

SACRAMENTO METROPOLITAN ARTS COMMISSION RETREAT
SATURDAY, JANUARY 8, 1994

I. INTRODUCTIONS

Michelle Walker, Jordon Simmons (facilitator), Kathy Gee, John Angell, Richard Raisler, Dennis Yep, Robi Holmen, Virginia Bailey, Charles Barr, Nancy Esajian, Victoria Plata, Connie Mockenhaupt, Kathy Carlisle, Gloria Woodlock, Alpha Bruton, Karen Welch, Freeman Tinnin, Dick Janes, Laurie Heller, Jack Nielsen, Kitty Simpson, Gerry Kamilos, Gloria Burt, Kathryn Garcia Smith, Mary Anne Payne, Tony Marquez, Sue Sinclair, John-Ann Carlile.

II. PAST ACCOMPLISHMENTS AND CHANGES THIS YEAR

- A. New Council/Mayor; dynamics: Hands-on/community oriented.
- B. New City Manager, Bill Edgar.
- C. Change in City structure; we're part of Economic Development Section, Community & Visitor Services Department.
- D. Agency: Michelle Walker appointed as Director, April 1993; Laurie Heller is permanent; will seek to make APP position permanent; may ask Council for more dollars for arts education.
- E. Council/Board: Several new members. Council may change as Fargo and Dickinson are running for Board position; District 1 may be open in June should Fargo win election. Ortiz running for Council again in June 1994; Kastanis may run for County Board.
- F. Planning Department: Bob Thomas named Interim Director.
- G. Didn't get NEA grant. Not having our planning process completed was said to be a major factor this year.
- H. BRAVO wants to do programs with us (aire AIDS rap opera internationally & fund tour of rap opera (PSA's)).
- I. Council (Steinberg) talked about programs with Michelle.
- J. Late Night Sacramento - Kaiser is interested in funding arts programming:
 - 1. Rap opera
 - 2. Dance - video production
 - 3. Graphic arts
 - 4. Mural (grafitti abatement)
- K. State budget coming up.
- L. Agency is starting new rounds of budget talks.
- M. Board: Will have retreat to set goals in February.
- N. SP Rail Yards: Will investigate APP allocation.
- O. Council priorities: Economic Development, Neighborhood Revitalization and Enhancement, Public Safety, Affirmative Action and Local Hire, Positive Youth Initiatives, Reinventing Sacramento - fiscally sound and service oriented. Current arts programming fit well with Council priorities.
- P. Board: Will give a presentation to the Board outlining programs and estimated dollars spent in each of their districts.

III. FACILITATOR'S FEEDBACK ON STATUS OF COMMISSION

A. MISSION

The (working) Mission of the Arts Commission was discussed: Provide arts programming and opportunities in communities; develop and improve neighborhoods thru the arts; advise and recommend policy to elected officials; increase public & private support for the arts; collaborate with community agencies, etc.

B. COUNCIL AND BOARD

Relay to them that the arts are important to economic development; there is a viable relationship to ease drug problems, gangs, etc. when youth have positive alternatives which increase self-esteem, confidence and community pride.

C. COMMUNITY ISSUES

- We listened to the community - there is ethnically balanced Commission/Committee/staff representation as a result.
- We responded to diversity/personnel issues.
- More involvement of public in the process.
- More equitable distribution of dollars.
- Education - major change - we have become involved in programming.
- Update policy & procedures in writing with community input.
- We are beginning to look for non-traditional funding sources.
- Public is supportive of the arts and our educational programming.
- Access - arts education in all areas of the Commission is creating linkages between SMAC, CBO's and the public.

D. EDUCATION

- Inclusivity/interactive - as a policy.
- Better communications between most arts organizations.
- Include APP and Regranting in educational policies.
- Education is thread which connects all Commission programs.

E. ADDITIONAL FEEDBACK AND SUGGESTIONS

- Must redefine what education, inclusion and access mean to us and its importance.
- Must reinterpret "impact," new ideas and take action.
- We have survived political realities - now move beyond survival.
- Must change our policies in writing - not just in action.
- Our policies have shifted towards inclusivity and equity.
- APP is now more inclusive, community minded and accessible.
- In the past, programs came from within Commission, now they are coming to the Commission directly from the community.

E. ADDITIONAL FEEDBACK AND SUGGESTIONS (CONTINUED)

- What does "education" mean to us? Is it K-12; lifelong; for artists; for the public; technical assistance, etc.?
- What does "inclusivity" mean to us? Is it interaction or interactivity between groups; policy of operation for everyone; does it include everyone at the table? Remember, the Commission is the structure or mechanism for groups and individuals to interact.
- Education and linkages to community members and other agencies must be reintegrated into all Commission functions.
- Education and advocacy become one and the same when we explain our program and listen for input.
- Must develop a Commission-wide policy on education, inclusivity and access. This is occurring, but it's not in writing. Formalize it!
- Develop clarity on what is "arts in schools" vs "arts in community."
- Must continue to define and redefine "education" and its "impact." This is an ongoing process.
- Send press releases when community is involved in projects; PR's not just to announce, but to educate and inform community.
- Ongoing assessments with measurable results in all areas - APP, grants, education.
- Send all committee agendas to all commissioners (this procedure is currently in place).
- Emphasize linkages created through our programs and services.

IV. COMMITTEES BREAK OUT INTO GROUPS

- Discuss visions/directions for committees, keeping in mind achievable timelines and dollars available for implementation.
- Examples - Potential for new/old programs, documentation, advocacy, fundraising, linkage with other outside agencies.

V. REPORTS BACK FROM COMMITTEE GROUPS

A. ART IN PUBLIC PLACES COMMITTEE (APP)

1. Redefine definitions, programs and policies to include new education and community linkages.
2. Create promotional programs - possible funding with % of % for publicity.
 - a. Videos
 - b. Articles
 - c. Brochures
3. Continue collaborations: Example - Oak Park Murals.
4. Need for more staff/equipment.
5. Subcommittees for specific issues and large projects.
6. Accessibility to public art - sculpture garden, permanent/temporary.
7. Development of maintenance plan.
8. Analysis of who has received commissions.

A. ART IN PUBLIC PLACES COMMITTEE (CONTINUED)

9. Reflects community.
10. Tours.
11. Link between galleries.

B. ARTS EDUCATION & OUTREACH COMMITTEE (AEO)

1. Reaffirm position (mission statement).
2. Question developing of models.
3. Facilitate collaborations for those who have not been traditionally used by Arts Commission and include educational programming.
4. Encourage community involvement; work with schools and committees; work with artists; develop information to advocate & enhance development.
5. Clarify goals of AEO and Arts Commission.
6. Expand Arts Education (public at large) and Arts in Education (K through 12).
7. Define arts education.

C. PERFORMING ARTS COMMITTEE (PA)

1. Definition the scope of committee & development.
2. Program for social change.
3. Partnership with Art in Education.
4. Criteria & rational for paid staff.
5. Performing Arts can be public art.
6. Facility development.
7. Investigate use of Sacramento High School Auditorium.
8. Public television local programming.
9. Public access.
10. City-wide workshops and education.
11. Ticket availability - access to youth at preview performances.
12. Facilitate Sunday Young People's Art Series or Kids' Arts Month (February 1995), crossover to education throughout.

D. FUND & ECONOMIC DEVELOPMENT (FED)

1. Fundraising - funding mechanisms to Arts Commission.
2. Economic Development - in conjunction with Arts Advocacy Committee.
3. Look at Friends of the Arts Commission - increase vitality, better communication to meet goals of Arts Commission.
 - a. Recruiting
 - b. New Board members to facilitate their own fundraising
4. Grants - look at funding sources that don't interfere with other existing sources.

E. AWARDS COMMITTEE (AW)

1. Mission: Improve & develop community through the arts.
2. Project support is primary focus.
3. Areas of economic development: Neighborhoods, jobs, social problems, empowerment.
4. Build case why important to fund individual artists.
 - a. At-risk youth programs
 - b. Economic Development
 - c. Cross-cultural exchange
 - d. Neighborhood revitalization
5. Are we accomplishing diversity?
 - a. Service underserved community
 - b. Develop role of culturally specific organizations
6. Technical assistance & outreach - geographic diversity; touch all neighborhoods; have district arts committee.
7. Hold February retreat to develop these ideas.

F. VISUAL ARTS COMMITTEE (VA)

1. Studio tours for high school students.
2. Apprentice program - APP or New Works.
3. Student representatives on committee.

G. AD HOC ADVOCACY COMMITTEE (AD)

1. Review relationship between advocacy and funding.
2. Develop strategy between asking for and receiving dollars.
3. Advocacy is contingent upon goals of programs and public issues.

VI. SUGGESTIONS

- A. Target a few things of what we do - find a way to define how they represent our philosophical principles. Example - Promoting and enabling linkages.
- B. Advocate for our own unity (APP, Arts Ed & Regranting).
- C. Track ideas with Director and committees; report back to monthly Arts Commission meeting on these ideas and the status.
- D. In implementing above ideas, ask what constituencies do we want to address?
- E. Ask yourselves if there are committee overlaps; should any committees combine together for more efficiency and greater program integration?
- F. Committees may want to work with other committees; especially on educational programming.
- G. How do these new ideas relate to community programs and community needs?

Sacramento Housing & Redevelopment Agency
Downtown Development Division
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Sacramento, CA 95814
#2455

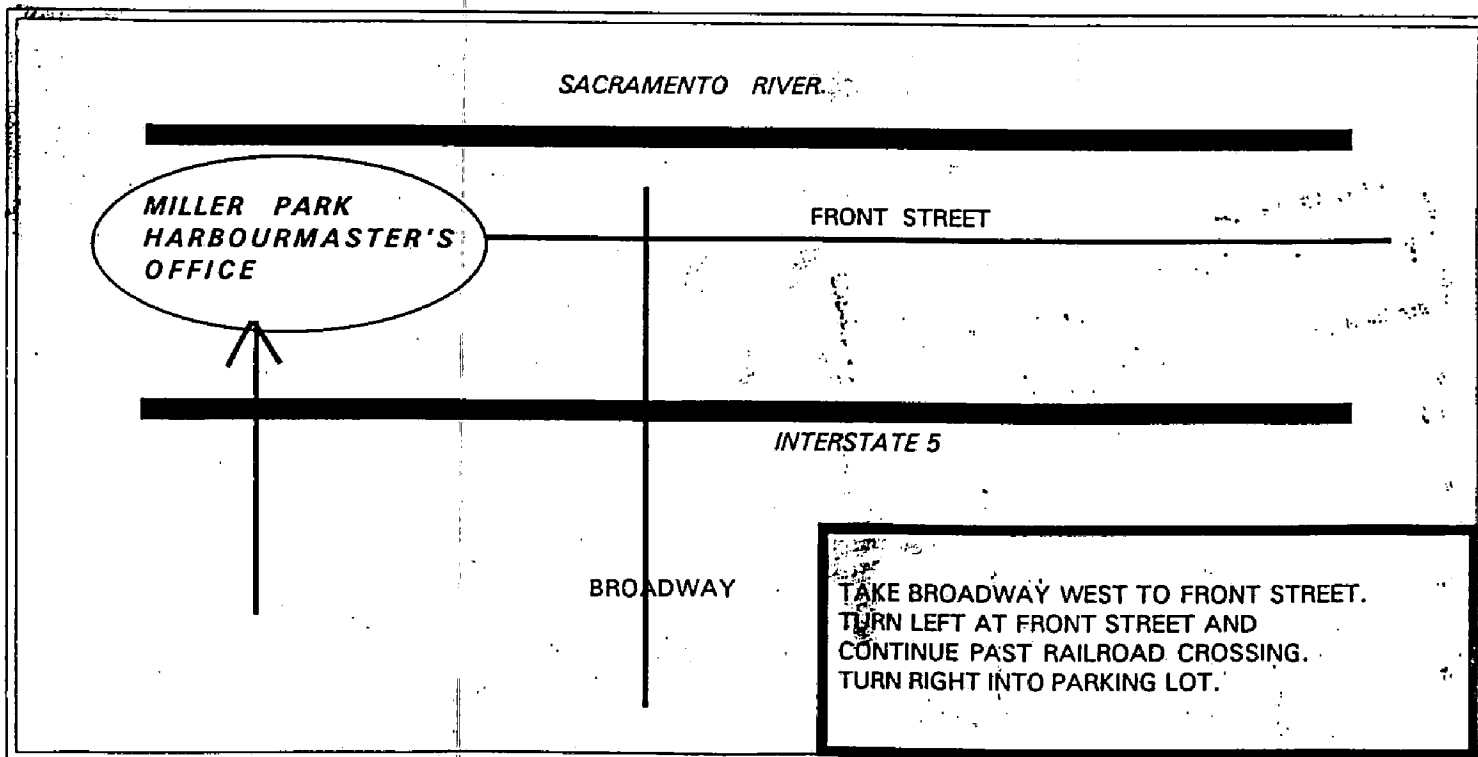
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**COME TO THE SACRAMENTO
RIVERFRONT MASTER PLAN
COMMUNITY WORKSHOP #1!**



THE SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY IS PREPARING A MASTER PLAN FOR THAT PORTION OF THE SACRAMENTO RIVERFRONT LOCATED BETWEEN MILLER PARK AND THE CONFLUENCE WITH THE AMERICAN RIVER. PLEASE JOIN THE CONSULTANT TEAM, COUNCILPERSONS HEATHER FARGO AND JIMMIE YEE, AND INTERESTED MEMBERS OF THE COMMUNITY FOR THE FIRST OF THREE COMMUNITY WORKSHOPS TO PLAN THE RIVERFRONT.

WHEN: WEDNESDAY, FEBRUARY 23, 1994

TIME: 6:00 - 8:00 P.M.

**WHERE: CITY MARINA HARBOURMASTER'S OFFICE
MILLER PARK, 2710 RAMP WAY
(SEE MAP ON REVERSE SIDE)**

FOR ADDITIONAL INFORMATION, PLEASE CALL PAUL BLUMBERG AT 264-1508