

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

**November 7, 2024 at 10 AM**

**County Operations Center, 5560 Overland Ave., Ste 170, Conference Room D, San Diego, CA 92123**

**SUBCOMMITTEE MINUTES**

Meeting called to order at 10:03 AM.

**1. ROLL CALL**

Present:

Jim Gilliam  
Bob Lehman  
Felicia Shaw

Absent:

Sharlene O'Keefe  
Juliet Rodriguez

**2. PUBLIC COMMENTS**

Patricia Frischer wanted to know if a proclamation could be used to declare a city or area as a cultural art district.

Carlos Cristiani from San Diego ART Matters introduced himself and offered to be a resource to support to the Commissioners in the work that they do.

**3. APPROVAL OF MINUTES FOR OCTOBER 3, 2024**

ACTION: As motioned by Lehman, seconded by Giliam approve the October 3, 2024 subcommittee minutes.

Ayes: Jim Gilliam, Bob Lehman, Felicia Shaw

Opposed: None

**4. DISCUSSION ITEMS**

a. Latest Draft of Strategic Plan Workplan

Public Comment:

- Carlos Cristiani – Happy to provide technical assistance and support, as well as help advocate to the Supervisors
- Patricia Frischer – Should add connecting with umbrella organizations like SDVAN to help with communications.

STRATEGIC PILLARS	GOALS	STRATEGIES/TACTICS	DEADLINES	COMMISSION LEAD	INTERNAL AND EXTERNAL PARTNERS	COST	NOTES
<p><b>Knowledge:</b> The Commission requires knowledge of the region's arts and culture sector to make sound decisions informed by community feedback and accurate data.</p>	<p>Acquire information that provides an accurate and up-to-date understanding of San Diego County's arts and culture sector - individual artists and nonprofit arts and culture organizations.</p>	<p>Partner with San Diego ART Matters to conduct survey and assessment of artists as part of San Diego Artists Count project.</p>	<p>12/30/2025</p>	<p>Bob; Felicia</p>	<p>SD County Office of Equity and Racial Justice (OERJ) SD County Office of Evaluation, Performance, and Analytics (OEPA) San Diego ART Matters City of San Diego Commission for Arts and Culture</p>	<p>\$\$\$ (in kind)</p>	<p>San Diego ART Matters will lead on this project and invite the Commission to participate as a project partner.</p>
<p><b>Engagement:</b> The Commission must engage with San Diego County's arts and culture community to increase awareness of its work, build relationships, and demonstrate connectivity and caring.</p>	<p>Establish in-person and virtual programming that will enable Commissioners to meet constituents, share information, and gather feedback.</p>	<p>Plan and host a series of thematic networking events in various locations in San Diego County (east, north, south and City of San Diego) - alone or in partnership with others.</p>	<p>Quarterly</p>	<p>Renée, Juliet</p>	<p>San Diego ART Matters San Diego County Local Arts Agencies North County Arts Network</p>	<p>\$?</p>	<p>Host a minimum of 3 networking events by end of fiscal year in partnership with arts and culture organizations to provide both the Commission and the organization with visibility.</p>

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<p><b>Engagement:</b> The Commission must engage with San Diego County's arts and culture community to increase awareness of its work, build relationships, and demonstrate connectivity and caring.</p>	<p>Establish group of Commissioners able to give presentations about the Commission's mission, programs, or cause at community events, conferences, or meetings when requested by internal or external organizations.</p>	<p>1) Develop a "Speakers Bureau" including policies, procedures and protocols. 2) Develop and organize needed tools and materials 3) Recruit and train speakers for assignments. 4) Promote Speakers Bureau to community through social media and Commission website.</p>		<p>Bob</p>	<p>N/A</p>	<p>\$</p>	
<p><b>Communications:</b> The Commission must communicate with its constituency providing information of value to the community and receiving feedback on how best to meet the community's needs.</p>	<p>Establish a marketing and communications plan to help map out strategies and tactics and measure results of various marketing campaigns.</p>	<p>Develop and implement a rebranding strategy to include print, digital and online platforms that distinguish the Commission from similar local arts agencies, provide greater awareness of its mission and purpose, and promote greater support.</p>		<p>Sharlene</p>	<p>Economic Development &amp; Government Affairs (EDGA)Office of Ethics, Compliance &amp; Labor Standards Taproot Foundation - Pro Bono Services</p>	<p>\$\$</p>	

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<p><b>Capacity:</b> The Commission must conduct the processes that help improve its effectiveness and sustainability - to function at its best and advance its mission.</p>	<p>Create an infrastructure (policies, procedures, practices) and acquire the necessary human resources that support the delivery of Commission programs and services to a broad constituency.</p>	<p>1) Gain clarity on how "conflict of interest" policies can restrict and allow Commission action related to funding. 2) Develop list of legislative priorities and share with County Board of Supervisors.</p>	<p>Complete</p>	<p>Felicia; Lucas; County Legal Consultant</p>			
<p><b>Capacity:</b> The Commission must conduct the processes that help improve its effectiveness and sustainability - to function at its best and advance its mission.</p>	<p>Acquire necessary funding to plan and implement an annual implementation of programs and services.</p>	<p>1) Research and apply to grants that align with the Commission's mission and purpose. 2) Seek strategic partnerships with appropriate organizations and internal departments for cost-sharing opportunities. 3) Seek pro-bono services from various providers. 4) Educate County Supervisors on value of including funding for Commission in budget and secure line-item annual support.</p>		<p>Felicia;Jay</p>			

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**Capacity:** The Commission must prioritize actions that help improve its effectiveness and sustainability - to function at its best and advance its mission.

Acquire training on the fundamentals of arts administration as it relates to local arts agencies.

- 1) Participate in the San Diego ART Matters Local Arts Agency Learning Network capacity building program.
- 2) Receive ongoing and timely legislative updates from County staff
- 3) Include presentations from subject matter experts at regular Commission meetings
- 4) Recommend policies that promote arts and culture

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<p><b>Capacity:</b> The Commission must conduct the processes that help improve its effectiveness and sustainability - to function at its best and advance its mission.</p>	<p>Establish policies and ordinances that enable and ensure lasting change.</p>	<ol style="list-style-type: none"> <li>1) Revise existing Public Art Policy.</li> <li>2) Review and evaluate existing public art procedures and make recommendations for change.</li> <li>3) Conduct all phases of research and review to enable recommendation to County Supervisors to add 1 FTE Administrative Analyst III (Public art Manager) position to staff payroll for FY 25/26 budget.</li> <li>4) Research public art ordinance models and draft standardized application for Commission, staff, and County Supervisor approval.</li> <li>5) Present supporting administrative documents to staff and Commission for review/approval.</li> </ol>		<p>Jim; Renee</p>			
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- b. Future of Subcommittee  
Proposal for subcommittee to become standing committee with the same existing members.
- c. Retreat  
Moved to be discussed at a later meeting.
- d. Next Meeting  
To be scheduled once future of subcommittee is determined.

**5. ADJOURNMENT**

Meeting adjourned at 10:55 AM.