



Monthly Meeting Minutes

October 28, 2009 | 10:00 – 11:15 AM

Hot Italian

1. Welcome (Andrea Lepore)

- Hot Italian incorporates art into every facet of the establishment.
- Honored to host the arts meeting at Hot Italian.

2. Opening Remarks (Mayor Johnson)

a. Thank Yous

- Thanks Andrea for hosting us today.
- Andrea and Hot Italian are not only huge supporters of the arts. This facility the first LEED-certified restaurant-retail space in Sacramento.
- 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.

b. Tribute to Jean Runyon

- I would like to take a moment today to remember Jean Runyon, who passed away last Saturday (October 24).
- We all know Jean as a force in public relations here in Sacramento.
- She also worked tirelessly to raise money for local charities and nonprofit – including the arts.

c. Highlights

- The last month has been tremendous. The momentum continues to build.
- Roll Call
- We’ve had a number of special guests, a big announcement and significant press.
 - Randy Weeks - head of the Denver Center for Performing Arts talked about vision and collaboration
 - Wynton Marsalis
- Any Given Child
 - On October 9 Michael Kaiser from the Kennedy Center came to Sacramento to share the news that Sacramento was selected as the launch city for Any Given Child.
 - The process started earlier this year with a visit by Mr. Kaiser followed by a visit in August from his team.
 - The process is already underway. Thanks to Ruth Rosenberg for getting the audit committee up and running.
- Sacramento Philharmonic Gets \$25K from Stimulus Funds
 - Last week Sac Philharmonic received great news
 - \$25K in stimulus for 5 free family concerts
 - The concerts will be December 3 – 7 in different venues across the area
 - La Raza and the Crocker also received stimulus dollars

- La Raza - \$30K
 - Crocker - \$50K
- Muriel Johnson
 - A shout out to Muriel Johnson for her commitment to the California Arts Council
 - I'd also like to thank her for setting up an chance for me to talk with them

3. September Recap (Sharon Gerber)

- Every month we set goals to mark our progress in this process
- Our goals to complete for this month were:
 - Become launch city for the Kennedy Center's 'Any Given Child'
 - Have all committees done with Step 1 and are well into Step 2
 - Solidify schedule for every month's report out
 - Participate in and attend arts community events
- All goals were met. It is an extreme honor that we were chosen by the Kennedy Center to incorporate their new arts education program.
- Ensures that we will have a strong arts presence for our next generations.
- We have been getting a lot of attention both locally and nationally. Featured in the New York Times and other publications.

4. Initiative Update (Mayor Johnson)

- a. Action Plan Development Process
 - Phase One: Now until March
 - Focus on developing a preliminary action plan
 - Step 1 is completed, committees are currently working on Step 2
 - Form 1: Visioning
 - Over the last month committees were asked to complete Step 1.
 - Committees were asked to consider thought general thought provoking questions
 - 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?
 - Committees were also asked to consider committee specific questions
 - Thanks to all of you for all of the hard work you put into the first steps
 - Form 2: Sacramento Research
 - This month teams are being asked to consider what Sacramento has already done or is in the process of doing.
- b. Introduce Marketing Team
 - Each month we hear an update from one of our committees.
 - Garry Maisel will provide an update on behalf of the marketing team.
 - Rhyena Halpern from SMAC and Lucy Eidam will also present.

5. Report Out: Marketing (Garry Maisel)

- a. Team Report
 - Recognize marketing committee members and co-leads, Bob Stanley and Marisa Gutierrez.
 - Sacramento has a diverse arts community and our committee represents that.
 - Committee has been working to come up with a cohesive marketing idea by:
 - brainstorming
 - visioning
 - research and fact finding
 - Goal is to be forward-thinking and bold.
 - The next step is to look beyond Sacramento to other cities for success stories.
- b. Sacramento365 – Arts. Open Daily. (Rhyena Halpern)
 - Sacramento365.com has been unveiled in the community through many marketing tools: billboards, banners, newspaper ads, radio spots, etc.
 - The website serves as a portal into the world of art. It provides event details for music, theatre and dance performances, exhibitions, gallery openings, poetry readings, cultural festivals, kids activities
 - Also includes classifieds for auditions, jobs, and volunteering.
 - Created through the collaboration of the SCVB, SCC and SMAC.
 - Great way to tie the public into the arts community and create awareness
- c. Website (Lucy Eidam)
 - Forartsake.org serves as the arts initiative's website.
 - Keeps members up to date with meeting agendas, minutes, and committee information.
 - Tracks media generated from the initiative.
 - Keeps members and public informed about the Mayor's "For Art's Sake" movement.

6. Next Steps (Sharon Gerber)

- All Committees complete Form 2 in Action Plan and have Form 3 in progress
- We're aware that a sustainable communications strategy has not been done as of yet for our initiative. So during the next month, we will begin seeking a PR firm to help us on a pro bono basis create a communications and media strategy for the For Art's Sake initiative.

7. Introduction of Special Guest (Kevin Johnson)

- a. David Garibaldi
 - Rhythm, Color Culture and Energy: These four words describe the experience viewing the creations of Arts David Garibaldi
 - David was born in LA, but grew up in Sacramento
 - David's art has evolved into a live stage show called "Rhythm and Hue" that combines his background in graffiti, hip hop dancing, playing music and painting live.

8. Special Guest Performance (David Garibaldi)

- Thanks to Mayor Johnson and the City of Sacramento for support and guidance
- When he was in high school, he was in trouble a lot and turned to graffiti to show creativity
- Took an arts class in high school that changed his life and redirected his passion for the arts
- SMAC recognized his potential and gave him a full scholarship for CALarts summer program
- Inspired him to become a performance artist
- He is now world renowned, credits his success to his high school experience and the arts classes that were available for him to take.

9. Closing Remarks

- Thank you to Hot Italian for hosting. Thank you to David for sharing his story. Thanks to everyone for coming!