



**SAN DIEGO COUNTY
ARTS AND CULTURE COMMISSION
STRATEGIC PLANNING SUBCOMMITTEE**

**June 20, 2024 at 1 PM
County Administration Center, 1600 Pacific Hwy Room 152, San Diego, CA 92101**

SUBCOMMITTEE MINUTES

Meeting called to order at 1:05 PM.

1. ROLL CALL

Present:

Jim Gilliam

Bob Lehman

Lucas O'Connor

Sharlene O'Keefe

Absent:

Felicia Shaw

2. PUBLIC COMMENTS

Michael Angelo Camacho came to speak about advocating for an arts budget.

3. APPROVAL OF MINUTES FOR MAY 6, 2024

ACTION: As motioned by Gilliam, seconded by O'Keefe, approve the May 6, 2024 subcommittee minutes.

Ayes: Jim Gilliam, Bob Lehman, Lucas O'Connor, Sharlene O'Keefe, Renée Richetts

Opposed: None

4. DISCUSSION ITEMS

- a. Workplan tasks for Strategic Plan

Subcommittee created detailed tasks for each goal in the strategic plan.

INITIATIVE	GOALS	Measurable Objectives/Tasks
Knowledge	Assess existing organizations, artists, and other stakeholders regarding needs and inequities in the community	a. internal County assessment b. external assessment (townhalls, surveys, roundtables)
	Research and revise policies, and develop draft Countywide Public Art Policy/Ordinance	a. Public Art Subcommittee

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	Develop mechanisms for learning about cultural policy issues	<ul style="list-style-type: none"> a. legislative updates from County staff b. Hearing from subject matter experts/commissions
Engagement	Launch branding and awareness initiative	
	Develop speakers bureau and presentation package for Commissioners	a. Utilize first anniversary event presentation
	Hold three networking events at strategic places throughout the County	<ul style="list-style-type: none"> a. Fall '24 in North County b. Tracking system for events
	Speak at arts and civic events to build awareness and update the community	a. Tracking system for speaking engagements
Communications	Host as needed workshops and briefings or disseminate information on issues affecting arts and culture community	<ul style="list-style-type: none"> a. AB 812 b. County CE/NRP grants
	Develop Marketing and Communications Plan	<ul style="list-style-type: none"> a. monthly newsletters b. updated website
Capacity	Research national, state, and local funding sources	<ul style="list-style-type: none"> a. research grants b. building broader capacity, film opportunities, conventions c. conflicts of interest d. Tourism office e. Cultural districts
	Seek State designation as Local Arts Agency for the County of the San Diego	

- b. Next Meeting
Next meeting scheduled for July 17 at 1 PM.

5. ADJOURNMENT

Meeting adjourned at 2:05 PM.