



## **For Art's Sake Monthly Meeting Minutes**

September 23, 2009 – 10:00 AM-11:30 AM

The Sacramento Ballet

### **1. Welcome from Ron Cunningham – Co-Artistic Director of the Sacramento Ballet**

-updates and upcoming events

### **2. Opening Remarks – Mayor Kevin Johnson**

-make effort to be at different venue every month

-thank you to Ron and Sac Ballet

-Big Picture: vision of city has to include the arts

- Art adds to creativity of community, needs a collective vision

-5 areas of focus: funding, facilities, marketing, arts education, film

- NOT focused on: management administration, board development, program excellence...Non-Profit Resource Center can help with these

-Last meeting recap:

- thank you to-leadership committee, Sac Bee for covering arts, 4 corporate sponsors, in-kind donations

-SMAC impacted by cuts to county, community has been advocating on behalf of SMAC

-The arts are interrelated with different aspects of the city...sports, arena, facilities, entertainment

-need all to become a world class city

### **3. August Recap – Sharon Gerber**

-goal of last meeting: commit and complete action items every month

-accomplished goals:

- logo (Maria O'Neill MO Graphics)
- city website: arts [www.cityofsacramento.org/mayor/forartssake](http://www.cityofsacramento.org/mayor/forartssake)
- minutes, agenda, sponsor recognition posted, contact info available
- rfp for separate website, facebook page is up and running
- committees: each committee has met at least once
  - 20-70 members
- action plan framework (MKJ to explain)

### **4. Action Plan Process – Mayor Kevin Johnson**

- Sac is a finalist for “Any Given Child” due to extensive arts support in community

-Phase 1: Research and Development, followed by building the case

-Steps: (1) Visioning, (2) Sacramento Research, (3) Beyond Sac Best Practices, (4) Proposed Recommendations, (5) Preliminary Action Plan

-Phase 2: finalize and have steps for implementation

-Thank Jane Hill

-Randy Weeks Airplane Story

#### **5. Funding Committee Report Out – Dennis Mangers**

-already research on funding from SMAC (Rhyena Halpern, SMAC)

- committee has a year jump on their workload

-reviewed report, have guidelines, have nationwide research (historical review on sustainable arts sources)

-scope over next two years is already mapped out thanks to SMAC

#### **6. Featured Speaker – Randy Weeks, Denver Performing Arts Center**

-airplane story

-Denver and 7 county region: Scientific and Cultural Facilities District (SCFD) created facilities for the sciences, arts, and for culture = “institutions”

-early 80s: (Denver boom and bust) oil bust, economy tanked, 4 major institutions (zoo, gardens, etc...got 2 mil per year from state...state pulled funding...left with 5 mil deficit)

-Rex Morgan-broadbase tax to support institutions

- During the 1980s, Rex Morgan and other community leaders lobbied the legislature, organized the original SCFD ballot initiative and championed implementation of the 0.1% retail sales and use tax.
- large arts community in Denver, 5 years to get tax situated
- leg passed bill for Denver to tax themselves
- 1<sup>st</sup> vote didn't go through...needed very large grassroots campaign to get Denver tax to pass...spread out dollars to include all major non-profit arts companies in the area
- 1988 citizens vote 3 to 1 for tax to help arts

-stats: 38 M collected, distributed to 300 arts orgs in metro area (last year)

-tax has stabilized arts community

-opponent to tax-afraid of losing all donors

- opposite happened, funders and donors have increased in Denver ...orgs have grown

-Lessons:

- dead by yourself, the whole arts community needs to work together to make Sacramento a world class city
- stewards of public money...need to do the leg work
- quantify work

-Denver got \$1.7 Billion, 8000 employees in arts community

## 7. **Comments and Q & A – Mayor Kevin Johnson**

- take away: it can be done
- tier 1...25 million budget
- tier 2...1 - 10 million
- tier 3 ...under 1 million

## 8. **Next Steps – Sharon Gerber**

-Goals / Action Items for Next Month:

- get decision from Kennedy Center, become launch city for any given child
- all committees complete Phase 1: Steps 1, be in progress for Step 2
- will have schedule for every month's report out
- MKJ and SG to attend community events that can fit into their schedules

-Next meeting at Hot Italian

## 9. **Closing Remarks – Mayor Kevin Johnson**

-thank Sid for Crest Relighting

-Plugs for arts events in community:

- -arts uncorked – disabilities arts orgs
- -SMAC-edible art this weekend
- -art run
- -Sac Philharmonic performing for free in Rancho Cordova city hall

-Story: ESPN - Up Close with Roy Firestone, human interest stories

## 10. **Special Guest – Wynton Marsalis**

-speaks at schools around the country, loves teaching, being part of arts

-father was a jazz musician

-favorite thing is to play with elementary school bands

-integration of jobs: different perspectives

- presenter- how to make it happen, event planning, donors
- institution-longer range plan, get people to perform, budget
- artist-different day to day, never set plan
- philanthropist-like everyone's cause, where should the money go?, networking, social interest or not
- socialite-attend for the entertainment and social aspect
- community worker- include youth in arts, pricing, relationship building, arts should be part of lives of the people (prisons, elderly, minorities)
- fan

-question is one of education: all jobs are connected, need integrated knowledge to make the arts community flourish

-model should be: serve is to be served

-what is value: in our culture, the arts are underrated

-need to bring cultural events into schools, parents need to make kids grow up with culture

-be part of overall social responsibility...adults give things value

-arts nourishes the soul, everyone has same basic primary issues

-technology of the human soul has not changed, arts are soulful

-value for cities economically: Vienna, Montreal (jazz festival)

-arts and mythology: america is young, largest problem is lack of cultural identity, makes you think demographically...culture is shared but we don't know what it means

- what is our shared culture? What is our mythology?
- People in the arts have documented how we have been together....now it needs to be identified

-bridge analogy: 5 steel pipes together grow power exponentially, the arts community needs to integrate so that everyone can have power and that it can be interspersed and shared

-arts reenact emotions....events and how people have felt about them

-how to come together...collective action, how to work together?