

**SACRAMENTO METROPOLITAN ARTS COMMISSION
MINUTES**

Meeting Date: February 10, 1993
4:00-6:00 p.m.

Sacramento Marina
2710 Ramp Way

For information, call (916) 264-5558

COMMISSIONERS:

Gloria Burt	Mary Anne Payne
Pat Davidson	Susan Sinclair
Lynn Ericksen	Freeman Tinnin
K. George Klumb	Sandra Yee
Anthony P. Marquez, Chair	Dennis Yep
Paula Munson	

- I. CALL TO ORDER: At the hour of 4:13 p.m. ROLL CALL: All present.
Chair Marquez stated that Robert Thomas would present Agenda Item IV. at 5 p.m.
- II. APPROVE AGENDA OF FEBRUARY 10, 1993
Moved: Burt; seconded: Yee
Ayes: Unanimous
- III. APPROVE MINUTES OF JANUARY 13, 1993
Moved: Tinnin; seconded: Payne
Ayes: Unanimous
- IV. PRESENTATION - "1993-1995 Budget" - Robert Thomas, Deputy City Manager

Introductions were made of Robert Thomas, Deputy City Manager, and Walt Ueda, Acting Director of Parks and Community Services Department. Budget information handouts were distributed and discussed. Parks and Libraries receive 18% of the total General Fund. The City faces a \$30 million budget reduction due to the recession and impacts of the State budget. We can anticipate the State taking an additional \$10-17 million in property tax money. The \$30 million reduction was identified city-wide. The Police Department's proposed budget cuts of \$5.5 million were reduced less percentage wise than other departments. Police street patrol will not be reduced; areas like bike patrol may be reduced. Walt Ueda and Michelle Walker prepared the budget for Metro Arts. All Transient Occupancy Tax (T.O.T.) funded areas were recommended for 10% cuts across the board, including the regranting staff. All of the T.O.T. funding is being reduced closer to 20% because less revenue is being brought in than anticipated. At last night's Council meeting, elimination of the regranting money was recommended, and that the Art in Public Places (APP) Program be

moved to the Crocker. This was not staff's recommendation. This will be discussed further with staff and Commission and there will be a report back. There is a public hearing next Tuesday on budget reductions. If anyone has concerns, testimony will be heard by City Council. An important consideration is that Metro Arts is a City/County agency. Last year, the County cut 21% of the budget; the City made one-time cuts.

Next week, Mr. Thomas and others will meet with Bob Smith, Sacramento's County Executive. A recommendation will be made at that time that City Councilmembers and County Board of Supervisors talk about jointly-funded agencies and what level of funding is going to be available. That decision could be made early this spring. Once a policy decision is made, Metro Arts and other organizations can decide what money is left and how it should be used. The County made about \$89 million in reductions last year; this year they are facing a \$30 million reduction. Mr. Thomas encouraged everyone to continue their advocacy work and speak out on behalf of the arts. All should attend Tuesday's City Council meeting and speak to the Council on regranting funding levels and APP issues.

Mr. Thomas stated that he was directed by Council to look at restructuring. There could be a reorganization of service facilities out of Parks and Recreation to Planning and Economic Development. Mr. Thomas believes the arts are an economic development tool for the City. This idea was well received by Council. Commissioner Payne asked if the reorganization would help the Arts Commission get their message across better. The restructuring talk is moving very quickly. Meetings are planned for March with department managers. Commissions and non-profit groups related to those departments would have an opportunity to provide input. Ms. Walker suggested community members and Arts Commissioners develop goals and a Mission Statement.

Ed Jefferson asked if there was a trend in the cuts. Mr. Thomas responded by stating there was no way to project. The recession is lasting much longer than anticipated and California is lagging behind in recovery. California has its own unique problems in terms of its Worker's Compensation program. It is important that Sacramento develop an agenda to retain as well as attract business. Additional City cuts may occur in October, after the State presents its budget.

Ms. Demo asked if citizen programs, such as recreational activities, were a component of the Police or Fire budgets. Mr. Thomas responded by stating the new Policy Chief spoke on this issue and funding has been restored, at least for the summer, for some programs.

All departments will take cuts. There is a need to downsize to keep organizations going and expand when things get better. Ms. Walker stated that groups need to avoid pitting one organization against another. The issue is not Police or Fire versus the Arts. All groups are important. A citizen stated the need to write letters and send faxes to elected officials. Ms. Walker stated that a 26% cut was originally proposed, now it is at 16%, an improvement from one week ago.

Ms. Walker asked for clarification in looking at the issue of Councilmember Kastanis' recommendations for the Arts Commission. Mr. Thomas will follow up with Councilmember Kastanis. Commissioner Payne asked if the Commission would have an opportunity to comment on restructuring. Mr. Thomas stated that there would be an opportunity for the Commission to respond before going to Council.

Mr. Ware received clarification from Ms. Walker on the impacts of decreased funding to the arts community, i.e., it would hurt the multicultural, women's and small organizations. Mr. Ware stated that it was the Mexican-American population that started the arts in this community and it's important not to lose sight of that. Mr. Ware acknowledged the staff and members of the Arts Commission as being one of the most culturally-diverse he has ever seen of the Commission. Mr. Ware stated that he was pleased to see various organizations represented at the Council meeting. It is important to stay active and involved.

A citizen suggested making the Sacramento Metropolitan Arts Commission a conduit for the City and County, as the arts and economics in California is what it is all about. He stated that it was community arts groups that initially helped to start the Sacramento Metropolitan Arts Commission.

At this point, Mr. Thomas and Mr. Ueda were thanked for giving their presentation and staying to answer questions and left for another meeting.

Commissioner Ericksen commented on the T.O.T. funds. A 10% cut had been suggested by staff, however, that 10% cut is magnified to 20% because revenues have not grown. That translates to a reduction of approximately \$80,000 in regranting funds. Commissioner Payne stated that the financing package for the Convention Center and the Memorial Auditorium included diverting the 1/4% that the arts had been promised from the T.O.T.

David Haggar, of the Sacramento Theater Company, commented that the City of Cleveland experienced budget problems as well. Fifty-four percent of the population was living in poverty, many of them African-Americans. Budget cuts were made to the arts funds six years ago. The T.O.T. was taken away and fed into economic development. A partnership was formed with businesses. Public and private partnerships don't exist in most cities around the country. The way to get the elected officials attention is through votes and money. If funding is taken away, it may not be returned. Write letters or send faxes to Councilmembers and let them know how important the arts are.

Robbin Ware thanked Sylvia Tessore, of the Matrix Gallery, for all of her help with the Arts Coalition. The next Coalition meeting will be February 17, 6 p.m., at the Matrix Gallery, 1725 I Street. That meeting is designated as a Board meeting. If anyone would like members of their organization to sit on the Board, please attend. Sylvia stated that it is of primary importance to build a coalition. A coordinated effort is needed to move ahead.

Commissioner Klumb asked if the talks on restructuring would affect the implementation of a Cultural Master Plan. Mr. Klumb would appreciate being involved with Mr. Thomas at the planned meetings. Chair Marquez suggested sending a recommendation to Mr. Thomas that formal discussions take place with the Commission in creating staff reports to Council. Ms. Payne suggested organizing to put forward an Arts Commission position statement. It is important to articulate the contributions the Arts Commission can make to the City and County of Sacramento.

Juanishi Orosco recommended the formation of a Department of Cultural Affairs, outside of the Convention Center and separate from other departments.

A MOTION WAS MADE TO ESTABLISH AN AD HOC COMMITTEE TO DEVELOP A POSITION STATEMENT ON THE REORGANIZATION. MEMBERS WOULD INCLUDED LYNN ERICKSEN, GEORGE KLUMB, MARY ANNE PAYNE, PAULA MUNSON, AND MICHELLE WALKER. Moved: Klumb; seconded: Payne. Ayes 11 Noes 0 Absent 0 Motion passed unanimously.

V. PUBLIC TESTIMONY

Priscilla Demo thanked all those who attended last Saturday's City Council budget workshop, with special thanks to Paula Munson, Mary Anne Payne, Sylvia Tessore, Rhonda Brady and Robbin Ware. Chair Marquez also thanked members of the community for their participation. At the workshop, Commissioner Payne stated that the arts bring in revenues of over \$41 million for Sacramento.

VI. ACTION ITEMS (A-D):

A. APPROVE NEW VISUAL ARTS COMMITTEE CHAIR (MARQUEZ)

A MOTION WAS MADE TO APPROVE COMMISSIONER FREEMAN TINNIN AS THE VISUAL ARTS COMMITTEE CHAIR.

COMMISSION ACTION:

Moved: Burt; seconded: Yee
Ayes 11 Noes 0 Absent 0
Motion passed unanimously

B. APPROVE CULTURAL AWARDS FUNDING FOR NEW WORKS REGRANTING PROGRAM AND FOR TECHNICAL ASSISTANCE (HELLER)

COMMISSION ACTION:

Moved: Payne; seconded: Burt
Ayes 11 Noes 0 Absent 0
Motion passed unanimously

C. APPROVE CULTURAL AWARDS RANK RECALCULATION (HELLER)

A MOTION WAS MADE TO ACCEPT THE FORMULA AS ESTABLISHED BY THE CITY FINANCE OFFICE.

COMMISSION ACTION:

Moved: Burt; seconded: Payne
Ayes 11 Noes 0 Absent 0
Motion passed unanimously

D. APPROVE FORMATION OF ARTS EDUCATION AND OUTREACH COMMITTEE (PLATA)

COMMISSION ACTION:

Moved: Munson; seconded: Yee
Ayes 11 Noes 0 Absent 0
Motion passed unanimously

VII. CHAIR'S REPORT

Chair Marquez attended a luncheon in San Francisco at a conference sponsored by the J. Paul Getty Foundation for Arts Education. Ben Vereen was one of the speakers. He spoke about the importance of arts education and how it helped launch his career. He also spoke on how valuable it was that arts education was available to him. It was one of the most important aspects of his education that kept him in school. He spoke to all on how important it is for all of us to experience arts education as part of the regular school curriculum.

Marquez invited all to attend the City Council meeting on February 16, at 7:30 p.m. It is important to recognize that the Council and Board are dealing with making difficult budget choices, however, all are encouraged to participate in the process and let your elected officials know how important the arts are for the community.

Marquez has been participating in discussions relating to the California Arts Council (CAC). Privatization of the CAC is not an issue at this point. There may be a minimum 15% cut in the CAC's budget. He received a call from Sally Davis at the CAC asking him to participate on another SLPP Panel. He will also be attending the Governor's Arts Awards to emphasize keeping the arts in California and Sacramento.

The focus of the 90's will be on children. Arts education can create the model for children to become good citizens. The one thing that brings teachers and students of all cultures together is arts education. Art plays a key role in developing group cooperation. Art education is one area in which children can excel whether or not they have a complete understanding of the English language or another. The absence of the arts has had a tremendous effect on society.

VIII. DIRECTOR'S REPORT/PROGRAM UPDATE

Michelle Walker thanked everyone for attending City Council meetings Saturday and last night and for being a part of the political process. Participation of artists is very important.

At Saturday's meeting, one Councilmember recommended Council look at eliminating the regranting program for a few years until the budget improved. Elimination of Metro Arts Administration and moving the APP Program to the Crocker Art Museum was also discussed. Gloria Woodlock spoke to the Council on the \$41.3 million positive economic impact the arts have on Sacramento. Commissioner Munson addressed the issue of the regranting program on behalf of the many groups representing arts organizations of color, the physically challenged and women in the community. Anthony Marquez, Mary Anne Payne, Rhonda Brady, Robbin Ware and Sylvia Tessore also spoke in support of the arts. Ms. Walker was informed this morning that some funding will be returned to the Arts Commission budget (two staff positions and the Children's Festival).

City Council will meet again on Tuesday, February 16. It is important to speak on behalf of all arts organizations. Funding from all levels is important--National, State, and local. Chair Marquez stated that "Public funding for the arts is not welfare, it's economic development." Public funding for the arts has its own merits and should stand on their own.

IX. COMMITTEE REPORTS

- A. VISUAL ARTS (Tinnin) - The Committee met last week. An informal discussion included talk of increasing outreach. Freeman Tinnin invited all to participate and attend their the Visual Arts Committee meeting, which is held the first Thursday of each month at the Coloma Community Center.
- B. ART IN PUBLIC PLACES (Yee) - The first part of a two-day retreat was held last Monday.
- C. AWARDS (Sinclair) - The Awards Committee met January 25. A funding recommendation workshop will be held tomorrow night and is open to the public to discuss options of the regranting process. Carlo Visante spoke on the inequities of the application process. Subcommittees will form to improve the application process, including technical assistance for the New Works Program and next year's Cultural Arts Awards Program. On February 4, the Appeals Panel met to review eleven appeals. Appeals were accepted for Iona Eurythmy Center, Celebration Arts, Matrix Workshop of Women Artists, Sacramento Branch NAACP, Sacramento Area Dance Alliance, and Sacramento Chinese Community Service Center. Appeals not accepted will go before the Awards Committee for further consideration. February 17 and 18 are the dates scheduled to review rankings and make recommendations. Recommendations will be made at the March 10 Arts Commission meeting. Commissioner Yep asked if the Awards Committee had thought about the changing status of the Opera. Grants Coordinator Laurie Heller stated that they will be considered February 17 and 18. Acting Director Michelle Walker stated that the Sacramento Opera, NAACP, and the Sacramento Ballet will be asked to submit new financial statements for review by the Awards Committee. Chair Marquez stated that it was important that these organizations attend the Committee meetings February 17 and 18. All applicants are invited to attend to give their recommendations and come to a consensus. Dialogue is welcomed and encouraged.
- D. PERFORMING ARTS (Burt) - The Committee met yesterday. Judy Johnson, a Retail Specialist with the Downtown District, SHRA gave a presentation and proposed a plan for facility development. A joint core committee will investigate some of Judy's plans. Mary Wray, of SHRA, has been developing a "K Street" plan. She is targeting spaces for visual and performing arts. The Committee voted to accept the proposal from SHRA. Gloria Burt stated that she looked forward to working with the Downtown District. The Performing Arts Committee has changed their meeting day and time to the second Tuesday of the month, at 4 p.m. Meetings will still be held at the Music Circus, 1510 J Street.

X. AD HOC REPORTS

- A. Advocacy (Ericksen) - Lynn Ericksen stated that the most important work happens out in the community, not in Committee. On-going meetings are taking place with Council and Board members. It is important to proceed with endorsement for the arts. The County budget talks are this August. The next Advocacy Committee meeting is set for February 24 or 25. Commissioner Payne asked that since the Arts Commission is a jointly-funded agency, could the Advocacy Committee help facilitate discussion between City and County staff and Councilmembers and the County Board of Supervisors? Commissioner Yee stated that she has made that suggestion to a few of the Supervisors. Commissioner Ericksen stated that many organizations depend on some funding support.
- B. Cultural Master Plan (Burt) - Maggie Upton, of Business Volunteers for the Arts (BVA), has agreed that BVA will be one of the sponsors, with BVA volunteers, over the next two years. It is felt a Cultural Master Plan would be successful by including all counties that touch Sacramento County, culturally or physically. A core committee has been established to develop a plan of action. Michelle Walker, Gloria Burt and Maggie Upton will meet next week for further discussion.
- C. Children's Festival (Davidson) - Four individuals have been contracted to help with the Children's Festival: Carson Wiley, Executive Director; Mark Lacalsi, Artistic Director; Jan St. James, Special Projects Coordinator; and Nick St. James, Technical Director. Their offices have moved to the IDEA Gallery, 3414 4th Avenue, Studio #7. The theme of this year's festival will be storytelling. Presentations will be given to 25 schools in Sacramento County.
- D. Downtown District (Burt) - No further report.
- E. Memorial Auditorium (Payne) - The Committee continues to meet every two weeks. They are focused on looking at three bottom-line options in terms of cost to open the doors. They are also discussing a marketing plan to see if there is a use for the Memorial. The Committee may go back to Council for direction regarding potential usage and the financial condition of the City. The T.O.T. is being discussed. The Admissions Tax is also being discussed. There already is a 5% Admissions Tax as part of the finance package with the Memorial Auditorium and the Convention Center. That was done with the understanding that the arts groups who use the Convention Center would also benefit from the remodeling of the Memorial. That is no longer an option. This may be taken up at a later date.

XI. FRIENDS REPORT

The Cultural Resource Directory was sent out to all schools in the County. Over 45 artists or groups are listed. Inquiries from artists are still being received to know how they can be included and where they can get a copy.

XII. OLD BUSINESS- None.

XIII. NEW BUSINESS - None.

XIV. COMMUNICATIONS RECEIVED - None.

XV. INFORMATION REPORTS - None.

XVI. ADJOURNMENT - There being no further business, the meeting adjourned at the hour of 6:15 p.m.

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