

FOR ART'S SAKE

SACRAMENTO

Monthly Meeting

January 27, 2010 | 10:00 – 11:00 AM
Railroad Museum

Meeting Minutes

1. **Welcome** (Cathy Taylor, Director, CA State Railroad Museum)
 - Railroad Museum is a jewel of Downtown
 - Feb 6 is Sacramento Museum Day – 80,000 people attend, free to the public
 - Excited and thankful for Mayor Johnson's attentiveness to the arts community

2. **Initiative Update** (Mayor Johnson)
 - a. Thank You to the Railroad Museum for hosting meeting
 - The Railroad Museum is a valued part of the arts and cultural scene in Sacramento
 - b. Action Plan Development Process
 - Review
 - Five Step Process – currently on step 4: recommendations
 - Timeline
 - January
 - This month we are working hard to finalize the preliminary recommendations for each committee
 - February
 - Share preliminary recommendation with the full group
 - March
 - Finalize the preliminary action plan
 - Vision
 - Committees ended the year strong
 - Need to run past the finish line
 - Need to keep stay big picture and continue to discuss the vision
 - Think Big, Think Bold
 - What type of community do we want to live in?
 - How do the arts fits in?
 - What do we need to be a world-class arts city?
 - How do we want Sacramento defined as an arts community?
 - What is going to be our niche?
 - Cross Committee Meetings
 - I also want to highlight the work of the Cross-Committee team
 - Working across the committees is critical to ensure alignment and avoid duplication.

- We also don't want to miss something because one group assumes it will be covered in another group's reports.
 - Thanks to you all for putting in extra time above and beyond
- c. Highlights from December
 - I hope everyone had a wonderful holiday season
 - December marked the half-way mark in Phase One of this process
 - Last Month
 - Report Out: Film Committee
 - High School Documentary Film Makers
 - Twas the Night Before Christmas
 - Trivia Contest
- d. Introduce Committee Reports
 - Each month we hear an update from one of our committees.
 - This is important to keep everyone informed and because these teams are interdependent.
 - Last month we heard from Don Roth from the Film Committee
 - This month we are hearing from two committees
 - Arts Education, Ruth Rosenberg
 - Funding, Dennis Mangers
 - Plus we are going to be hearing from Sacramento FIRST
 - Lina Fat and Jeremiah Jackson
 - Entertainment and Sports Complex

3. Report Out

- a. Arts Education – Ruth Rosenberg
 - Looking for ways to make arts education more prominent
 - Find organizations that are interested in adding arts education
 - “Any Given Child” update
 - 112 surveys completed
 - Findings: Isn't capacity for arts education, need funding and training
 - There is still work to do a lot of work to do for funding and sustainability
- b. Funding – Dennis Mangers
 - Last funding meeting included guest speaker, Anthony Radich – Executive Director of Western States Arts Federation and David Townsend of Townsend Raimundo Besler & Usher
 - Questions asked: How did Denver tax work? Is it possible to duplicate here?
 - Worked in Denver because the atmosphere was optimal, every bill/initiative had passed. It was a matter of good timing
 - Biggest hurdle was coming up with plan for distribution
 - Message had to be clear: needs to benefit children, economy, and help Denver overcome its “cow town” image.
 - How it worked
 - 1 cent for every \$10 spent, \$40 Million total
 - Distributed between 3 tiers of arts organizations
 - Recommendation: Set up a system where fund can vary by 5% with committee to review in 5 year increments

- Should try to: get grant, use polling and create focus groups
- Partner with after school programs
- Launch has 2-4 year horizon
- Needs to be carefully thought out, shouldn't rush and set ourselves up for failure.
- c. Sacramento FIRST – Lina Fat and Jeremiah Jackson
 - **Lina Fat** – excited to serve on 2 task forces, the arts and the entertainment and sports complex. Has the opportunity to ensure that arts remain an integral part of the plan for the ESC.
 - **Jeremiah Jackson** - working with Sacramento First Task Force, sees direct connection to the Arts Initiative
 - Specifically focused on world class facilities – not about building a shiny new area for an NBA team, but it's about creating a world class entertainment and sports facility that can be a tremendous benefit to our community.
 - Two major impacts:
 - Jobs and Economic development - any recommendation must create jobs and econ development. Studies have shown that no fewer than 4,000 jobs would be created as well as an additional \$550 million of spending locally that will benefit our community a great deal.
 - Community Benefits Agreements - growing trend in major development deals throughout the country. These are agreements between community groups and developers with real, tangible benefits for the community
 - Gives the community a clear, cohesive picture of the benefits provided to a community when a large deal is done.
 - Some of these benefits include:
Parks and Recreation assessment and facilities, Workforce Development, Affordable housing, Funding of Youth Art programs
 - Arts community needs to remain vocal and continue to collaborate with each other in a meaningful way, then we can ensure that the art community can share in the benefits that come to a community through an entertainment and sports complex.
 - For those of you that want to contribute, I ask that you visit our website, www.sacramentofirst.org, check out the proposals, and come to the our meetings, in order to ensure we make the best decision that represents that interests of you all.

4. Next Steps (Sharon Gerber)

- It's great news that the arts has a seat at the ESC table
- Deliverables: Form 4 is completed, Merlot preliminary marketing plan is completed.
- The Mayor was able to attend both 2nd Saturdays and spoke at the CA Arts Advocacy meeting.
- Next month's deliverables: Form 5 will be complete (2 months ahead of schedule!)
- Next Meeting will be held on February 24th at the Guild Theatre.

5. Featured Speaker (Milton Bowens)

- Loves the Sacramento arts community
- Passionate about giving your people opportunity. There is no greater opportunity for youth to start making decisions than when they are given a pencil and a blank piece of paper.
- Arts is also about education, not just decoration.

- There's no greater challenge than letting youth make decisions, but it is crucial that this begins early. Art is the tool to start letting them make decisions.
- We need to plant the seed of curiosity in young people. There is no greater tool than the tool of art.

6. Closing Remarks (Mayor Johnson)

- For Art's Sake is starting to get national attention. Seen as an arts community at the US Conference of Mayors.
 - Met Rocco Landesman of NEA and learned more about how the arts transforms people and communities, revitalizes neighborhoods, and attracts businesses through educated and cultured citizens.
- a. Thank you
- Milton Bowens
 - Cathy at Railroad Museum
 - Ruth and Dennis for Committee Reports
 - Lena and Jeremiah for update on the new entertainment and sports complex
- b. For Art's Sake Group Photo