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Mayor picks arts liaison

To hear him tell it, Mayor Kevin Johnson is deeply committed to the arts.

At least that was his gist when he unveiled his "Arts Initiative" today to roughly 100 local arts leaders, inside a TV studio at KVIE.

And central to that initiative was his announcement that Sharon Gerber has been selected as his arts liaison.

Gerber is founder of the local event planning firm Six Degreez, Inc., and also sits on the board of KVIE and the Sacramento Hotel Corporation. Gerber, a Land Park resident, has also worked for Wells Fargo for 16 years in a variety of entrepreneurial positions.

"She will play a critical role in helping me facilitate relationships over the next year on how we can position ourselves to do critical things," said Johnson.

Johnson said he expects to meet regularly with arts leaders to formulate a plan on how to make his initiatives a reality. He expects that effort to go a long way to supporting arts activity locally while enhancing the profile of the arts in the region.

"I'm a Democrat who believes that we have to put our resources, no matter how limited they may be, in the areas that we value," said Johnson. "And art has to be part of that dialog."

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