



July 22, 2009

Minutes/Notes

1. Welcome: from Verge Gallery

2. Recap: Dennis Mangers

Appreciate arts---with downturn, we're struggling, but, we are gratified to have mayoral support. Arts create a sense of community...are vital to the goal of Sacramento becoming a great city...

Arts: are a convener--bring people together, inspire, provide an outlet for ideas

We need to re-invent way to support the arts, be bold, do something iconic together.

We have asked Sharon Gerber to organize.

5 Areas/Committees with a Leadership Team: Funding
Facilities
Marketing
Arts Education
Film

3. Scope of Work: Mayor Kevin Johnson

Opportunity to weather "storm" together by coming together and working together. There's no "I" in art...there's no "I" in team...We need to look at the "big picture"---together--not just "I".

What is Sacramento's edge for the arts? How do we become a world class city? How do we define our art community? What is our niche? What is special to us? This takes our collective vision. Great cities need great arts.

The arts have three voices: literary, visual, performance

Need sustainable funding---huge challenge, and we'll need everything else to make it work. If you know anyone willing to donate---please let us know. We are looking for sponsors---sponsorships of \$25,000 or \$10,000 or whatever will make it work. We will need \$100,000 for this initiative---covering a public consultant, interns, etc.---our budget and needs will be transparent...online.

We will be fighting for arts my next 3 1/2 years (or 7 if you choose to help me).
Big picture challenge. Set goals:

It will take all of us--the 100 - 200 who are here

8 - 12 on the leadership team: 1 for each of the five areas,

1 each for visual, performing, literary, reps covering big, med, small, and
community leaders

3 roles for the mayor: political, big picture, challenge to get results

There is media here today: Sac Bee and others. The media has a significant
story to tell.

Question: How network, how communicate with each other?

Response: Get your ideas to Sharon Gerber--she will spread the word. We'll
have a website for comments.

Comment from P Joshua Laskey, Fourth Stage: Cross-generational is important
also to include on the leadership team---we are young but experienced

Leadership Team: Need people with track record for Leadership Team

Will meet 3rd Wed. of each month

Will lead a committee and meet with committee regularly

Research best practices re arts from other cities to "build case".

Funding: seek dedicated funding and new resources

Facilities: all sizes, use SMAC survey

Marketing: What needs are there, create city wide-vision

Arts Ed: Bring in/create/build new generation of arts supporters

Film: Industry, Production and Film Festivals (Sac. has 12 specialties)

Question from Michael Laun, STC: What is the Facilities Committee to do?

Response: We must ask and find out inventory---Do we have what we need in
spaces? What about medium size arts spaces (E Claire Raley's plan)? Live-Work
spaces

4. Film, Mayor's Office Summer Intern – Jeremiah Jackson

Film research---how to bring more filming to Sacramento.

Sac. can be anything----all geography is around us, etc. We are easily accessible
to LA.

We have 12 film festivals now. Film industry can be a major boost to the economy, grow revenue, and provide new jobs.

Filming will raise the profile of a city. Be known for all arts through film. Change perception of the city so people want to come to Sacramento.

Need film commission to make a difference. We have one part-time person, but, to make a difference---need more support. Similar size cities---have far more people on staff: Seattle (five full time people), San Diego, New Orleans. There is value as youth are exposed to the arts.

5. Next Steps, Sharon Gerber:

I am facilitator and I will respond to your emails/calls promptly.

Every 4th Wednesday---we will meet. August 26 next meeting--at Capitol Radio.

Kennedy Center will join us for an Arts Education update.

Re monthly meetings: let me know if willing to host as we plan to hold meeting in different venues each month.

Working on website.

If want mayor, me or a representative from the Mayor's office at your functions, let me know and we will make every effort.

Please fill out the form and indicate your top 2 choices for committees.

Close: Kevin Johnson with Wynton Marsalis story. We will figure out what to ask Wynton for.

Break into groups to interface.