



**SAN DIEGO COUNTY
ARTS AND CULTURE COMMISSION**

August 21, 2024, 1 PM

County Administration Center, 1600 Pacific Hwy, Room 402A, San Diego, CA 92101

MEETING MINUTES

Meeting called to order at 1:01 PM.

1. ROLL CALL AND INTRODUCTIONS

Present:

Ladan Akbarnia

Jim Gilliam

Monica Hernandez

Jennifer Jeffries

Bob Lehman

Lucas O'Connor

Renée Richetts

Juliet Rodriguez

Felicia Shaw

Ada Shido

Annaleece Wakefield

Absent:

Jay Bell

Sharlene O'Keefe

2. PUBLIC COMMENTS

None

3. APPROVAL OF COMMISSION MINUTES FOR JUNE 28, 2024

ACTION: Moved by Richetts, seconded by O'Connor, approved the minutes for the June 28, 2024 meeting.

AYES: Jim Gilliam, Monica Hernandez, Jennifer Jeffries, Lucas O'Connor, Renée Richetts, Felicia Shaw, Ada Shido

OPPOSED: none

ABSTAINED: Ladan Akbarnia, Annaleece Wakefield

4. DISCUSSION ITEMS

a. County Budget Process

Brian Hagerty, Acting Group Finance Director for Finance and General Government Group, gave an overview of the County's budget process, including the five-year forecast, community engagement efforts, and budget hearings. Presentation attached.

b. Film San Diego

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Public comment by Jesse Rivard, a location manager, who spoke on possible self-reporting of economic impact.

Staff presented a brief history of film in San Diego County and current inter-jurisdictional efforts to increase filming in the region.

c. State and City Tourism Plans

Public comment by Patricia Frischer regarding the need for a designated arts and culture tourism agency.

Briefly shared current State and City Tourism plans.

- Visit California Regional Strategic Tourism Plans
<https://industry.visitcalifornia.com/partner-opportunities/programs/regional-planning>
- San Diego Tourism Authority Stewardship Plan
<https://www.sandiego.org/about/san-diego-tourism-stewardship-plan.aspx>

d. Proposed Legislative Priorities for County Legislative Program

Moved for discussion at the next meeting.

e. Special Commission Meeting

ACTION: Moved by Richetts, seconded by Hernandez, set special meetings for September 18 and November 20 at 1 PM.

AYES: Ladan Akbarnia, Jim Gilliam, Monica Hernandez, Jennifer Jeffries, Lucas O'Connor, Renée Richetts, Felicia Shaw, Ada Shido, Annaleece Wakefield

OPPOSED: none

5. SUBCOMMITTEE FORMATION, APPOINTMENTS, AND REPORTS

a. Strategic Planning Subcommittee

Presentation of draft marketing and communications plan and other updates to be presented at the next meeting.

b. Public Art Subcommittee

Staff will be meeting to discuss preliminary planning for an industry day. Subcommittee to meet once that meeting is done.

c. Creation of Budget Subcommittee

ACTION: Moved by Jeffries, seconded by O'Connor, create a budget subcommittee to sunset on June 30, 2025; appoint Renée Richetts, Monica Hernandez, Jim Gilliam, and Annaleece Wakefield to the subcommittee; appoint Renée Richetts as Chair.

AYES: Ladan Akbarnia, Jim Gilliam, Monica Hernandez, Jennifer Jeffries, Lucas O'Connor, Renée Richetts, Felicia Shaw, Ada Shido, Annaleece Wakefield

OPPOSED: none

First meeting will be on September 10 at 1 PM.

6. APPOINTMENTS TO PUBLIC ART PROJECT ADVISORY COMMITTEES

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None

7. STAFF REPORT

Reminder about conflict of interest. Staff to look into bringing the Prebys grant program to the next meeting.

8. COMMISSIONER REPORTS AND ASSIGNMENTS

None

9. ADJOURNMENT

Meeting adjourned at 3:15 PM.