

FOR ART'S SAKE

SACRAMENTO

Monthly Meeting

November 18, 2009 | 10:00 – 11:00 AM
Sacramento Theatre Company

1. Welcome (Peggy Shannon)

- Sacramento Theatre Company been around for 70 years
- Partnered with CA Musical Theatre, among other arts organizations
- 3 stages: Pollack Stage (100 people) Cabaret (125 people), Main (300 people), Pavilion (2200)
- Conservatory with 400 students which is a year round program producing the next generation of theatre professionals
- This week: shows – cabaret season – cheek to cheek , matthew miller

2. Initiative Update (Mayor Johnson)

- Thank Peggy Shannon and Sacramento Theatre Company for hosting the event and for Peggy's leadership in the arts community
- We greatly appreciate all of the organizations that have stepped up to support "For Art's Sake" – our major sponsors as well as those who contribute on an in-kind basis.
- Highlights
 - The last month has been tremendous. The momentum continues to build.
 - David Garibaldi – performing painter showcases talent in our own community
 - Sac chosen as 'Any Given Child' launch city by the Kennedy Center
- Action Plan Development Process Review
 - Phase One: Now until March
 - Focus on developing a preliminary action plan
 - Five Step Process
 - Step 1: Visioning (October) Vision
Be Bold, Collaborate (Together we are stronger)
-What type of community do we want to live in? How do arts fit within that? How do we become a world class city? What is our niche and what are our competitive advantages
 - Step 2: Sacramento Research (November)
-barriers, lessons from the past
 - Step 3: Beyond Sacramento (December)
-Regional, state and country – what can we learn from other cities?
 - Step 4: Recommendations and Making the Case (January - February)
 - Step 5: Preliminary Action Plan (March)
 - Jane Hill is the arts consultant that will be putting together the action plan
- Introduce Facility Team for Report Out
 - Each month we hear an update from one of our committees.
 - This is important to keep everyone informed because these teams are interdependent.
 - Last month we heard from Gary Maisel and the Marketing Committee
 - This month the **Facilities Team** will report out.
 - Steve Winlock will provide an update on behalf of the team.
 - Additionally, we'll hear from **Lial Jones** with an overview of the **Crocker expansion** and Buck Busfield with B Street Theatre's expansion plan.

3. Report Out: Facility Team – Steve Winlock

- How do we take advantage of what is *already* happening in Sacramento? What projects are up and running and what stages are they in?
- Make sure that we cater to organizations both small and large and everywhere in between.
- Committee has been on many tours: Mondavi Center, Railyards development
- Meetings with facilities leaders: Brian Hall (Theatre project consultant)
- 3 teams within committee: Best Practices, Current City Projects, Possible Obstacles
- Next meeting: December 1st, 4-6pm, Convention Center
 - Look at possible partnerships, short term and long term goals

Buck Busfield – B Street Theatre Expansion Preview

- Expansion will take place at Capitol and 27th and will have 2 theatres.
 - Smaller thrust theatre holds 250 people, Sutter Children's Theatre to hold 365.

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- Working on fundraising: \$30 Million project total, still need \$15 Million
 - Major gifts, grassroots campaign, public funds, ticket fee financing
- Construction will begin in Spring 2011, to open Fall 2012.

Lial Jones – Crocker Museum Expansion

- Opening October 2010 – adding 125,000 square feet, 3 times the size of original
- New space for offices, arts program, show much larger collection
- Make available for community: café, seating, meeting space, arts education center, lecture hall, gallery, etc.

4. Special Performance: Cinderella (Sacramento Theater Company)

5. Next Steps (Sharon Gerber)

- Thanks to sponsors and those who give in-kind donations
- Deliverables from October
 - Form 2 mostly completed, committees working on Form 3
 - Mayor and Sharon continue to support all possible arts events
 - Have received two communications strategy proposals
- Goals for November
 - Committees finish Form 3 and begin formulating recommendations
 - Choose a PR/Communications Plan
- Next meeting is December 10th at Sojourner Truth Museum

6. Closing Remarks

- Thank you to everyone for sharing. This is great news for our visual and performing arts community.
- San Francisco Story
 - Train Ride
 - Took train to San Francisco
 - Helped an elderly gentleman get off the train and got him a taxi
 - When I turned around my luggage was gone.
 - **No good deed goes unpunished.**
 - King Tut
 - King of Egypt over 3,000 years ago at the age of 19
 - The exhibit was excellent
 - It was housed in an amazing facility – de Young Museum
 - The museum is located in Golden Gate Park
 - Kennedy Center Luncheon – Ann Getty
 - She and her husband are big supporters of the arts
 - Gavin Newsom
 - Gift Basket
 - **Moral: All's well that ends well**
 - Beach Blanket Babylon (Give Away Two Tickets)
 - Longest running musical revue in theatre history
 - 34th year of sold-out performances