

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, June 21, 2019

9:00 a.m. – 10:00 a.m.

9:00 a.m.	I.	Call to Order	Ann Bossler, Chair		
9:01 a.m.	II.	Non-agenda Public Comment			
9:05 a.m.	III.	Chair's Reports	Ann Bossler, Chair		
		A. ACTION – April 12, 2019 Committee Meeting Minutes			
		B. Commission Business			
		C. Other Reports			
9:10 a.m.	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		
	V.	ACTION – Refinement Priorities for Fiscal Year 2020 Arts Education Enrichment Initiative	Karla Centeno, Arts and Culture Program Manager		
9:50 a.m.	VI.	Staff Reports A. Arts and Culture Funding Program B. Other Reports	Jonathon Glus, Executive Director		
9:55 a.m.	VII.	New Business for Future Agendas	Ann Bossler		
10:00 a.m.	VIII.	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.



City of San Diego Commission for Arts and Culture

POLICY & FUNDING COMMITTEE

MINUTES

Friday, April 12, 2019

Members Absent

<u>Members Present</u> Ann Bossler, Chair Rebecca Smith, Vice Chair Tyler Hewes Udoka Nwanna Keith Opstad Janet Poutré, Ex Officio <u>Staff Present</u> Jonathon Glus Christine E. Jones Karla Centeno Gail Wingfield

- I. <u>Call to Order</u> Commissioner Ann Bossler called the City of San Diego (City) Commission for Arts and Culture's Policy & Funding Committee to order at 8:04 a.m. in the Main Lobby of Golden Hall at the San Diego Concourse, 202 C. Street, San Diego, California 92101.
- II. <u>Non-agenda Public Comment</u>
 - Theresa Kosen (Arts and Culture Coalition) shared two examples of collaboration of Cityfunded nonprofits from Districts 3 and 9. The first was the recent Little Saigon pop-up gallery in City Heights. The second was the New Children's Museum's hands-on artmaking activities for underserved families in seven locations throughout San Diego this spring, culminating in the museum's Mass Creativity Day on June 22. 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.
 - Peter Comiskey (Balboa Park Cultural Partnership) commented that Arts and Culture San Diego will be collaborating and communicating with both Commissioners and Councilmembers to find out what they are doing related to arts and culture.
- III. <u>Chair's Reports</u>
 - A. <u>ACTION March 8, 2019 Meeting Minutes</u> Commissioner Tyler Hewes made a motion to approve the Policy & Funding Committee meeting minutes of March 8, 2019. Commissioner Udoka Nwanna seconded the motion. The vote was 5-0-0; the motion passed.

Yea: Bossler, Hewes, Nwanna, Opstad, Smith (5) Nay: (0) Abstention: (0) Recusal: (0)

- B. <u>Commission Business</u> None
- C. Other Reports None

IV. <u>Presentation – Horton Plaza Theatres Foundation</u> – Sandra L. Simmons, Executive Director, Horton Plaza Theatres Foundation (Foundation), provided a detailed overview of the contractual relationship between the Foundation and the City. She discussed the Foundation's four-point mission as steward of the Lyceum Theatre infrastructure, its financial arrangement with the City and its contractual relationship with its managing company. Simmons also provided handouts with the Foundation's financial information. Commissioner Bossler asked staff to research the effectiveness of the overall structure of the agreement between the City and the Foundation, so Commissioners have sufficient information to make recommendations.

V. <u>ACTIONS</u>

A. Fiscal Year 2020 Arts and Culture Budget Distribution Priorities – Jonathon Glus, Executive Director reported that Mayor Faulconer released the City's Fiscal Year 2020 proposed budget on April 11, 2019 and presented an updated spreadsheet that included the Mayor's proposed budget allocation amounts for Arts and Culture. Glus explained that the proposed budget is consistent with earlier discussions and core program funding for Organizational Support Program (OSP) and Creative Communities San Diego (CCSD) will remain intact. There will be an allocation adjustment in the pilot arts education initiative. Glus indicated further that the Mayor/City Council allocations remain the same; and the Horton Plaza Theatre Foundation allocation remain at last year's level. Finally, a new initiative for a civic poet will be funded through an allocation from the Public Art Fund. He explained that a reduction was applied evenly against the pilot arts education enrichment initiative and the distribution into the Public Art Fund, each of which would be approximately \$22,000. Administration adjustments will be internal and will not affect staffing. Commissioner Bossler made a motion to support the City of San Diego Mayor's Fiscal Year 2020 Proposed Budget for Arts and Culture as released on April 11, 2019.

Commissioner Hewes seconded the motion. The vote was 5-0-0; the motion passed.

Yea: Bossler, Hewes, Nwanna, Opstad, Smith (5) Nay: (0) Abstention: (0) Recusal: (0)

Commission Bossler asked staff to return with thoughts regarding the arts education enrichment initiative funding.

B. Fiscal Year 2020 Organizational Support Program/Creative Communities San Diego Request for Proposal Ranks – Gail Wingfield, Senior Arts and Culture Funding Manager, presented the staff recommendation for the Fiscal Year 2020 OSP and CCSD proposed ranks determined by the Commission Advisory Panels in March 2019. Commissioner Hewes asked if any organizations to be funded were outside the city limits. City staff confirmed that all organizations who applied for and received funding through OSP and CCSD were deemed eligible. Commissioner Opstad made a motion to recommend to the City of San Diego Mayor and City Council the Request for Proposal ranks for FY20 Organizational Support Program and Creative Communities San Diego funding categories, as submitted by Commission Advisory Panelists. Commissioner Tyler seconded the motion. The vote was 5–0–0; the motion passed.

Yea: Bossler, Hewes, Nwanna, Opstad, Smith (5) Nay: (0) Abstention: (0) Recusal: (0)

 VI. Presentation – Program Refinement Priorities for Fiscal Year 2021 Organizational Support Program/Creative Communities San Diego Funding Cycle – Gail Wingfield, Senior Arts and Culture Funding Manager, gave an informational presentation which covered topics such as feedback received and data collection methods and opportunities, updates made as part of the FY2020 funding cycle and ongoing refinements, FY2017-FY2020 funding cycle statistics, timeline and possible program refinement priorities for implementation in the FY2021 funding cycle. Commissioner Bossler asked staff to return with an update on tactics to ensure staff has the capacity to administer any increase in applicants who will submit responses to the Request For Proposals in Fiscal Year 2021.

Jonathon Glus emphasized staff's intentional, ongoing collection of information from Commissioners, applicants, contractors and other stakeholders regarding all aspects of funding. He also acknowledged the delays that sometimes occur during the contracting process and indicated staff will be focused on improving that flow in the coming months.

VII. <u>Staff Reports</u>

A. Arts and Culture Funding Program

Glus reported on the possibility of a roll-over account where unused funds that were allocated to a contractor could be saved instead of returning to the City's fund balance. He said this account is not possible because such a policy would affect other City departments and it would set a precedent the City would have to honor. He said there is a nominal amount of money left in any given fiscal year. Glus also reported on the appeals process. In the existing guidelines any applicant not recommended to receive a contract award may submit a written appeal to staff and staff considerers the appeal and makes the final ruling. For the Fiscal Year 2020 funding cycle, there was only one applicant not recommended to receive a contract award and the applicant did not submit an appeal. Glus said the appeals process for OSP and CCSD needs to involve the Commission, not just with staff, and he would be working with Commissioners Poutré and Bossler to modify the appeals language for inclusion in the Fiscal Year 2021 funding application and guidelines. Finally, Glus reported that the parameters for organizations to apply for and receive funding through OSP and CCSD that reside outside the city limits is specified in Council Policy 100-03 which impacts other departments of the City as well as Arts and Culture operations. Currently there are twelve (12) City-funded arts and culture organizations which reside outside the city limits. Of those, the programming of all but one takes place inside the city limits. The exception is Poway Onstage. The organization has provided the City with a detailed report on how they meet Council Policy 100-03 stipulation that the majority of their activities must take place within the City limits and/or benefit City residents. This included demonstration that the majority (51%) of their programming taking place inside the city limits: (1) an ample arts education programs in the Poway Unified School District in schools that are within the city of San Diego, and a sizeable audience from the city of San Diego that attend their performance series. Any revisions to eligibility requirements would require revisions to Council Policy 100-03 which could take a year or longer.

Commissioner Bossler asked for a motion to amend the original motion for Fiscal Year 2020 Organizational Support Program/Creative Communities San Diego Request for Proposal Ranks to ask staff to come back with further input on funding organizations outside the city limits. Commissioner Hewes made the amendment to the original motion. Commissioner Smith seconded the amendment to the original motion. The vote was 5–0–0; the amendment to the original motion passed.

Yea: Bossler, Hewes, Nwanna, Opstad, Smith (5) Nay: (0) Abstention: (0) Recusal: (0)

B. Other Reports

Christine E. Jones, Chief of Civic Art Strategies reported on activities for Arts, Culture & Creativity Month, starting with a proclamation from Mayor Faulconer on April 13 that would be presented to Commissioner Poutré at Quartyard's 4-Year Birthday Block Party. Jones also announced the upcoming Nonprofit Academy on May 30-31, preceded by the Digital Marketing for the Arts One-Day Intensive on May 29, hosted by the City. Both May events will be held at the University of San Diego.

VIII. <u>New Business for Future Agendas</u> – None

IX. <u>Adjourn</u> – Commissioner Ann Bossler adjourned the meeting at 9:34 a.m.



Commission for Arts and Culture Policy & Funding Committee

June 21, 2019

Program Refinement and Tactical Priorities for Fiscal Year 2021 OSP/CCSD Funding Cycle and Beyond



S Timeline for FY21 Funding Cycle Development



Sollecting Data from Stakeholders & Research

- Ongoing Commissioner feedback
- FY18 Contractors final report and FY19 mid-year report
- Feedback collected from FY19 and FY20 panelists
- Review of FY19 and FY20 panelist comments on applications
- In-person technical assistance workshops (2 4 per funding cycle) and office hours (100 hours per funding cycle) with FY19 and FY20 applicants
- Feedback collected at the special Policy & Funding meetings
- Participant feedback collected bi-annually at The Nonprofit Academy
- Participant feedback collected at the FY19 Digital Marketing Workshop
- Informal and ongoing review of policies and programs at other local arts agencies
- Informal and ongoing review of recommendations for best practices gathered from national peers
- Needs assessment conducted by USD's Nonprofit Institute in FY17 and FY18

SD General Tactical Priorities for FY21

- Ensure community wide access to the Commission for Arts and Culture
- Assess City arts and culture programs and procedures from the perspective of access and equity
- Increase opportunities to access City arts and culture resources for underserved residential areas



Recommendation 1:

Prioritize new applicant cultivation with Focus on the Promise Zone



Recommendation 2:

Increase technical assistance opportunities



Recommendation 3:

Refine panel composition



Recommendation 4:

Equity Assessment



Arts Education Mapping

SD Tactical Priorities for FY22 Funding Cycle





STAFF REPORT

DATE ISSUED:	June 20, 2019
ATTENTION:	Policy & Funding Committee
SUBJECT:	Program Refinement and Tactical Priorities for OSP/CCSD Fiscal Year 2021 Funding Cycle
REFERENCES:	Council Policy 100-03
STAFF CONTACT:	Gail Wingfield, Senior Arts and Culture Funding Manager

STAFF RECOMMENDATIONS

Recommended program refinement and tactical priorities for the Fiscal Year 2021 Organizational Support Program (OSP) and Creative Communities San Diego (CCSD) funding cycle are as follows:

- 1. Prioritize new applicant cultivation with focus on the Promise Zone
- 2. Increase technical assistance opportunities
- 3. Refine panel composition
- 4. Equity assessment

SUMMARY

Pursuant to Council Policy 100–03, regarding the distribution of Transient Occupancy Tax (TOT), the Commission is the City department responsible for administering the Arts, Culture and Community Festivals category. This distribution is completed through two subcategories: Organizational Support Program (OSP) and Creative Communities San Diego (CCSD). TOT allocations related to arts and culture are intended to support the following uses:

- 1. Enhance the economy and contribute to San Diego's reputation as a cultural destination
- 2. Nurture and maintain arts and culture institutions of national and international reputation
- 3. Provide access to excellence in culture and the arts and residents and visitors
- 4. Enrich the lives of the people of San Diego and build healthy, vital neighborhoods

Annually, Commission staff initiates an application process in which nonprofit organizations can apply through one of the two subcategories. This process is reviewed and updated as needed.

On April 12, 2019, the Commission's Policy and Funding Committee received a presentation from Commission staff regarding updates made as a part of the FY2020 funding cycle, and priorities for the FY2021 funding cycle. At the request of the committee, Commission staff shared the presentation with the full commission on April 26, 2019.

In this next step, the Policy & Funding Committee's task is to recommend priorities for the FY2021 funding cycle. This recommendation will be forwarded to the full Commission for review and recommendation.

Panel Composition Competitive Analysis

Торіс	San Diego	Seattle	San Francisco	Miami	Los Angeles County
Role of Commissioners	Vote on panelists and participate in panels	16 commissioners not on panels. Observe only	No role for commissioners for the panel process.		Commissioners approve the panel pool and are welcome to observe panels but do not participate in scoring
Role of Staff during panels		Staff support panelists, facilitate panels, offer factual information - no vote		Staff are advocates for applicants and can speak up with facutal information during panel discussions if the applicant representative is not present - no vote	
Role of staff in entire panel process	panel recruitment, selection of panel composition, training, facilitiates	Coordinates application process, panel recruitment, selection of panel composition, training, facilitiates panel meetings	Staff compose panels from panel pool. A staff program officer calls each panelist after the initial reading of applications to discuss the application in detail, including equity biases.	Coordinates application process and	A program supervisor calls each panelist to determine eligibility prior to asking commissioners for approval. Staff creates panel composition from panel pool.
Requirements to be panelist		Expertise/experience in an arts discipline, can reside in or outside of Seattle	-	Must reside in Dade County, can be expert in an arts discipline or a citizen	Must reside in L.A. County. Connection to the arts in some way required: administrator, works with nonprofits, artists, partners, funders of arts, consultants, arts scholars, etc.
Responbilities of panelist	comments individually; on panel day evaluate application as a group. Cannot share personal experience.	Review written samples and make comments individually; on panel day review work samples as a group, evaluate application. Can share personal experience of applicant		share personal experience. Can	Review written samples and make comments individually; on panel day evaluate applications as a group. Cannot share personal experience. Can adjust scores on panel day.
Compensation of panelist		pre-reading: \$15/hr to \$75; \$200/panel day for 2-3 days; if from out of town - transportation, hotel, per diem	\$30 per application.	No budget for compensation	\$200 for participation
	Call for nominations, networking and		Call for nominations, networking, word of mouth, and invitation to	Call put out through newsletter, cultural organizations, the board, artists, businesses outside the arts sector, post locally on arts job	Ask previous panelists, staff, commissioners, network. Were able to increase panelist nominations to
Panelist recruitment	invitation to apply	Individual invitation from networking	apply	webside and volunteer websites	400 through internal push

Торіс	San Diego	Seattle	San Francisco	Miami	Los Angeles County
Panelist application process	Complete application, review by staff, review by commissioners	Conversation with program manager	All nominations are reviewed/approved by Commission committee, then by full Commission.	Complete electronic form. No bio or resume required. Very successful past two years	Online application, staff reviews and nominates, then commissoners approve. Only need to approve people who are new to panels
Panelist time commitment	One panel per year	One panel per year	One panel per year. In panel pool for 2 years	In panel pool for 3-5 years	1 year only; can be on more than one panel if in a different category. Must take at least 1 year off
Purpose of panel	Evaluate applications; learn about orgs in community	Build capacity by having organizations and artists participate; evaluate applications; learn from each other	Public peer review: read, evaluate and score applications	Read, evaluate and score applications	Read, evaluate and score applications
Panelist training		6-8 weeks prior to panel: orientation focused on anti-racism; 1/2 day team buildling, commit to racial equity; 1- 1/2 - 3 hrs on implicit bias; discuss best practices and scoring rubric 5 panelists, diverse panel; variety of	2 hour orientation. Webinar and deck includes discussion of guidelines, online platform, rubric and equity training.		Webinar or phone call offered every other week. Training includes review of guidelines, reviewing applications, time management, tips on scoring, defining and clarifying questions/narrative. Equity training : panelists are sent one page with equity resources and articles to read around equity and arts funding - leave it up to panelists - no follow-up No less than 3, no more than 5. Have
Panelist criteria/selection/number	5-7 panelists; diverse panel; variety of disciplines	disciplines depending on focus of panel	5 panelists, diverse, specific to art category		back-ups available in case of no- shows Local only, but includes all of L.A.
Panelist local vs out of city	Local panelists	Local and out of town panelists	Local panelists	Local panelists	county
Criteria of panel composition	Diversity in terms of gender, age, ethnicity, arts discipline, education, experience	Diversity in terms of gender, age, ethnicity, arts discipline, education, experience. Racial diversity high priority	Diversity in terms of gender, age, ethnicity, arts discipline, education, experience	Dviersity in terms of gender, age, ethnicity, arts discipline, education, experience, interest in the arts	Look for diversity, expertise in discipline being evaluated
Conflict of Interest policy	-	Based on NEA policy "love, hate, blood or money": relationships and exchange of money. Can still serve on panel but leaves the room	Based on NEA policy"love, hate, blood or money": relationships and exchange of money. Can still serve on panel but leaves the room		Sent a conflict of interest form to bring and sign to panel day. If conflict, must leave the room for that application only. NOTE: L.A. County funds based on an algorithm similar to San Diego.
Panelist longevity	No time limit		2 years	3-5 years	No time limit, but only allowed to serve every other year (may make exdception if panelist is needed)

Policy & Funding Committee Commission for Arts and Culture June 21, 2019



Policy & Funding Committee Commission for Arts and Culture June 21, 2019

Priorities for FY20 Arts Education Enrichment Initiative



SD) Arts Education Enrichment Initiative

Piloted in 2018

Goals:

- Expand the reach of arts education by supporting projects that educate youth in art practice.
- Expose youth to the work and process of living local artists.

Since 2018:

- 21 Awardees
- \$320,000 awarded





- Review mid-year and final reports.
- Create a survey for past awardees to share feedback.
- Ask P + F committee members to help generate questions for survey



S Arts Education Enrichment Initiative





Fiscal Year 2018



4 panelists







312 pages read*



88 max applicant pool OSP only



26 proposals received



11 contracts awarded \$20,000 each



\$220,000



21 proposals received



10 contracts awarded \$10,000 each

\$100,000

1 panel



*Average per panelist.

Limited number of proposals each applicant can submit to 1 per eligible organization

Offered an in-person opportunity for applicants to address the Commission Advisory Panel

Offered 10 awards in the amount of \$10,000 each.

Extended eligibility to organizations that were current FY19 Creative Communities San Diego (CCSD) as well as Organizational Support Program (OSP) contract holders.

SD Tactics for FY2020 AEEI

Adjust number of awards

Expand where projects take place to include recreation centers, public parks and libraries in addition to public schools Refine panel composition

Place focus on projects taking place in the San Diego Promise Zone (SDPZ)

Solution Target Specific Neighborhoods in San Diego Promise Zone for AEEI



- San Diego Promise Zone (SDPZ) covers 6.4 square miles and stretches through parts of East Village, Barrio Logan, Logan Heights, Southeastern and Encanto
- *Council Districts* 3, 4, 8, and 9 and areas within the 92101, 92102, 92113 and 92114 zip codes.

City of San Diego Partners Working in SDPZ

Supporting Partners

- BAME CDC
- Barrio Logan College Institute
- Family Health Centers of San Diego Harmonium
- Home Start
- International Rescue
 Committee
- Jackie Robinson YMCA
- Kitchens for Good
- LISC (Local Initiatives Support Corporation)
- MAAC (Metropolitan Area Advisory Council)
- National University
- Project New Village
- Reality Changers

Supporting Partners

- SANDAG (San Diego Regional Association of Governments)
- San Diego Futures Foundation
- San Diego Grantmakers
- San Diego Youth
 Development Office San
 Ysidro Health Center
- SAY (Social Advocates for Youth) San Diego
- Second Chance
- University of California, San Diego Urban Collaborative Project
- Urban Corps of San Diego County Urban League of San Diego County Workshop for Warriors

Implementing Partners

- Civic San Diego
- County of San Diego Health and Human Services Agency
- Jacobs Center for Neighborhood Innovation San Diego Housing
- San Diego Unified School District
- San Diego Workforce Partnership

S Timeline for FY20 AEEI Funding Development



Policy & Funding Committee Commission for Arts and Culture June 21, 2019





STAFF REPORT

DATE ISSUED:	June 17, 2019
ATTENTION:	Policy & Funding Committee
SUBJECT:	Refinement Priorities for Fiscal Year 2020 Arts Education Enrichment Initiative
STAFF CONTACT:	Karla Centeno, Arts and Culture Project Manager

STAFF RECOMMENDATION:

Recommend refinement priorities for the Fiscal Year 2020 Arts Education Enrichment Initiative as follows:

- Adjust number of awards from 10 to 8
- Place focus on projects taking place in the San Diego Promise Zone (SPDZ)
- Expand where projects can take place in SDPZ to include recreation centers, public parks, and libraries in addition to public schools
- Refine panel composition

SUMMARY

The office of City of San Diego Commission for Arts and Culture's proposed Fiscal Year 2020 budget includes approximately \$80,000 to fund the special Arts Education Enrichment Initiative (AEEI). The AEEI seeks to expand the reach of arts education by supporting projects that educate youth in art practice as well as expose youth to the work and process of living local artists.

City staff initiates an application process in which eligible nonprofit organizations can apply for AEEI funding. This process is reviewed and refined as needed.

The Policy & Funding Committee's task is to recommend priorities for the FY2020 AEEI. This recommendation will be forwarded to the full Commission for review and recommendation.