

**ARTS COMMISSION
SPECIAL MEETING: MINUTES
ARTS COMMISSION ANNUAL RETREAT**

Day/Date: Monday, November 28, 2016

Time: 5:30 p.m.

Location: City Hall - Tower, 17th Fl., Meeting Room T 1734

5:00 – 5:30 PM: Pre-meeting hospitality

(a) Call to Order & Roll Call

MEETING CALLED TO ORDER: 5:32 PM by Chair R. James.

ROLL CALL:

Present: Richard James (Chair), Ramona Snyder (Vice Chair) Nicholas Adams, Lynne Brown, Roma Dawson, Albert Le, Leanne Lindelof, Tina Morrill, Ron Muriera.

Commission City Liaison: Hon. Magdalena Carrasco, District 5.

Absent: None.

City Staff: Kerry Adams Hapner (OCA), Baltazar Lopez (D5), Arlene Biala (OCA), Karen Park (OCA), Emily Sevier (OCA), Tammy Turnipseed (OCA), Tina Iv (OCA).

(b) **ACTION: Approved the Meeting Minutes for regular meeting of October 17, 2016.**

Mvd/2nd: R. Muriera / R. Dawson

Yes: 9; 0 No; 0 Abstention

(c) **ACTION: Approved the recommendation that the Arts Commission review the panel's recommendations for the Arts and Cultural Exchange Grant, Round 2 Awards.**

Mvd/2nd: R. Muriera / L. Brown

8 Yes; 1 No (R. Dawson); 0 Abstention

E. Sevier presented items from the memo. Several Commissioners had a few questions regarding to the program. E. Sevier provided clarification.

(d) Retreat Agenda Review

(1) Chair R. James reviewed the retreat agenda.

(e) Report: City Council Liaison – *Hon. Magdalena Carrasco, Councilmember*

Report was made by Councilmember Carrasco. She provided an update that the new Councilmembers for District 2, 4, and 8 will begin their term starting in January 2017. Council Carrasco provided an overview on how to connect with new Councilmembers. She noted that it is very important to connect with the Councilmembers by understanding each of their values. In addition, Councilmember Carrasco noted that it would be a good idea to pull the community together to attend Council meetings.

(f) **DISCUSSION: Update on *Cultural Connection: San Jose's Cultural Plan for 2011-2020* and Setting Commission Priorities – Using as a guide the Commission's work plan and *Cultural Connection*, what policy-driven initiatives should the Commission focus its attention on now? With policy initiatives identified, select which priorities to concentrate our efforts on.**

K. Adams Hapner provided an update on *Cultural Connection: San Jose's Cultural Plan for 2011 – 2020* with a Power Point presentation. Vice President of Metropolitan Group Beth Strachan facilitated the Setting Commission Priorities group activity. Commissioners participated in the group activity and discussed on the various topics.

Break

- (g) PRESENTATION/DISCUSSION: Creating Connections – How to Build a Message: As a follow up to the discussion on priorities, what is the best way to frame the message? Research from Building Public Will for the Arts and other marketing methods inform us on how to develop a message that resonates.

Commissioner N. Adams provided a short presentation on How to Build a Message. Vice President of Metropolitan Group Beth Strachan facilitated a group workshop: Message for Policy Advocacy. Commissioners participated in the workshop and provided their input and ideas.

- (h) #408Creates Team Building: A sampling of the creative side of Commissioners and staff who will share a short (two minute) sampling of their creative world.

Several Commissioners shared their creative talents.

- (i) Final Thoughts and Conclusion

(1) Chair R. James reported on his final thoughts and conclusion.

- (j) Public Forum

(1) None

- (k) Adjourn

Meeting was adjourned at 9:05 p.m. by Chair R. James.

Meeting Minutes were taken by T.Iv.

RICHARD JAMES, CHAIR

ATTEST:
ARTS COMMISSION SECRETARY

TINA IV, ARTS PROGRAM COORDINATOR