes of April 12, 2019. Commissioner Rebecca Smith seconded the motion. The vote was 4-0-0; the motion passed.
- Yea: Bossler, Hewes, Opstad, Smith (4)
Nay: (0)
Abstention: (0)
Recusal: (0)
- B. Commission Business - None
- C. Other Reports – Commissioner Janet Poutré announced that Jonathon Glus, Executive Director of the Commission for Arts and Culture, recently received the United States Urban Arts Federation, Ray Hanley Innovation Award by Americans for the Arts.

IV. **ACTION – Program Refinement Priorities for Fiscal Year 2021 Organizational Support Program/Creative Communities San Diego Funding Cycle** – Gail Wingfield, Senior Arts and Culture Funding Manager presented staff recommendations for program refinement and tactical priorities for the fiscal year 2021 OSP and CCSD funding cycle as follows: 1) prioritize new applicant cultivation with focus on the Promise Zone; 2) increase technical assistance opportunities; 3) refine panel composition through proactive recruitment in a broader geographic area, equity training for staff and panelists, and changing the role of Commissioners from individual panel members to one of oversight in an advisory capacity; 4) conduct an equity assessment of Commission policies and procedures to create additional tools to measure and increase equity in cultural funding. She added that staff also plans to map outreach and community impact to better understand OSP and CCSD contractors' current scope of arts education programs and use of city facilities. Commissioner Bossler asked about the OSP funding eligibility for organizations based outside the city limits. Jonathon Glus, Executive Director of the Commission of Arts and Culture, indicated that staff will be working with the Economic Development Department on proposed revisions to Council Policy 100-03 to address eligibility and that it may take most of fiscal year 2021. In the interim, staff plans to guide applicants providing services with the city but based outside the city limits to apply for the City's CCSD funding opportunity. Commissioner Smith commented that the change in Commissioners' role in the panel process is an opportunity for Commissioners to increase their advocacy in seeking a broader scope of panelists. Commissioner Hewes commented that it was an opportunity for Commissioners to build the pipeline for panelists and new commissioners. Commissioner Opstad suggested limiting the number of applicants for each panel. Commissioner Bossler asked about the timing and pacing of contract renewals. Glus stated the majority of OSP and CCSD contractors have renewed contracts, staggered based on when they came into the pool. It is optional whether they choose to extend. Glus indicated that he's confident in staff's capacity to administer the number of applicants anticipated for the fiscal year 2021 funding cycle.

Public Comment

- Peter Comisky (Balboa Park Cultural Partnership) commented that it was good to recruit panelists from outside of San Diego, and encouraged the City to consider reimbursement for panelists. He encouraged working with the Barrio Logan Cultural District to find new applicants for OSP/CCSD funding.

Commissioner Tyler Hewes made a motion to recommend program refinement and tactical priorities for the Fiscal Year 2021 Organizational Support Program (OSP) and Creative Communities San Diego (CCSD) funding cycle as follows: 1) prioritizing new applicant cultivation with focus on the Promise Zone; 2) increasing technical assistance opportunities; 3) refining panel composition through proactive recruitment in a broader geographic area, equity training for staff and panelists, and changing the role of Commissioners from individual panel members to one of oversight in an advisory capacity; 4) conducting an equity assessment of Commission policies and procedures to create additional tools to measure and increase equity in cultural funding. Commissioner Rebecca Smith seconded the motion. The vote was 4-0-0; the motion passed.

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

Nay: (0)

Abstention: (0)

Recusal: (0)

V. **ACTIONS – Refinement Priorities for Fiscal Year 2020 Arts Education Enrichment Initiative** – Karla Centeno, Arts and Culture Project Manager presented staff recommendations for refinement priorities for the fiscal year 2020 Arts Education Enrichment Initiative (AEEI) as follows: (1) adjust the number of awards from 10 to 8; (2) place focus on projects taking place in the San Diego Promise Zone (SDPZ); (3) expand where projects can take place in the SDPZ to include recreation centers, public parks and libraries in addition to public schools; (4) refine panel composition. Commissioner Bossler suggested that staff reach out to Councilmembers in SDPZ and ask them to match AEEI awards. Glus added that staff is finding informally there is a great deal of activity taking place in City facilities that we are not tracking. Since staff is conducting a review of AEEI in fiscal year 2020, focusing on one area that is identified and is a City priority will make it easier to measure impact. **Commissioner Rebecca Smith made a motion to recommend refinement priorities for the fiscal year 2020 Arts Education Enrichment Initiative (AEEI) as follows: (1) adjust the number of awards from 10 to 8; (2) place focus on projects taking place in the San Diego Promise Zone (SDPZ); (3) expand where projects**

can take place in the SDPZ to include recreation centers, public parks and libraries in addition to public schools; (4) refine panel composition with the additional recommendation that Councilmembers are asked to match the awards. Commissioner Tyler Hewes seconded the motion. The vote was 4-0-0; the motion passed.

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

Nay: (0)

Abstention: (0)

Recusal: (0)

Commissioner Bossler asked staff to return in July with tactics for the assessment of AEEI.

VI. Staff Reports

A. Arts and Culture Funding Program - Glus acknowledged the value and success of both the Nonprofit Academy and digital marketing for the arts one-day intensive. Glus said staff is working with the Economic Development Department to develop the curriculum for the next Nonprofit Academy that will take place in August 2019. Commissioner Smith suggested staff explore professionals in the city who may want to donate their services next year.

B. Other Reports - None

VII. New Business for Future Agendas - Commissioner Bossler asked for confirmation of quorum for the July 12, 2019 Policy & Funding Committee meeting.

VIII. Adjourn - Commissioner Bossler adjourned the meeting at 9:34 a.m.

DRAFT

Commission for Arts and Culture Policy & Funding Committee

July 12, 2019



Presentation

- Option to Renew
- Panel Composition
- Panel Application Evaluation Process
- Outreach and Community Mapping
- AEEI Assessment



Number of RFP Applicants by Fiscal Year

Fiscal Year	OSP Applicants to Panel	CCSD Applicants to Panel	TOTAL Applicants To Panel
FY18	89	52	141
FY19	34	29	63
FY20	24	23	47
FY21 (Projected)	63	13	76
FY22 (Projected)	18	19	37
FY23 (Projected)	24	21	45



Number of Panel Days/Applications by Fiscal Year

Fiscal Year	Number of OSP Panels	Number of CCSD Panels	TOTAL Panel Days	AVERAGE Apps / Day
FY18	6	3	9	16
FY19	3	2	5	11
FY20	2	2	4	12
FY21 (projected)	5	2	7	15
FY22 (projected)	2	2	4	9



Panel Timeline – Fiscal Year 2021

- October/November Panel Recruitment
- November Commission Ratifies Panel Pool
- January Panel Training
- February RFP Applications Distributed
- March Panel Evaluation Days



Panel – Role of Commissioners

- Panel recruitment
- Recommend panel selection
- Guest speaker during panel training
- Host on panel day
- Confirm rank recommendations
- Confirm award recommendations



Panel Composition

RECRUITMENT

- **September** - Refinement of panelist profile and panelist nomination application complete
- **October/November** - Call for nominations
 - Public information office
 - Council District offices
 - Commissioners
 - Office of Boards and Commissions
 - OSP/CCSD contractors
 - Former panelists
 - Universities, arts organizations, artists, arts producers and other professionals with arts and/or nonprofit experience
 - Targeted outreach in adjacent counties



TRAINING

- Thorough explanation of RFP application evaluation and ranking process
- Commissioners offer information based on their experience as panelists
- Equity training for panelists and staff (TBD)



FORMATION OF A PANEL

- Person(s) with understanding of nonprofit arts organization general management, artistic and/or program management: executive director, artistic director, curator, outreach/education program manager, production manager, teaching artist.
- Person(s) with nonprofit expertise from an outside perspective: board members, philanthropists, consultants, corporate giving, social services, economic development, volunteers.
- Person(s) experienced in nonprofit financial management who can read and understand financial history, budgets, etc.
- Person(s) experienced in nonprofit marketing, branding, communication community outreach
- Insure diversity for each panel

EVALUATION OF BEST PRACTICES

- **September:** Staff will evaluate and report on:
 - ✓ Conflict of interest parameters
 - ✓ Panel format: discipline vs budget
 - ✓ Panel Pool
 - Serve on 1 panel per fiscal year
 - 2 or 3 years on the same panel



Panel Application Evaluation Process

- FY21: Panelist Accessibility to Applicants' Financials
 - OSP – Annual Operation Budget
 - CCSD – Project Budget
- FY22: Analysis of AOI vs. AOE vs. Annual Operating Budget for OSP applications



August/September:

Assess AEEI program by analyzing data from

- AEEI FY18 and FY19 Final Reports
- Feedback from survey to AEEI Contractors

October:

- Present to Policy & Funding Committee

Commission for Arts and Culture Policy & Funding Committee

