

FOR ART'S SAKE

SACRAMENTO

Monthly Meeting Minutes

December 10, 2009 | 10:00 – 11:00 AM
Sojourner Truth Multi-Cultural Art Museum

1. **Welcome** (Shonna McDaniels – Executive Director)
 - Thank attendees
 - Introduce Tom Donaldson – owner of the Arts and Business complex
2. Tom Donaldson
 - Glad to own building and provide environment where community can receive services that they need
 - Has owned building for 6 years
 - Houses Sojourner Truth Multicultural Museum, 100 Black Men, etc.
 - Place where business and art coexist
3. Corelle Koby – KC's Creations
 - 11 year old entrepreneur and student body president at John Bidwell
 - Introduces mayor
4. **Initiative Update** (Mayor Johnson)
 - a. Thank Yous
 - Thank you **Shonna McDaniels**, Executive Director
 - Sojourner Truth Multicultural Art Museum was **founded in 2008**
 - Collaboration with the **Florin Business Arts Complex** owned by Tom Donaldson
 - The museum offers a rich diversity of multicultural visual arts and programming
 - Special congratulations to Shonna
 - As part of the County Board of Supervisors “Heroes of Human Services” presentation
 - Shonna McDaniels received a certificate of recognition from Supervisor Jimmie Yee for “25 years of using art to teach live skills to kids and youth”
 - b. Vision
 - Think Big, Think Bold
 - What type of community do we want to live in? How do the arts do fits in?
 - What do we need to do in order for Sacramento to be a world-class arts city?
 - How do we want Sacramento defined as an arts community inside as well as outside the city?
 - What is going to be our niche?
 - Collaborate
 - c. Highlights

- Last Month
 - Report Out: Facilities Committee
 - Excerpt from Cinderella
 - Thanks to Peggy Shannon at the Sacramento Theater Company
- d. Action Plan Development Process Review
 - Phase One: Now until March
 - Focus on developing a preliminary action plan
 - Five Step Process
 - Step 1: Visioning (October)
 - Step 2: Sacramento Research (November)
 - Step 3: Beyond Sacramento (December)
 - Step 4: Recommendations and Making the Case (January - February)
 - Step 5: Preliminary Action Plan (March)
 - Last Month - Step 3: Beyond Sacramento (December)
 - Teams were asked to find models and best practices from across the country that we can learn from.
 - Next Few Months - Step 4: Recommendations and Making the Case (January - February)
 - Over the next few months teams are going to come up with their top 2 – 3 recommendations
 - Based on the research conducted and best practices, teams are then going to make the case for each recommendation
 - Cross Committee Collaboration
 - As we discussed last month, we are at the half-way point in the process
 - Each committee has made significant process
 - In order to build on this process, ensure alignment and avoid duplication we are creating a subcommittee made up of one person from each committee
 - Responsible for bringing the information and ensuring an action plan that is tight and cohesive
- e. Introduce Film Team
 - This month **Don Roth** will provide a report on behalf of the **Film Committee**
 - As part of this update you'll also hear from some local **High School Documentary Film Makers**

5. Report Out: Film Team (Don Roth)

- a. Don Roth, Film Team Update
 - Initial number of participants was large, but there is a core group of 15-20 regulars
 - Vision for Sacramento-see Sacramento as widely recognized film capital
 - Areas of Strategic Focus – incentives, infrastructure, marketing and promotion, film festivals
 - See attached slides
- b. High School Documentary Film Makers
 - Ruby Santos of Sactown Productions introduces film.

6. Next Steps (Sharon Gerber)

- Thank financial supporters and in kind donators
- Deliverables from November: Complete form 3, have form 4 started
 - Sustainable communications strategy: Debi Hammond and Merlot Marketing
 - Events attended: Sac State Photo Show, Holiday lighting
- Goals: Have the skeleton for the media/communication plan complete, continue working through Form 4

7. Introduction of Special Performance (Sharon Gerber)

- a. Now we are in for a special treat
 - A performance of Twas the Night Before Christmas
 - Performed by Brian Hillebert of the Short Center Repertory Theater Company of Sacramento
 - Short Center Repertory Theatre, a Sacramento-based theatre company of developmentally-challenged actors.
 - Principal actor with Short Center since 1994

8. Special Performance: Twas the Night Before Christmas (Brian Hillebert)

9. Closing Remarks

- a. Thank you
 - Brian Hillebert
 - Tremendous performance of a holiday classic
 - Puts us all in a festive mood
 - High School Documentary Film Makers
 - Thanks to the students who joined us today and their peers who also participated in the project
 - Highlights the talent in our young people
 - We need to continue to tap this potential and nurture it
 - Thanks to Chris Rufo and Keith Ochwat – who are young film makers themselves - for making this possible
 - Sacramento has so much **local talent**
- b. Kennedy Center Awards Story
- c. Trivia Question
 - Beach Blanket Babylon (Give Away Two Tickets)
 - Longest running musical revue in theatre history
 - Zany musical spoof of pop culture
 - Extravagant costumes
 - Outrageously huge hats
 - 34th year of sold-out performances