



August 26<sup>th</sup>, 2009

Minutes/Notes

### **1. Welcome: Capitol Public Radio**

### **2. Recap: Mayor Kevin Johnson**

Arts: excited and happy about the arts initiative.

Our focus is to build sustainable models through support and commitment.

### **3. Scope of Work: Mayor Kevin Johnson**

How do we define and create the art community? How will we brand our community? We need to not focus mostly on management and development. Each committee will come up with recommendations.

Action Plan: We need to look for best practices.

Sharon Gerber:

**Meeting Venues:** As you know, we have set a monthly calendar for these larger meetings – the 4<sup>th</sup> Wednesday of each month from 10-11am. Art organizations were asked to host these meetings at their venues and I'm happy to announce we have hosts through the end of the initiative, which is next May! So thank you!!! Next meeting: The Sacramento Ballet.

**Communication Strategy:** In July, we said we would have a communication strategy for you by today. I'm pleased to say that we have established a Facebook page for "For Art's Sake" – please do a search on facebook and become a fan! Also, redsquid.com has agreed to donate the creation of all of our electronic invitations – these are what you receive when we send announcements about our monthly meetings. Additionally, MO Graphics, who will provide all of the printing for our nametags and agendas at these meetings, has created our logo and will also be creating the For Art's Sake website. Finally, I'm delighted to announce that Advantage Presentations, who will provide our A/V for our monthly meetings for venues that don't have any, has offered to host our future website – thank you Robert Best!

**Committees:** As we announced last month, we have established 5 committees that you were asked to consider joining. Those are: Funding, Facilities, Marketing, Arts Education and Film. I'm thrilled to say that 156 of you have chosen committees on which to serve. If you haven't yet chosen one, please send me an email with your first and second preferences and we'll set you up. As an extra action item we didn't even promise, the

Film and Art Education committees have already had their first meetings and the funding, facilities and marketing committees will be doing so very soon.

**Leadership Team:** In asking you to sign up for a committee, we also invited you to indicate whether or not you'd like to serve on the Leadership Team. We promised that we would solidify that Leadership Team by today. We also said we would hold our first Leadership Team meeting, which we did last Wednesday at City Hall. I would now like to hand the microphone back to Mayor Johnson to announce our Leadership Team.

#### **4. Leadership Teams: Mayor Kevin Johnson**

Funding: Dennis Mangers, Chair assisted by Ruth Blank

Facilities: Steve Winlock, Chair assisted by Buck Busfield

Marketing: Garry Maisel, Chair, assisted by Marisa Gutiérrez and Bob Stanley

Film: Don Roth, Chair, assisted by Peggy Shannon

Education: Ruth Rosenberg, Chair, assisted by Lina Fat and Lial Jones

ART EDUCATION REPORT OUT: Ruth Rosenberg: We had our first meeting this Monday with 20 attendees and we discussed the current state of art education in our region.

We need to increase awareness of the arts and noted a decrease in funding.

We need to take advantage of our multi-cultural community by acknowledging it as a best practice.

Darrell Ayers, Kennedy Center: I feel we need to focus on the growth of educational programs.

I want to thank Mayor Kevin Johnson and Sharon Gerber in their efforts in organizing the arts initiative.

We focus on 2-3 communities each year in the K-8 range. We must work with those communities, schools and teaching artists. We will conduct an audit of what's currently being offered. We will then create a large grid that shows listings of what is going on in each school/organization.

Please check out the website [www.kennedy-center.org/education](http://www.kennedy-center.org/education) where anyone can find an assessment of resources.

Mayor Kevin Johnson: Our objective is to convince Darrell we are a strong and growing city in order to support Sacramento so we can be their launch city for the Any Given Child program.

Arne Duncan, National Secretary of Education, will be visiting Sacramento September

3<sup>rd</sup> to address policy, youth and education. Everyone will be invited to attend a meeting with him.

Race For the Arts is Friday at 6:00pm - be sure to be there - I'm running the 5K!

Aspen Ideas Festival: We need to bring in great speakers and focus on education, health and politics. We also need to emphasize the "language" the art community speaks and realize that all organizations depending on size will face different challenges. Also, it is important to note that public entities have a huge responsibility for the arts.

## **5. Next Steps, Sharon Gerber:**

The initiative is getting nation-wide attention from the arts. We will be launching the "For Arts Sake" website shortly. We will also reveal the new logo. All committees will meet and develop frameworks for action plans.

## **6. Press Conference: Mayor Kevin Johnson**

Mayor welcomed all guests, and indicated the arts do three things for a community:

- § They act as a convener by bringing people together, i.e., Second Saturday;
- § They inspire and educate – you can't have great schools without the arts; and
- § They provide an outlet where ideas and opinions can be expressed in appropriate ways – especially in these challenging times.

I Mayor Johnson decided to launch this arts initiative to stake out my commitment to creating a fertile environment for the arts, and have challenged the participants of For Art's Sake to work with me to:

- § Reinvent the way we define and support the arts in this community;
- § To be bold; and to
- § Do something iconic together.

But to do this we needed financial support to hire consultants and interns and we've received it. In fact, we received \$100,000 in 7 days!! To announce our sponsors, please welcome to the microphone, from the office of Senator Darrell Steinberg, Mr. Dennis Mangers...

Dennis Mangers:

My name is Dennis Mangers and I'm with the office of Senator Darrell Steinberg and a passionate supporter of the arts here in Sacramento.

When the Mayor launched the For Art's Sake initiative in June at a meeting at KVIE he said the following: "For Sacramento to become a world-class destination it must also be a city of big ideas and the arts are vital to that goal. In spite of the struggling economy, the time to have a conversation is now since the arts can be a catalyst for economic recovery and the revitalization of downtown. Conversely, not paying attention to the challenges

facing our arts groups now could ensure a city without a soul in the future.”

At our monthly meeting last month, the Mayor shared with everyone that the budget to pay for this art’s initiative would be \$100,000 – and he committed that by August, one month later, he would have raised those funds. I’m delighted to share with you that he did indeed deliver on his promise. Today we have 4 sponsors at \$25,000 each of For Art’s Sake and I would like to introduce them to you and allow them some time to express why they’ve agreed to fund this year long initiative...

Western Health Advantage – Rick Heron

AT&T – Kathy McKim

Wells Fargo – Chevo Ramirez and Lynda Vittes

Sac Regional Community Foundation – Ruth Blank.

Q&A

Question: How will funds be distributed?

Response: We will post the budget for the initiative shortly.

Question: Why is art beneficial for the community?

Response: In order to be a first class city, we must have a first class arts community.

Close: Michael Fahn from Fahn & Company gave Mayor Kevin Johnson a piano key as a gift autographed by Dave Brubeck as a thank you for launching For Art’s Sake.