



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

**July 17, 2024 at 1 PM  
County Administration Center, 1600 Pacific Hwy Room 152, San Diego, CA 92101**

**SUBCOMMITTEE MINUTES**

Meeting called to order at 1:01 PM.

**1. ROLL CALL**

Present:

Jim Gilliam

Bob Lehman

Sharlene O'Keefe

Felicia Shaw

Absent:

Lucas O'Connor

**2. PUBLIC COMMENTS**

None

**3. APPROVAL OF MINUTES FOR JUNE 20, 2024 (Attachment A)**

ACTION: As motioned by Gilliam, seconded by O'Keefe, approve the June 20, 2024 subcommittee minutes.

Ayes: Jim Gilliam, Bob Lehman, Sharlene O'Keefe, Renée Richetts, Felicia Shaw

Opposed: None

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**4. DISCUSSION ITEMS**

- a. Workplan tasks for Strategic Plan
  - Discussion over emphasis on capacity building and conflicts of interest.
  - Continued work on strategic plan tasks

| INITIATIVE     | GOALS  | Measurable Objectives/Tasks   | Notes   |
|----------------|--|---|---|
| Knowledge      | Assess existing organizations, artists, and other stakeholders regarding needs and inequities in the community   | a. internal County assessment<br>b. external assessment (townhalls, surveys, roundtables) | a. Internal - form project to do internal asesement (grant programs, artwork, library programs, parks programs, historical) - ETA Jan '25<br>B. External - form project - San Diego ART Matters - San Diego Artists Count - countywide survey on status of individual artists - ETA Sept '25 (2 volunteers) |
|                | Research and revise policies, and develop draft Countywide Public Art Policy/Ordinance                           | a. Public Art Subcommittee  | Jim Gilliam   |
| Engagement     | Develop speakers bureau and presentation package for Commissioners   | a. Utilize first anniversary event presentation   | Develop deck that talks about who we are, what we do, and invite people to join mailing list - Bob Lehman   |
|                | Hold three networking events at strategic places throughout the County   | a. Fall '24 in North County<br>b. Tracking system for events                              | a. Poway Performing Arts Center - Friday, Sept 20, Monday, Oct 7  |
|                | 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 | a. AB 812<br>b. County CE/NRP grants  |   |
|                | Launch branding and awareness initiative   | a. logo, name change, website, newsletter   | Taproot Foundation - '25-'26; will need funding   |
|                | Develop Marketing and Communications Plan  | a. monthly newsletters<br>b. updated website  |   |

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|          |   |  |   |
|----------|---|--|---|
| Capacity | Research national, state, and local funding sources                         | <ul style="list-style-type: none"> <li>a. research grants</li> <li>b. building broader capacity, film opportunities, conventions</li> <li>c. conflicts of interest</li> <li>d. Tourism office</li> <li>e. Cultural districts</li> </ul>  |   |
|          | Seek State designation as Local Arts Agency for the County of the San Diego |  |   |
|          | Develop mechanisms for learning about cultural policy issues                | <ul style="list-style-type: none"> <li>a. legislative updates from County staff</li> <li>b. Hearing from subject matter experts/commissions</li> <li>c. research arts and culture practices and policies</li> <li>d. Recommend policies that promote arts and culture</li> </ul> | <ul style="list-style-type: none"> <li>a. updates from County staff as needed</li> <li>b. Form project for workshop series on cultural policy - 3 sessions, countywide participation (city commissions), partner for speaker expense: colleges - USD - Felicia Shaw; utilize draft capacity building strategy document</li> <li>c. may overlap with internal County assessment</li> </ul> |

- b. Next Meeting  
Next meeting scheduled for August 13, 2024 at noon.

**5. ADJOURNMENT**  
Meeting adjourned at 2:33 PM.