

Monthly Meeting Minutes

March 31, 2010 | 10:00 – 11:00 AM
Mondavi Center

1. Welcome (Don Roth, Executive Director of the Mondavi Center)

- Welcome to the Mondavi Center. Excellent arts and culture facility for the Sacramento region.
- Thank Mayor Johnson for his vision of making Sacramento arts a regional initiative.
- The goal at the Mondavi Center is to bring the best of arts from around the region and the world.
- Arts education is critical for our youth. Mondavi houses a student matinee program.
- There are all kinds of opportunities for children to participate in the arts.
- Today we will be showcasing some of our local talent. The Sacramento Children's Chorus will be performing a piece from Brundibar.

2. Performance (Sacramento Children's Chorus)

3. UC Davis Update and the Arts (Chancellor Linda Katehi, UC Davis)

- Proud to take part in regional efforts of For Art's Sake. Incorporating regional assets makes the initiative more powerful. It's important to take advantage of our resources.
- UC Davis understands and promotes the importance of arts and culture. The Mondavi is a great cultural resource for the region and attracts many visitors from around the state and region.
- Arts enhance the quality of life and UC Davis is proud to be a part of the For Art's Sake initiative.

4. Initiative Update (Mayor Johnson)

a. Thank You

- Thank you **Chancellor Katehi** for the warm introduction. Thank you **Don Roth** for the welcome and for letting us use the **Mondavi Center**. It's an absolutely beautiful addition to our region. It's important to embrace our neighboring cities and counties and appreciate their assets as well as our own.
 - Thank you to **Mayor of Davis, Ruth Asmundson** for joining us today. Under her stewardship, residents of the City of Davis have cited improvements in the promotion of culture and the arts through the expansion of art venues. We both share a passion for the arts and I appreciate all you do to enhance the arts in your community.

b. Roll Call

- How many people attended have attended all 9 meetings (July – March)?
- How many people is this your first meeting?

c. February Meeting Recap

- Last month we were lucky enough to have **Lee Greenwood** perform and **Mario Garcia Durham** from the NEA share information with us about festivals.
- We just applied for an **NEA grant for an annual festival** to be held in Sacramento. We will be hearing back about our application on April 8th, so expect an update at our next meeting.

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- We also shared our recommendations with you all and posted them online for comment. Since then, a lot of work has been done to mold our committee recommendations into tangible goals, which we will share today.
- d. Upcoming
- Going to be attending Cap to Cap and have a meeting with NEA Chairman, Rocco Landesman.
 - For Art's Sake is starting to get national buzz and that will be an opportunity for us to expand our resources.
- e. Action Plan
- We have **restructured our efforts into 3 goals.**
 - **Goal 1: Strengthen Our Cultural Infrastructure**
 - A. Improve public funding
 - Assure the long-term sustainability of arts and culture in the region through a dedicated public funding mechanism that will yield \$___ million per year.
 - B. Increase public sector giving
 - Leverage public funds to stimulate more giving from the private sector; build awareness of the values and benefits of the arts throughout our community.
 - C. Help arts and culture facilities flourish
 - Support public and private efforts that make our region's performance and exhibition venues, rehearsal and office spaces, studios, and live/work sites more exciting, more affordable and more accessible; capitalize on the arts as an economic and creative driver.
 - **Goal 2: Improve access to the arts and arts education**
 - A. Access to the public
 - Promote wide participation, including offering more free and reduced-cost arts and culture experiences for the citizens of the region.
 - B. Strengthen & support arts education
 - Integrate arts learning into the education of every student in the region, and broaden arts learning throughout the community, thereby cultivating lifelong connections to the arts.
 - C. Build the brand
 - Position the Sacramento metropolitan region as a center of excellence for the arts.
 - **Goal 3: Invest in creative talent**
 - A. Support artists
 - Eliminate barriers and support the basic needs of artists and other creative professionals in the region.
 - B. Network
 - Create opportunities for artists to network with other creative professionals, supporters, and consumers – locally, nationally and internationally.
 - C. Buy local
 - Increase the purchase of locally produced art and create more cultural consumers. Support collaborations that help the entire creative services sector thrive.

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- Our goals are straightforward and simple. We need to make sure that the public is engaged.
- f. Introduce Kyle Rowland
 - Born June 8, 1993 in Sacramento
 - Father gave him a harmonica when Kyle was an infant and played to Kyle
 - Attended Sacramento Jazz Jubilee at age 10, where Mick Martin (from “Mick Martin and the Blues Rockers”) overheard Kyle playing and asked him to join the band on stage
 - Began taking lessons from Mick Martin
 - Performs:
 - With Blues greats (James Cotton, Norton Buffalo, Roy Rogers, Tommy Castro, etc.)
 - At Sacramento Jazz Jubilee and California State Fair for past 6 years with various bands, including “Mick Martin and the Blues Rockers” and “The Kyle Rowland Blues Band”

5. Performance (Kyle Rowland,, accompanied by Leo Boots on guitar)

6. Next Steps (Sharon Gerber)

- Thank you Kyle and Leo. That was an amazing performance and an example of our young, local talent.
- As always, each month we have goals and deliverables. I’m proud to say for another month, we have met those goals.
- The Mayor has been working with the Entertainment and Sports Complex task force to create a new facility in Sacramento. He also presented information about our initiative to the Irvine Foundation and saw Jackie Greene at Old Ironsides.
- I have also been busy attending events. Becky’s New Car at B Street Theatre, the Midtown Unification Project, and retail art therapy to name a few.
- We love attending and supporting our local arts.
- We’d like to thank our sponsors and in kind donations that make this initiative possible.
- Next Steps: Start publishing process of the arts action plan.

7. Guest Speakers

- Brian Vail, Producer
 - Blessed to be able to help our local talent.
 - Met the Miller Brothers and believed in their project, was able to fund them.
 - Touching Home will premiere at the Crest Theatre on April 30th.
 - Truly believe that Sacramento can be great in the arts.
- Logan and Noah Miller, Authors
 - Wrote a screenplay based on their experience with their father being homeless and the struggles that they went through.
 - Ed Harris watched the trailer and called 9 days later to become involved.
 - The Miller Brothers didn’t have the money to fund production.
 - Brian Vail emailed them and was interested in financing the film.
 - Premiere on April 30th.
- Derek Helwig, Producer
 - Sac native, attended Christian Brothers. Now produces The Amazing Race and is working on a feature film with Sean Flynn
 - Working on his 7th season of The Amazing Race, but wants to be more involved in film.

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- For Sac to be a destination for film, we need to provide incentives. Times are tough for the industry, budgets are being cut back. People will go where the money is. In-kind services are also helpful.
- Need to entice the industry – rebates can be used to promote movies
- Financing is always the biggest issue in the film industry
- Bringing film to Sacramento would help the economy. The crews eat, drink, and stay in town. Helps local artists, jobs, and retail.
- If we spend money on incentives, it comes back 10 fold in jobs and economic stimulus.
- Sacramento has a diverse landscape and should be utilized for the film industry.
- Sean Flynn, Director
 - Scouting the Sacramento area has been a great experience.
 - There are so many different landscapes: Oak Park, Old Sac, Fabulous 40's, Downtown
 - Incentives would get the film industry to Sacramento.

8. Closing Remarks (Mayor Kevin Johnson)

- Thank You
 - Thank you again to Don Roth, Chancellor Katehi (Ka-Tay-hee) and Mayor Asmundson for making us feel welcome in Davis.
 - Thank you to all of our guest speakers; Brian Vail, Logan and Noah Miller, Derek Helwig, and Sean Flynn.
 - Thank you to our performers for sharing your amazing talents.
 - Thank you to all of our For Art's Sake participants, both new and old.
 - Thank you to our leadership team for their continued dedication to the arts.
- Introduce Clark Pang and Lara Downes
 - For our final performance this morning, I would like to welcome a **winner of the 2008 Mondavi Center Young Artists Competition, cellist Clark Pang**. Clark is a native of Orinda, CA, and had his first public performance at age 6.
 - In addition to his appearances here at the Mondavi Center, both as a Young Artists Competition winner and in a master class with Yo-Yo Ma, **Clark has performed at Carnegie Hall, Napa's Festival del Sole, on The Martha Stewart Show, and has been a featured guest soloist with many bay area symphonies.**
 - Clark is also a **humanitarian**. At twelve years of age, he founded Music Prisonations, **bringing music to inmates**. He is also a published poet, and studies at the prestigious San Francisco Conservatory of Music.
 - Clark will be accompanied by Mondavi Center artist-in-residence and Curator of Young Artist Programs, Lara Downes.

9. Performance (Clark Pang & Lara Downes)

10. Adjourn