



**COUNTY OF SAN DIEGO  
ARTS AND CULTURE COMMISSION**

**October 18, 2023, 1 PM  
County Operations Center, 5570 Overland Ave., Room 1047, San Diego, 92123**

**MINUTES**

Meeting called to order at 1:00 PM.

**1. ROLL CALL/INTRODUCTIONS**

Present:

Ladan Akbarnia  
Jim Gilliam  
Monica Hernandez  
Jennifer Jeffries  
Michael Kozma  
Bob Lehman  
Sharlene O'Keefe  
Felicia Shaw  
Ada Shido

Absent:

Jay Bell  
Lucas O'Connor  
Renee Richetts  
Ever Parmely-Den Herder

Commissioners provided quick introductions about themselves.

**2. PUBLIC COMMENTS**

Galina Marcus presented San Diego Art Directory page (presentation attached).

**3. APPROVAL OF COMMISSION MINUTES (Attachment A)**

**ACTION:** Moved by Gilliam, seconded by O'Keefe – approved the minutes for the August 16, 2023 meeting with the following edits:

-Remove Renee Richetts from the roll call as “present” and from the votes on actions, as she was not there

- Add Michael Kozma as present in the roll call and in the ayes for the votes on actions

**AYES:** Ladan Akbarnia, Jim Gilliam, Monica Hernandez, Jennifer Jeffries, Bob Lehman, Michael Kozma, Sharlene O'Keefe, Felicia Shaw, Ada Shido

**OPPOSED:** none

**4. PRESENTATIONS/TRAINING**

- a. Public Records Act - David Stotland, Senior Deputy County Counsel, presented on public records act requirements that Commissioners must follow.

**COUNTY OF SAN DIEGO  
ARTS AND CULTURE COMMISSION  
MEETING AGENDA – OCTOBER 18, 2023**

**5. DISCUSSION ITEMS**

a. Strategic Planning

Felicia Shaw presented an overview of strategic planning and the plan for the Commission's strategic plan. Discussion over having meetings every month with strategic planning being the main focus for the meetings, with possible completion date for April 2024. Retreat date also confirmed for November 15 from 1-6 PM.

b. Selection of Officers

**ACTION:** Moved by Akbarnia, seconded by Hernandez, continue with Renee Richetts and Bob Lehman as chair and vice-chair until the end of the year, with elections of new officers at the last meeting of the year.

**Ayes:** Ladan Akbarnia, Jim Gilliam, Monica Hernandez, Jennifer Jeffries, Bob Lehman, Michael Kozma, Sharlene O'Keefe, Felicia Shaw, Ada Shido

**Opposed:** none

c. Future Commission Meetings Date and Time

Discussion over keeping meetings at the 1 PM time, as well as moving the December meeting up a week to allow for the holidays. Discussion over having meetings every month for strategic planning.

**ACTION:** Moved by Gilliam, seconded by Shaw, set retreat date for November 15, move the December meeting to December 13; and that all Commission meetings start at 1 PM.

**Ayes:** Ladan Akbarnia, Jim Gilliam, Monica Hernandez, Jennifer Jeffries, Bob Lehman, Michael Kozma, Sharlene O'Keefe, Felicia Shaw, Ada Shido

**Opposed:** none

**ACTION:** Moved by Gilliam, seconded by O'Keefe, set special meetings for January 17 and March 20 at 1 PM.

**Ayes:** Ladan Akbarnia, Jim Gilliam, Monica Hernandez, Jennifer Jeffries, Bob Lehman, Michael Kozma, Sharlene O'Keefe, Felicia Shaw, Ada Shido.

**Opposed:** none

**6. STAFF REPORT**

- Update that the bylaws have passed with no edits, as well as the ordinance. Ordinance did have some edits to be compliant with current Board policies.
- The Public Art policy is still undergoing review, but the percentage change was removed (so it remains at 0.5%) and the cap remains in place due to lack of budget. The request for budget has been put in, and if it passes, the policy will be revised to allow for the increase to percentage and removal of cap. All other changes proposed by the Commission remain in the policy.

**7. ANNOUNCEMENTS**

none

**8. ADJOURNMENT**

Meeting Adjourned at 2:26 PM.

PUBLIC COMMENT PRESENTATION



san diego art directory  
our local art scene

*Galina Marcus*





# AGENDA

Introduction

Mission

Problems

Opportunities

First results

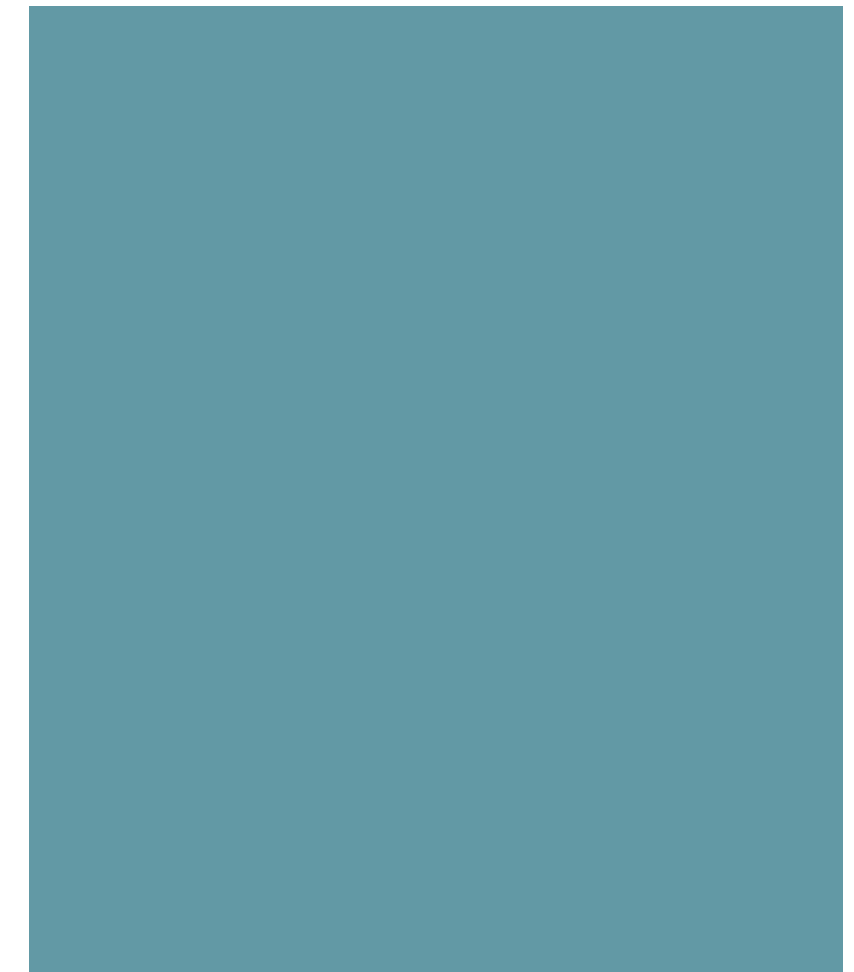
Request for support

Timeline



# WHAT IS SAN DIEGO ART DIRECTORY?

[SanDiegoArtDirectory.com](https://SanDiegoArtDirectory.com) is an open online resource to post and search for all things arts and culture in San Diego County. SDAD serves the needs of both the art community and the general public.





# OUR MISSION IS...

To be the vibrant heartbeat of San Diego County's arts and culture scene, uniting enthusiasts and artists alike. We are dedicated to providing an accessible and comprehensive platform that serves as the ultimate hub for all things related to the rich tapestry of arts and culture in San Diego County.



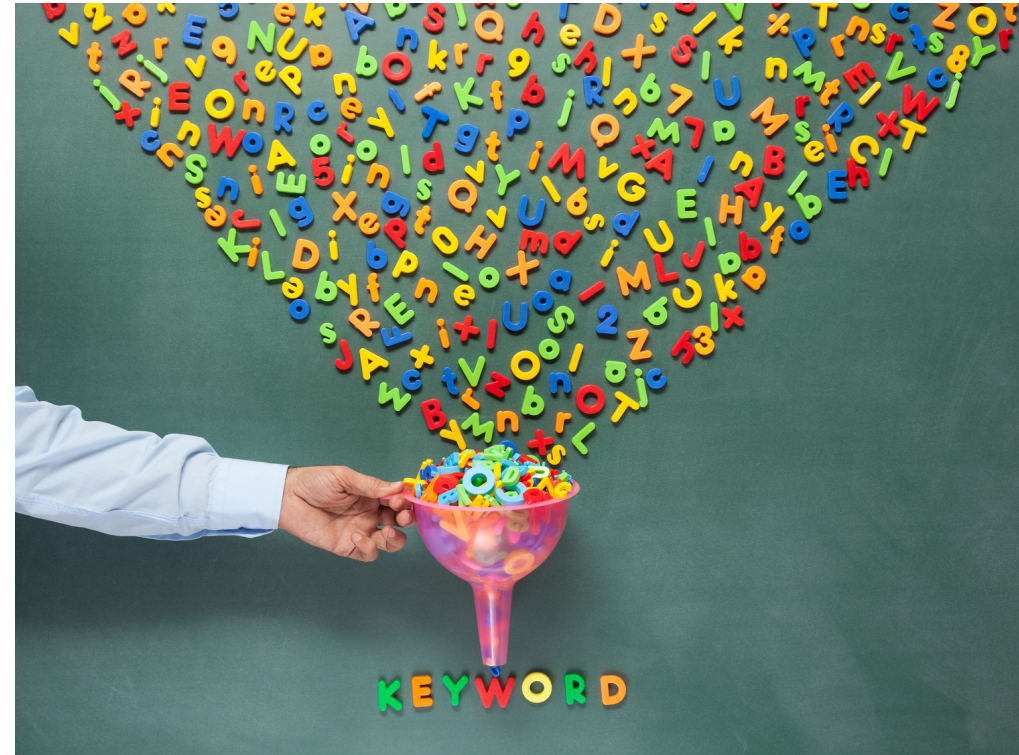


# HERE'S WHAT SDAD CAN HELP WITH



## **CONSOLIDATION**

All info about SD arts and culture in one place



## **VISIBILITY**

Simple search and filtering



## **PROMOTION**

Bringing arts to general public



# OPPORTUNITIES

## COUNTY-WIDE HUB OF RESOURCES FOR ARTISTS

To engage artists in Communities of Concern and Promise Zone

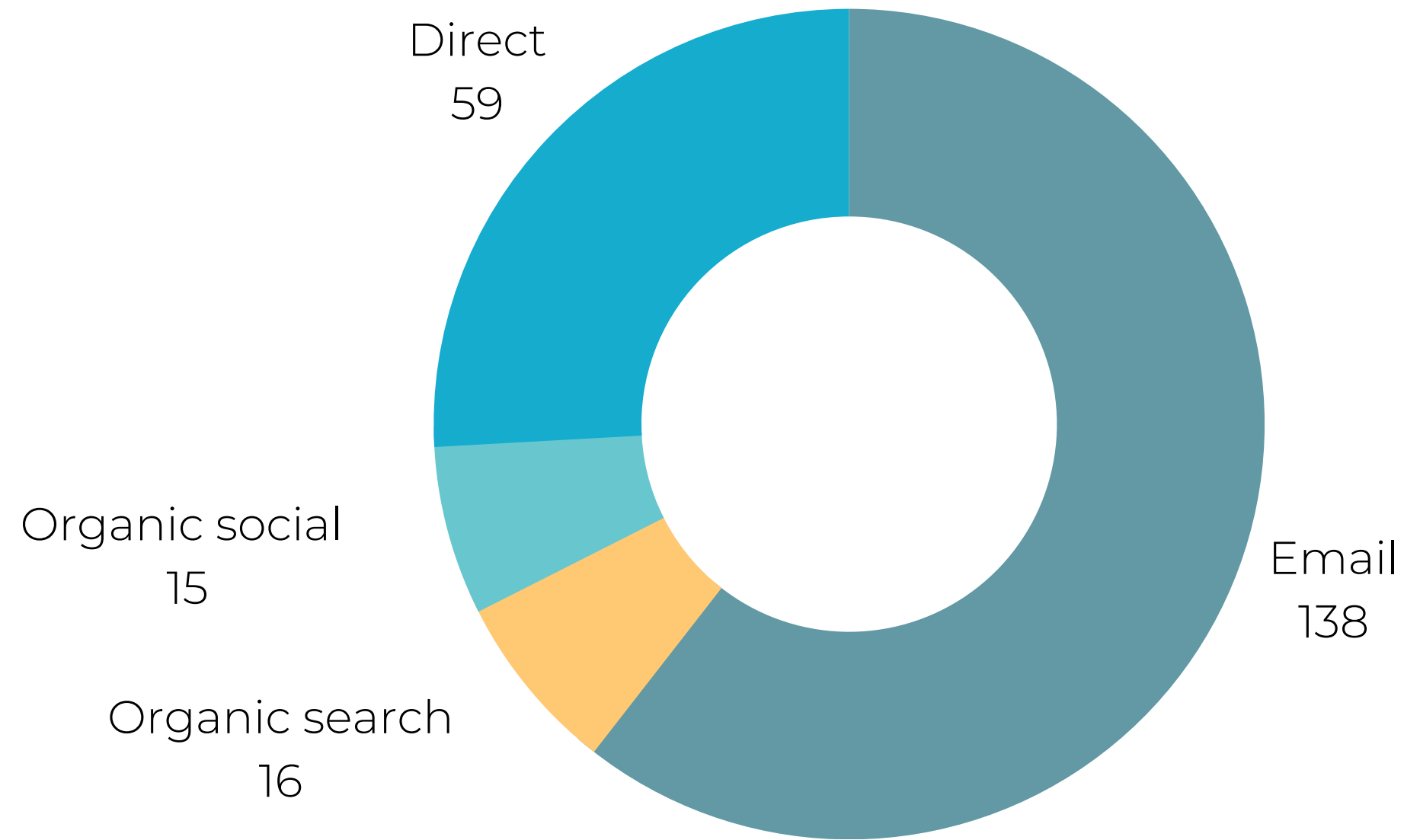


## GENERAL PUBLIC OUTREACH

To bring more foot traffic to the art events and cultural places across the county



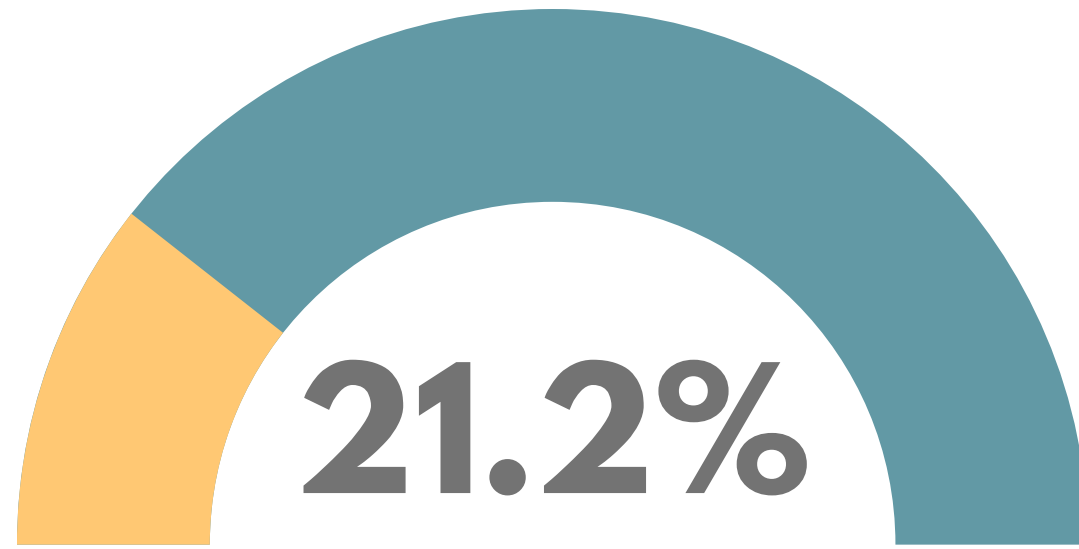
# FIRST RESULTS



Total traffic in just the first month since launch

With the addition of Google ads and collaborative efforts with the art commissions across the county, the significant increase in traffic will be seen in just a few months.

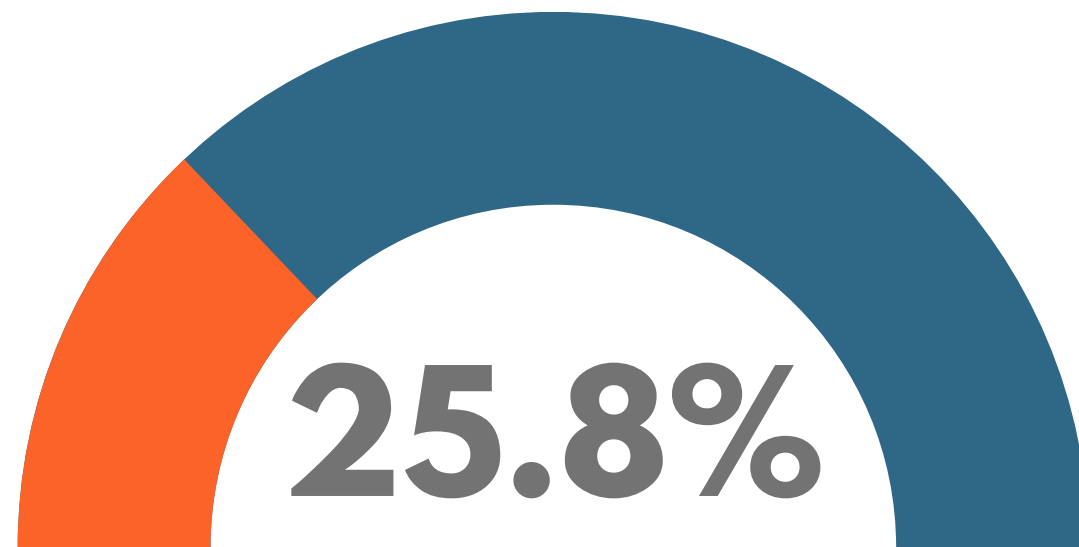




Open rate

# 1ST EMAIL UPDATE

- 1800 contacts
- 360 opens
- 118 clicks
- New email sign-ups
- New account registrations
- New listing submissions



Click-through rate

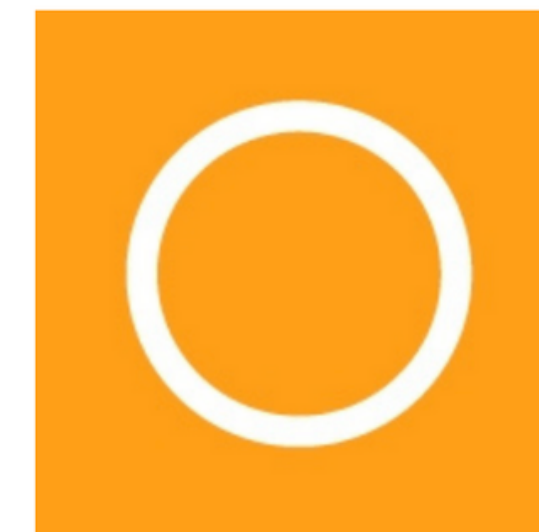


## What's new in the San Diego County Art Scene?

Be in the know of our county's cultural life!

Don't miss out on the new events, open calls, opportunities for artists, and more!

[VIEW ALL LISTINGS](#)



**SD County Impact  
Grant for artists**

New Funding Opportunity to Support

**COAL OPEN AWARDS  
SMALL IMAGE SHOW**

**HAPPY  
HOLIDAYS**

*57 days of art*  
SHOW: NOV 4 - DEC 31

JOIN US, READ MORE, APPLY ONLINE  
ART NOT JURIED IN, 4 pcs. pp.

**North Coastal Art  
Gallery Open call**

Open to all CA artists.

# THIS TAKES A VILLAGE

Your support will significantly expedite the positive impact of the San Diego Art Directory on our county's cultural environment

- Logo exchange on the websites
- Include SDAD in your email updates
- Funding for email marketing, google ads, and direct mail
- Table at the city art events





# TIMELINE



**SEP. 2023**

**SEP. 2024**



Active promotion to fill up the directory and the email list

Building up strong brand recognition

**No.1** online resource for all things San Diego County arts and culture







san diego art directory  
our local art scene



Thank You!

[hello@galinamarcus.com](mailto:hello@galinamarcus.com)

858-252-9904

[sandiegoartdirectory.com](http://sandiegoartdirectory.com)

DISCUSSION ITEM A: STRATEGIC PLANNING PRESENTATION



County of San Diego  
Arts and Culture  
Commission

Strategic Planning



# Agenda



Why Plan?



Structure of a Strategic Plan



Strategic Planning Approach



Making Decisions



Funding the Plan



Wrapping Up



Implementing the Plan

# Why Plan?



INFORM AND  
EXCITE PEOPLE  
ABOUT OUR  
WORK



HELP  
COMMUNICATE  
THE POTENTIAL  
IMPACT OF OUR  
WORK



HELP  
ALLOCATE  
LIMITED  
RESOURCES TO  
ACCOMPLISH  
GOALS



CLARIFIES AND  
CODIFIES  
INTENTIONS



DEFINE  
OUTCOMES  
AND HOW  
THEY WILL BE  
MEASURED



PROTECT  
FROM  
"MISSION  
CREEP"



MODEL ARTS  
MANAGEMENT  
BEST PRACTICE

# Structure of a Strategic Plan

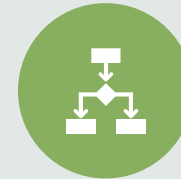
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**Mission** (why organization exists)



**Vision** (ideal, written picture of an ideal or hoped-for future)



**Values** (ethical principles that guide policy and action)



**Goals** (long-term results that guide policy but can't be measured)



**Objectives** (short-term strategies that can be measured)



**Tasks** (who does what by when - staff work plans)



**Budget** (approved and monitored by the Commission)

# Strategic Planning Approach: ORGANIZE

Time Commitment - when should planning start and finish?

Process - DIY vs Consultant, internal vs external

Planning Team - Committee vs All Commission

Budget - printing, graphic design, retreat space, surveys

Materials and Resources - Legal documents, Reports, examples

# Envision and Assess

## Envision

- Mission
- Vision
- Values/Guiding Principles

## Assess

- Internal (SWOT - Strengths, Weaknesses, Opportunities, Threats)
- External (focus groups, surveys, interviews, polling)

## Identify Critical Issues

# Making Decisions

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1

Write or  
Revisit the  
Mission

2

Develop or  
Refine Long-  
Range Goals

3

Set Priorities

4

Define  
Objectives  
and Tasks

5

Link Plan to  
the Budget



# Wrapping Up



DRAFT THE PLAN



SHARE WITH KEY  
STAKEHOLDERS



DESIGN AND  
PRINT A PUBLIC  
VERSION



SHARE THE PLAN  
PUBLICLY

# Implement the Plan



Create annual work plans



Link fundraising and spending decisions to the plan



Promote the plan and acquaint new people with the plan



Schedule periodic reviews and adapt as conditions change



Share accomplishments