



**Sacramento Metropolitan
Arts Commission**

800 Tenth Street, Suite 1
Sacramento, California 95814
(916) 264-5558

A Public Agency

**MINUTES OF THE ARTS DEVELOPMENT COMMITTEE
California Arts Council
September 30, 1999**

PRESENT: Gloria Woodlock, Ruth Rosenberg

GUEST PRESENT: Daphne Gawthrope

STAFF PRESENT: Michelle Walker, Diana Walker-Smith, Laurie Heller

MEMBERS ABSENT:

1. Meeting called to order by Chair Woodlock at 12:15 p.m.
2. Meeting minutes were reviewed but not approved because of the absence of a quorum
3. Agenda was not approved because of the absence of a quorum.
4. **Discussion Items:**

Seattle Model: Gloria Woodlock explained the nature of a recent Study Mission to Seattle organized by the Chamber of Commerce and that an Arts and Culture Team had the opportunity to learn about how the arts in Seattle are supported. Of particular interest to the team members was a presentation by Peter Donnelly, President of the Corporate Council for the Arts in Seattle, which raises approximately \$3 million a year in private funding that it then distributes to 22 of the 55 arts organizations in the community. The Arts and Culture Team were very enthused about the prospect of developing such a fundraising mechanism for Sacramento. There was some discussion among the group as to how this might happen here.

Metropolitan Arts Partnership: Diana Walker-Smith gave a presentation on the United Way Campaign, one of the strategies being used to raise private support for the arts through the Metropolitan Arts partnership. MAP is a private nonprofit support group for the arts in its third year giving activities. The Arts Passport gives discounts on arts events as a benefit to those who contribute to the MAP through United Way. It was decided that in addition to increasing the number of presentations about MAP to United Way contributors and expanding the distribution of the arts passport, MAP needs to work with employers (such as Hewlett-Packard and Intel) that match their employee contributions to make sure that their matches also accrue to MAP.

National Arts Stabilization Update: Michelle Walker gave an update on National Arts Stabilization (NAS) who will be contracted to do a financial assessment of the arts in this region. NAS has conducted these assessments successfully with other cities, regions and states to determine what income exists, what discretionary income is spent on culture, entertainment, sports, and other amenities. It also develops a community funding plan to tap into those resources, often through an endowment or other fund, and works with key corporate and other contributors and the community to successfully set up the fund. NAS will also do a regional technical assistance program modeled after the short-term stabilization program.

Arts Development/Community Meeting: Gloria Woodlock proposed that the Arts Development Committee host a community meeting at which a variety of models of united fundraising could be examined. Speakers such as Peter Donnelly from Seattle, Robert Bush, formerly of Charleston, North Carolina and Bruce Davis of the Silicon Valley Arts Council could discuss their very different approaches to this type of fundraising. NAS could announce some of their findings at this meeting. The community meeting would be an opportunity for all sectors of the arts to discuss strategies for undertaking such fundraising activities.

It was decided that a community meeting would be set up by NAS with assistance of the Arts Development Committee for sometime in the next few months at which the community as a whole can discuss and decide on how to develop a joint fundraising mechanism.

5. **Old Business:** The finalized version of the Arts Development Committee's mission statement and goals was handed out (see attached).
6. **New Business:** None
7. **Public Testimony:** None
8. **Adjournment**

There being no further business, Woodlock adjourned the meeting at 1:30 p.m.

**THE NEXT MEETING OF THE COMMITTEE WILL TAKE PLACE ON
NOVEMBER 30, 1999, 12 NOON @ CAC OFFICE**

Sacramento Metropolitan Arts Commission

Arts Development Committee

Mission Statement:

To advance and strengthen the leadership and viability of Sacramento County's diverse arts and cultural community by supporting and advising the Sacramento Metropolitan Arts Commission (SMAC).

Goals:

- I. To advise SMAC on strategies for the stabilization and growth of arts and culture in the community, including but not limited to:
 - Marketing
 - Training
 - Technical Assistance
- II. To encourage increased communication, collaboration and partnerships between arts and cultural organizations and the public and private sector in Sacramento County.
- III. To assess ways to increase funding for the arts and culture.