



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

**November 15, 2023, 1 PM
County Operations Center, 5560 Overland Ave., Room 172, San Diego, CA 92123**

MINUTES

Meeting called to order at 1:14 PM.

1. ROLL CALL

Present:

Ladan Akbarnia
Jay Bell
Jim Gilliam
Monica Hernandez
Jennifer Jeffries
Michael Kozma
Bob Lehman
Lucas O'Connor
Sharlene O'Keefe
Renee Richetts
Felicia Shaw
Ada Shido

Absent:

Ever Parmely-Den Herder

2. PUBLIC COMMENTS

None

3. APPROVAL OF COMMISSION MINUTES

ACTION: Moved by Shaw, seconded by Akbarnia – approved the minutes for the October 18, 2023 meeting.

AYES: Ladan Akbarnia, Jay Bell, Jim Gilliam, Monica Hernandez, Jennifer Jeffries, Michael Kozma, Bob Lehman, Lucas O'Connor, Sharlene O'Keefe, Renee Richetts, Felicia Sha, Ada Shido

OPPOSED: none

4. INFORMATIONAL ITEMS

- a. Icebreaker – Commission participated in an icebreaker where they shared a meaningful art or cultural piece.

5. DISCUSSION ITEMS

Public Comment: Becky Phillpott from the San Diego (City) Commission for Arts and Culture introduced herself, shared that they were excited to have the Commission, and to proposed a joint meeting in the future.

**COUNTY OF SAN DIEGO ARTS AND CULTURE COMMISSION
MEETING MINUTES – NOVEMBER 15, 2023**

Craig Sturak and Jennifer Kadas from Health and Human Services Agency, Office of Strategy and Innovation, came to facilitate the rest of the items. Presentation attached.

a. Mission/Vision/Values

The draft mission, vision, values from the subcommittee was shared. The commission decided to remove the tagline “To be America’s finest county for arts and culture”. They liked the word “champion”. Agreed that mission statement was fine, as it was in the ordinance, and would have to go through a more difficult process if they wanted to change it. Overall, was fine with values. There was discussion over equity – what it could mean to different people. It was decided to have a separate equity statement in addition to the value. Additionally, empathy should be added as a value.

b. Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

Commission worked together to determine the strengths, weaknesses, opportunities, and threats.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • New – no history, new opportunities • Composition – <ul style="list-style-type: none"> ○ Different backgrounds ○ Collegial • No funding – focus on what try to achieve • County is stable entity <ul style="list-style-type: none"> ○ Under economic development • Political buy in/support – BOS support • Many existing models to look to • Staff commitment/support • Represent a county with strong arts culture – “cultural anchors” • Opportunity to partner with other commissions • Work with other Counties and City Commissioners • State local structure to support arts commissioners • Access to County resources – staff, buildings, etc. • “Not Mayberry” • Good gender parity of commission • LGBTQ representation • Youth commissioners 	<ul style="list-style-type: none"> • We are new • No funding • Lack of diversity on commission • Unique perspective not representative of county • In discovery phase – playing catchup • Fractured nature of support for arts • Lack data and assessment to inform decision making • Nobody knows exist – awareness issue • Confusion with City Arts Commission • No established commission resources/networks • Volunteer time/capacity to serve
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Receptivity to revising practices/role of commission • Lack of awareness • Earning trust of community • Unique demographic/geographic reach of SD County • Social media – lots of opportunities • Close position to LA + Tijuana arts communities • State support for local arts agencies • San Diego Arts plan 	<ul style="list-style-type: none"> • Value of art is subjective • Receptivity to role of commission/revising priorities • Earning trust of community • Unique/demographic/geographic nature of SD County • Macro=economic forces (housing, transportation, cross-border dynamic) • Poor economy leads to less funding for arts

**COUNTY OF SAN DIEGO ARTS AND CULTURE COMMISSION
MEETING MINUTES – NOVEMBER 15, 2023**

<ul style="list-style-type: none"> • San Diego Regional Arts & Culture Coalition (and community orgs) • Word Design Capital 2024 • Network with other community arts orgs • Growing philanthropic community would in supporting arts • SD foundation – Economic Equity Report • AEP6 – Arts + Economic Prosperity study • New County supervisor – supports the arts 	
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c. Goal Identification

Commission did an exercise to identify their top goals. Top goals include promoting the new commission, representation, research, examine/gather, and listening.

Top Goals	
Promote new commission	4,4,4,3,3
Representation – ensure that commission is representative of the county’s demographics	3,3,3
Research – conduct assessment of existing funding of arts and culture programs by SD County	2,2,3
Examine/Gather – examine current state of County arts programs - Public art policy	1,2,3,4
Listen – tour the region – hold meetings to meet and discuss the issues all over the county	1,1,1,2,2
Other Goals	
	Priority Scores
Social Media – create strong social media presence to affirm + identify our existence + purpose, expand our outreach + engage with artists, collaborators + key stakeholders across the county	
Brand – brand us unique from other orgs/commissions	1
Awareness – branding - Of commission - Our strategic plan - Let community know their reps	2
Marketing and Communications Promote awareness and visibility of the SD ACC	
Public presentations w/month/community Knowledge of who we are and get feedback	
Advocate - Our role is to advocate – but: - At beginning, and in general, we must identify and engage advocates of the commission to help us achieve our mission	4

**COUNTY OF SAN DIEGO ARTS AND CULTURE COMMISSION
MEETING MINUTES – NOVEMBER 15, 2023**

+ make ourselves better known across and beyond SD County	
Advocate - Fair and just county policies, programs - Grant programs - Library - HHSA	1
Latino representation – convene a focus group of Latino art lovers/artists to provide perspective on Latino Community artists at large	2
Latino Representation	
Representation – indigenous/1 st nation	
Research – conduct assessment of arts and culture community to determine needs and assets	3
Inventory – - art pieces - Arts programming of the County - Arts organization	3, 4
Projects - Identify projects and what Commission’s role will be vis-à-vis those projects within definition of vision/mission - Select a number of projects to communicate Commission’s role and publicize commission	4
“Dismantle Stigma” Create/utilize existing surveys or assessments to learn why arts matter. Dismantle stigma that arts is for aesthetics, a good way to make money in a city	
Learn about art trends by community Discover why there is a gap in funding among districts in the first place	
Promote arts value Share knowledge of value of art in different communities	
Equity – promote equitable advocacy, inclusion and support	2,2
Equity – close gap on art funding in districts (ex. District 1 v 3)	
Broaden scope to arts, culture, and creatives	
Establish an arts and culture division for County of San Diego	4
Dedicated arts administrator position for Commission	
Plan Goals – a clear articulation of short, medium, and long-term goals for the Commission	4

**COUNTY OF SAN DIEGO ARTS AND CULTURE COMMISSION
MEETING MINUTES – NOVEMBER 15, 2023**

Budget – budget/funding – discover opportunities available to us	
Commission budget	3
Funding increase to 1% for current Public Art Policy in FY 24-25 budget	1
Countywide public art ordinance	
County arts workshops/meetings led by the commission	
Focused – quality of efforts more than quantity of efforts	
Foundation – establish solid foundation that guide the commission and ensure it continues	
Listen to what is needed	
Good Jobs High quality job standards with wider definition of arts and culture careers	
Coordination <ul style="list-style-type: none"> - Local arts commissions - Cultural arts organizations - Philanthropic community 	
Build relationships with tribes Private for-profit sector, non-profit arts	1
Invite in Established Arts orgs Convene a representative sample to assess their expectations of the commission “we are wet cement”	1
Established arts orgs	
Connect Connect with and build network/partnerships Channels	2
Networks <ul style="list-style-type: none"> - Research and identify networks: <ul style="list-style-type: none"> o Artists o Schools o City commissions o Regional arts orgs o Libraries o Other county commissions - To identify, connect with, and collaborate across networks + pool strengths 	1
Community engagement Convene artists and arts and culture organizations to network and learn about opportunities to better serve community	3, 4
Explore County libraries as cultural centers in their communities	2, 4
Public Schools	1

**COUNTY OF SAN DIEGO ARTS AND CULTURE COMMISSION
MEETING MINUTES – NOVEMBER 15, 2023**

Public schools as a partner for increasing youth engagement with the arts	
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- d. Next Steps
Next steps are for the subcommittee to finetune the mission, vision, values, and goals and to bring it back to the next commission meeting.
- e. Additional strategic plan development - none

6. SUBCOMMITTEE(S) CREATION AND APPOINTMENTS

ACTION: Moved by Lehman, seconded by Bell, appointed Michael Kozma to the strategic planning subcommittee.

AYES: Ladan Akbarnia, Jay Bell, Jim Gilliam, Monica Hernandez, Jennifer Jeffries, Michael Kozma, Bob Lehman, Lucas O'Connor, Sharlene O'Keefe, Renee Richetts, Felicia Sha, Ada Shido

OPPOSED: none

It was also decided that Richetts and Hernandez will work on a draft racial equity statement to bring back to the Commission for their review, with assistance from Office of Equity and Racial Justice.

7. APPOINTMENTS TO ADVISORY COMMITTEES REGARDING ART AT PUBLIC BUILDINGS

None.

8. ADJOURNMENT

Meeting adjourned at 4:57 PM.

County of San Diego Arts and Culture Commission



Strategic Planning

November 15, 2023

[SANDIEGOCOUNTY.GOV/HHSA](https://www.sandiegocounty.gov/hhsa)



AGENDA



Mission, Vision, Values



SWOT Analysis



Strategic Goals



Action Planning



Next Steps



MISSION & VISION

Mission Statement

- Support and sustain the growth and vitality of San Diego County's diverse arts and culture communities

Vision Statement

- To be America's finest county for arts and culture
- We envision San Diego County as a champion of the arts that promotes cultural equity, diversity, inclusion and belonging



Values

Accountability

Equity

Collaboration

Transparency

Service

Access

SWOT Analysis



Strengths



Weaknesses



Opportunities



Threats





STRATEGIC GOALS: ACTIVITY



ACTION PLANNING

How will this plan be carried out?

OBJECTIVES

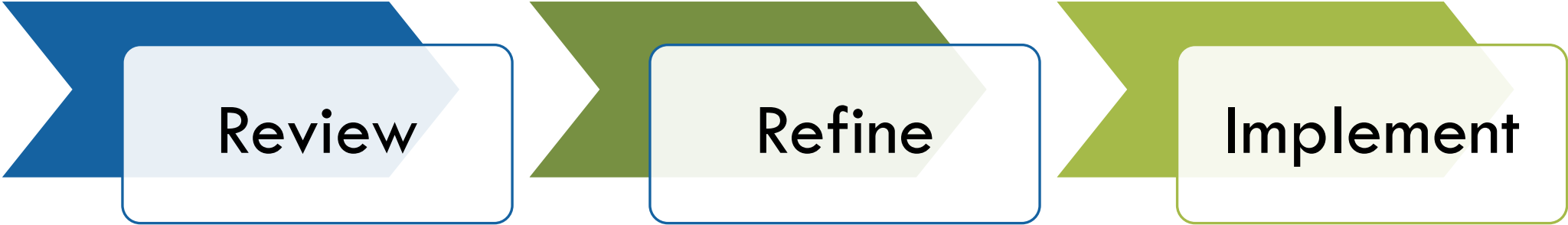


TASKS / ACTION ITEMS





NEXT STEPS





Thank you

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