



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

**August 13, 2024 at 12 PM  
County Administration Center, 1600 Pacific Hwy Room 152, San Diego, CA 92101**

**SUBCOMMITTEE MINUTES**

**1. ROLL CALL**

Present:

Jim Gilliam

Bob Lehman

Sharlene O'Keefe

Felicia Shaw

**2. PUBLIC COMMENTS**

None

**3. APPROVAL OF MINUTES FOR JULY 17, 2024 (Attachment A)**

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

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

Opposed: None

**4. DISCUSSION ITEMS**

a. Review Draft Marketing and Communications Plan

Staff from County Communications Office came to discuss the draft marketing and communications plan. They recommended prioritizing key messages, determining challenges/competitors, and creating a logo. Discussion also occurred regarding available resources and existing policies.

b. Workplan tasks for Strategic Plan

Sharlene to present draft Marketing and Communications plan at next meeting, and Felicia to present on Building Capacity.

c. Next Meeting – none scheduled

**5. ADJOURNMENT**

Meeting adjourned at 1:34 PM.