



**COUNTY OF SAN MATEO**  
Inter-Departmental Correspondence  
Arts Commission



**Date:** July 24, 2013  
**Board Meeting Date:** August 6, 2013  
**Special Notice / Hearing:** None  
**Vote Required:** Majority

**To:** Honorable Board of Supervisors

**From:** Robin Rodricks, Chair, San Mateo  
County Arts Commission

**Subject:** Arts Commission Annual Report

**RECOMMENDATION:**

Accept this report

**BACKGROUND:**

In 2011, the San Mateo County Arts Commission developed and adopted a five year Strategic Plan. Key initiatives in the plan included developing a formal grant-making program to support arts educators, artists and arts organizations, increasing grant funding for the both the Commission and the grants program and improving exhibits in the County Center galleries.

**DISCUSSION:**

In Fiscal Year 2012/13, the Arts Commission made significant progress on all their key initiatives. Details on their work are presented in the attached year-end report. Highlights are noted below:

- Grants Manager, Esther Mallouh began work on January 2, 2013 and her contract has been extended through June 30, 2014.
- Through the County Office of Education, 26 micro-grants (\$50 each) were awarded to teachers for classroom art projects at 4 elementary, 1 intermediate and 5 high schools in April of 2013. Examples of the student art projects included mask making, water colors, a tile mural, wire sculpture, stitchery pillows, landscape painting a la Van Gogh, drum making and web folios.
- A formal grant program for artists and arts organizations began in March with a workshop for interested individuals and organizations. From that initial event, six proposals were received and \$21,500 was awarded to five grantees.
- An application for additional funding for arts grants was submitted to the Hewlett Foundation.

- Curator Teresa Silvestri, a Commission contractor, organized and promoted six exhibits in FY 2012/13 in the two Hall of Justice galleries (Caldwell Gallery on the first floor and the Community Gallery in the basement) and two exhibits of three dimensional art in the 555 County Center rotunda.

The Arts Commission expects to expand on their FY 2012/13 accomplishments in the upcoming year by obtaining additional outside funding for their grant program and getting more arts educators, artists and arts organizations to apply for grants.

**FISCAL IMPACT:**

There is no cost associated with accepting this report. .

# SAN MATEO COUNTY ARTS COMMISSION

## FY 2012/13 YEAR END REPORT

In November 2012, the Commission commenced implementation of its recently adopted five year strategic plan. Activities included hiring a grants manager, establishing a formal granting process and distributing funds to arts organizations and arts educators, application for partnership with the Hewlett Foundation to increase funding of the arts in the county, improving the quality of exhibits that are curated by the Commission, as well as continued and new participation in efforts to promote the arts in San Mateo County.

### IMPLEMENTATION OF FIVE YEAR STRATEGIC PLAN

Implementation of the Commission's new five year Strategic Plan began in November 2012. The plan was developed in concert with a nationally recognized arts planning consultant and provides detailed guidance for Commission activities during the next several years. The first and major component of the Strategic Plan to be implemented was a new Grants Program.

### THE NEW GRANTS PROGRAM

As outlined in the Strategic Plan, SMCAC provides funding to local artists and non-profit arts organizations through the following portfolios:

- **Technical & Program/Project Portfolio:**

This portfolio provides operating and technical support to artists, arts organizations and art programs countywide. It includes two types of grants: technical and program/project grants.

**a) Technical Grants** provide funds to enhance services of the arts community. Grants are available for either capacity building or technical support.

**b) Program & Project Grants** fund arts programming of artistic merit, free or low cost performances events, seminars, art fairs, workshops and festivals. This pilot program aims to impact locations targeted by the county as priorities for economic development or redevelopment.

- **Arts Education & Educator Innovation Portfolio:**

These grants provide funding to K-12 teachers introducing students to innovative, hands-on learning experiences in art and creativity, with the goal of enhancing interest and achievement in the arts. The program encourages participants to develop new initiatives and relationships with artists.

### GRANTS MANAGER

Eight proposals for the contract position of Grants Manager were received. Commissioners Rodricks and Mulliken selected five candidates for interviews held on December 10, 2012. After presenting results of the interviews and discussion with the Commission, Esther Mallouh was selected by the Commission. Ms. Mallouh, began work on January 2, 2013, initiating the new

Grants Program in alignment with the Strategic Plan adopted at our April 2012 Commission meeting.

In addition to adding the Grants Program to the Commission's page on the County Website, Ms. Mallouh executed county-wide promotional outreach to publicize the program, encouraging (1) submission of *Letters of Intent* [letters requesting invitation to submit a grant proposal] and (2) attendance at a 90-minute workshop on the Commission's grant application process.

#### TECHNICAL, PROGRAM, AND PROJECT GRANTS

- To kickstart this grants process, fourteen individuals, representing nine organizations, attended a workshop where the grants program was presented to potential applicants. The workshop was held on March 28, 2013 in the Cedar Room of the San Mateo Main Library.
- Nine *Letters Of Intent* were received from grant applicants.
- After screening by the Grants Manager, eight of those were invited to submit full proposals.
- Six full proposals were received.
- Five were selected for review by an impartial review panel\*

*\*To ensure an unbiased decision process, the three Panelists were chosen by the Grants Manager (not by the Arts Commissioners). Further, the Panelists, while all located in the greater Bay Area, do not reside in San Mateo County. The panel consists of an executive financial analyst, an artist, and a professor from the arts field.*

At the monthly Commission meeting on June 12, 2013 the Commissioner's voted to approve grants to the following five organizations:

• The Boys and Girls Club of San Mateo	\$2,000
• Music at Kohl Mansion, Burlingame	\$7,000
• Masterworks Chorale, San Mateo	\$4,500
• Menlowe Ballet, Menlo Park	\$3,000
• Sanchez Art Center, Pacifica	<u>\$5,000</u>
TOTAL:	\$21,500

The grant recipients will be announced in a press release and posted on the County Arts Grants web-page. Finally, in order to evaluate the effectiveness of the grant making, each grant recipient signed an agreement to provide a year-end final report describing their results per the measures of evaluation that were mutually agreed upon by the grantees and Grants Manager.

#### ARTS EDUCATION AND EDUCATOR INNOVATION GRANTS

In January, 2013, Commissioners Swan and Chew conferred with Dick Spiersen of the County Office of Education, who recommended that – as it was already mid-January – a distribution of micro grants (\$50) to Educators would be the most beneficial and expedient way to begin the Commission's funding for arts education. An application and evaluation process was developed by Ms. Mallouh and Mr. Spiersen, and distributed to all County arts educators in over 50 schools. Twenty-six applications were received and processed by Ms. Mallouh, and all

applicants were awarded \$50 grants for a total distribution of \$1,300. Checks were issued on April 23, 2013.

Ms. Mallouh took photographs of the children's artwork, and an exhibition of the work was held in the Caldwell Gallery during the second week of June 2013. Due to the success of this program, Ms. Mallouh and Mr. Spiersen recommend that in the next fiscal year, the micro grants be increased to \$100 per Educator.

#### **THE FIRST PARTNERSHIP: THE WILLIAM AND FLORA HEWLETT FOUNDATION**

The Hewlett Foundation makes grants to the arts on a geographic basis. In March, 2013, after learning of the Commission's new Grants Program from Ms. Mallou, The Hewlett Foundation approached the Commission regarding a grant-making partnership, matching THE Commission's grant funding dollar-for-dollar. This partnership benefits both the Commission's Grants Program by doubling the total dollar amount of the grants, and bolsters Hewlett Foundation's rate of funding in San Mateo County.

In April, Supervisors Groom and Slocum, Commissioner Rodricks, Grants Manager Esther Mallouh, and staff members Juda Tolmasoff and Peggy Jensen, met with Hewlett representatives, John McGuirk and Emiko Ono, to begin the process. The Commission submitted the application on July 26, 2013 to become an *Intermediary Partner*. Once the Commission is officially notified of the funding award, November 2013, the Hewlett Foundation will give the Commission an Agreement for review by County Legal Counsel; it is expected that adoption of an agreement satisfactory to both parties will soon follow and funds will be received shortly thereafter. The Commission feels that partnering with a major Foundation, Hewlett, is a major step in helping secure other funding sources – a key task in year two of our Strategic Plan.

#### **PUBLIC ARTS CURATION**

Curator Silvestri who has a contract with the Arts Commission, curates two exhibits every two months in the Caldwell and Community Galleries; and two exhibits per year of three-dimensional art in the Rotunda. Each Gallery requires approximately 25 to 35 art works for a full exhibit.

During her 18-month tenure, the quality of exhibits has increased significantly under Ms. Silvestri's direction. In addition, Ms. Silvestri actively markets the exhibitions by creating press releases and handouts for the public with artists' information; this has resulted in an increase in the number of sales of works of art. With the increase in sales, the Galleries are becoming a draw for artists. These are the first steps towards building a brand for the County's Galleries. Typically, local artists exhibit works in the Caldwell Gallery and Rotunda, and community organizations exhibit in the Community Gallery.

This past year, 2012/2013, Ms. Silvestri has taken a pro-active role in assisting and facilitating exhibits for both the *Commission on Disabilities* [exhibit and reception-silent auction in September/October] and the San Mateo County Health System's *Recovery Happens* exhibit [establishing guidelines and procedures for their September exhibit].

*A letter of acknowledgement and gratitude was sent to the Commission to Parks Ranger Ty Kang of Parks & Rec Department for building and painting seven pedestals to better display the three-dimensional works of art shown in The Rotunda.*

This year the annual women's art show in March-April 2013, had a record number of entries: 64 works in various two-dimensional media. Four art works were sold.

## **POLICY STATEMENT**

Year one of the strategic plan calls for the creation of an Arts Commission Policy statement which provides guidelines for the functions of the Arts Commission. Commissioners' Mulliken and Rodricks drafted and submitted a Policy Statement, which was then approved by the Commission. The Statement [attached] outlines policies for general function, Cultural Diversity, Customer Service, Freedom of Expression, Public Art, and Awarding of Grants.

## **OTHER ACTIVITIES**

### **SAN MATEO COUNTY FAIR ARTS - BEST IN SHOW AWARDS**

For the seventh consecutive year, The Commission provided twelve \$50 awards for "Best In Show" in the Fine Arts Division of the San Mateo County Fair. The Fine Arts Division of the Fair has shown continued and impressive growth over the last several years, and the Arts Commission is proud to support and recognize its promotion of the arts.

### **POET LAUREATE COMMITTEE – ASSIGNMENT OF COMMISSIONER**

In April, 2013, the new *County Poet Laureate* Committee requested that an Arts Commissioner be assigned to the Committee. Commissioner Donald Mulliken volunteered his services and attended Committee's first two meetings in April and May. A formal announcement was made on June 8 as part of a literary event at the San Mateo County Fair. Nominations for the Post Laureate position are open until July 31.

Commissioner Mulliken reports that his assignment to this committee has been an opportunity to get further acquainted with people from our local arts community and give the Arts Commission additional exposure.

### **CALIFORNIA STATE SUMMER SCHOOL FOR THE ARTS**

Created by the State Legislature, the California State Summer School for the Arts (CSSSA) is a rigorous pre-professional, month-long residency training program for talented high school artists. Held every July at the California Institute of Arts (CalArts) in Valencia, California, the program covers visual and performing arts, creative writing, animation, and film.

CSSSA's purpose is to provide a training ground for future artists who wish to pursue careers in the arts and entertainment industries in California. Students apply for the opportunity to study in one of the School's departments. Visiting artists and others hold workshops and give lectures on topics of importance to artists; students go on field trips to local museums and galleries. Students also receive three units of California State University elective credit for successful participation.

This year, the CSSSA Foundation asked Local Arts Partners to “spread the word” and encourage students to apply to the program; to this end, participating Local Arts Partners were automatically given a \$500 grant to cover the minimal expenses involved. Commissioner Chew took the lead and worked with Dick Spiersen to distribute information and application materials.

Due to these efforts, a record number of San Mateo County students – from Brisbane, to Half Moon Bay, to Menlo Park – applied to this prestigious program, and 20 students were accepted. A list of students is attached.

To honor these students, the Arts Commission and CSSSA co-sponsored a reception for the students on July 8, 2013 at Draper University in San Mateo. Commissioners Rodricks and Chew chaired the reception where the San Mateo County students were presented Scholars medals. CSSSA Foundation President Melissa Draper and Foundation Board Member Diane Paskerian were in attendance to help present the medals.

#### NEW LOGOS FOR ARTS COMMISSION AND GRANTS PROGRAM

To further brand the Arts Commission, the Commission has arranged for a recognized Graphic Artist from Menlo Park, Tricia Siebold, to develop logos for the Arts Commission and the Grants Program. Work is underway, and logos should be completed and in use by August. These logos will be used on all Commission materials and marketing.

#### **THE FUTURE**

The Arts Commission appreciates the continued support of the Board of Supervisors and looks forward to growing its support and promotion of the arts in San Mateo County. During this next year, the grants programs will be expanded, additional workshops for artists and arts organizations will be held, and efforts will be made to form partnerships such as that with the Hewlett Foundation to increase funding of the arts in the county.

Respectfully submitted,

Robin Rodricks

Chair, San Mateo County Arts Commission