

FOR ART'S SAKE

SACRAMENTO

Monthly Meeting

February 24, 2010 | 10:00 – 11:15 AM
Guild Theatre

Meeting Minutes

1. **Welcome** (Georgia West, Manager – Underground Books)
 - Honored to be able to host.
 - Underground Books serves as the literary hub of the Oak Park community.
 - The Guild Theatre holds concerts, plays, and other entertainment and arts performances.
 - Currently, the Guild is housing Legacy performed by Images Theatre Company. It is a very entertaining show and they have extended weekends.
 - Today we get a special performance from the show!
2. **Performance** (Images Theatre Company)
3. **Initiative Update** (Mayor Johnson)
 - a. Thank You to Al Williamson for letting us use the Guild Theater.
 - Historic theatre built in 1915.
 - Renovated in 2003 by St. HOPE.
 - It has hosted an array of events from concerts to movies to state of the art theatre.
 - It serves as an artistic and cultural hub for the Oak Park community as well as the Sacramento region.
 - b. Thank you to Lee Greenwood, a true American icon for coming to share with the group!
 - c. Action Plan Development Process
 - Our leadership and cross committee teams have made significant progress in the last month. We are almost to the end of our 5 step process. Here is a look at where we have been:
 - Step 1: Visioning (October)
 - Step 2: Sacramento Research (November)
 - Step 3: Beyond Sacramento (December)
 - Step 4: Recommendations & Making the Case (Jan - Feb)
 - Step 5: Preliminary Action Plan (March)
 - Timeline going forward
 - February (today)
 - This month we will be sharing our preliminary recommendations with the group.
 - **Recommendations will be posted online for public comment from March 1st – March 21st**
 - March

b. Marketing – Garry Maisel

- Thanks to the committee, especially Bob Stanley who has been a very active vice chair.
- We have created a vision for the Sacramento arts movement. Create, participate, celebrate. We have tailored our recommendations to fit into the overall vision.
- Recommendations:
 1. Create – Provide economic opportunities for the Region’s working artists in the form of subsidies, training, and marketing support to build the creative economy.
 2. Participate – Connect new audiences with the Arts through interactive digital and online media to increase accessibility and participation for citizens of all ages. These include facebook, twitter, myspace, etc.
 3. Celebrate – Develop a month-long coordinated festival of creativity to celebrate our Region’s vibrant and diverse arts and cultural scene.

c. Film – Don Roth

- Thanks to the Mayor for making the arts such a high priority.
- Thanks to the film committee and Peggy Shannon (co-chair).
- The Sacramento region has many advantages for a thriving film industry; architectural inventory, climate, location, scenery
- How do we strengthen our efforts?
- Recommendations:
 1. Incentives – Create incentives which make it cost effective for film production projects to take place in the region.
 2. Infrastructure – Provide sufficient resources to fund a full-time regional film office; facilitate the formation of a film Chamber of Commerce to work with the film office, to create better coordination and communication between film industry constituents.
 3. Marketing – Invest in increased proactive marketing and promotion of the advantages of Sacramento as a film production location to the film industry, including using the film festival activity to attract industry insiders.

d. Facilities – Buck Busfield

- Tried to steer away from creating a wish list of facilities, wanted to create recommendations which will lead to environment and infrastructure which will be instrumental for our community.
- Recommendations:
 1. Give incentives to building owners and landlords who provide space to artists and arts organizations, thus encouraging revitalization of blighted areas, increasing public awareness of Sacramento’s diverse arts experiences, and creating needed stabilization and growth for the arts.
 - Only reason arts isn’t remembered is that we don’t remind them.
 2. Establish an arts advocacy office to promote effective public and private partnerships for art spaces, including the means and authority to integrate culture and arts language into city/county development plans for the enrichment of all citizens.

3. Expand the existing downtown arts and entertainment district and create additional districts to foster unique cultural identities throughout the city, celebrating Sacramento diversity.
- e. Funding – Bill Blake
- We all need to have hope and work together and remain committed to enhance our arts community.
 - Recommendations:
 1. Review financial needs identified by other teams and establish goals.
 2. Assure the long-term sustainability of arts and culture in the Sacramento Region by actively pursuing a viable public funding mechanism, committing the time, volunteers and financial resources to accomplish that goal; consider utilization of 3 types of public funding:
 - Sales and property tax – we would look at something like the sales tax used in Denver (region-wide tax district)
 - Special districts assessments – PBIDS, districts that could house facilities
 - Use fees and ordinances
 - A mixture of mechanisms
 3. Research and articulate what benefits such funds would bring to the community.
 4. Investigate how other “quality of life” assets valued by the public might be aligned with such funding.
 - Need more research and polling so that we can articulate the need to the electorate. Needs to benefit voters, families, etc.

5. Next Steps (Sharon Gerber)

- a. Deliverables
 - Since January we have met our recommendation goals, march 1st will open for public comment
 - We have a final media and communications plan.
 - Mayor has worked for the entertainment and sports complex.
 - I have attended the Pannell center, CA Film Arts Alliance, Grand opening of the new giraffe exhibit, Sac Ballet – Frankie and Johnnie
- b. Thank you again, to our sponsors and in-kind donors.
- c. Next Meeting: March 31st at the Mondavi Center
- d. Introduce Mario Garcia Durham – Director of Presenting, National Endowment for the Arts

6. Featured Speaker (Mario Garcia Durham)

- Thanks to Mayor Johnson and Mother Rose for raising such a wonderful son
- NEA is largest funder of arts \$100 M
- New Chairman Rocco Landesman, just taken helm as leaders, there will be wonderful new programs
- Festivals: Houston international festival led to current position
 - Yerba Buena gardens festival, what leads you is a vision and a dream. Sacramento project is at an important point. We start to see vision and need to figure out how to make it happen.

- Yerba Buena started as a dream and his festival is still successful 10 years later.
- Festivals are a vehicle
 - Impact artists, communities, businesses, community identity and millions of people
 - Individuals and communities that participate in the arts are more likely to participate in their community
- Model festivals from around the nation:
 - South by Southwest – Austin, Texas - largest music festival in U.S.
 - Santa Fe Indian market
 - Philadelphia Live Arts and Philly Fringe
 - Spoleto Festival – Charleston, South Carolina
 - Water & Fire Festival - Providence, Rhode Island
 - Reno Art Town Festival
- Advice: Look for a unifying theme, need core theme with activities that work around a shared vision.
- **Mario introduces Lee Greenwood**

7. Featured Speaker / Performance (Lee Greenwood)

- Grew up in Sacramento Raised on a farm just north of Sacramento, creative spark began when he started playing the saxophone at age 7
- Became a working musician at young age and was very focused on his career
- Made it through the casino circuit in Vegas and was discovered by Larry McFadden.
- What is art?
 - Important economically
 - An exhibit of human creativity, artistic craft
- What is an artist?
 - One who is skilled, one who does any one thing particularly well
- Festivals incorporate all types of people
- Artistic success is when opportunity meets talent.
- Performance: God Bless the USA

8. Closing (Mayor Kevin Johnson)

- Thank you to Lee for coming to his hometown to perform. Lee is a true representation of world class music. So he will always remember his roots, I am presenting Lee with a Key to the City and proclaiming today “Lee Greenwood Day”.
- Thank you to everyone for coming.

9. Adjourn