



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

**April 10, 2025 at 1 PM
County Administration Center, 1600 Pacific Hwy, Room 207A, San Diego, CA 92101**

SUBCOMMITTEE MINUTES

Meeting called to order at 1:06 PM.

1. ROLL CALL

Present:

Jim Gilliam

Bob Lehman

Sharlene O'Keefe

Felicia Shaw

2. PUBLIC COMMENTS

None

3. APPROVAL OF MINUTES FOR MARCH 6, 2025

ACTION: As motioned by Gilliam, seconded by Lehman approve the March 6, 2025 subcommittee minutes.

Ayes: Jim Gilliam, Bob Lehman, Felicia Shaw

Opposed: None

4. DISCUSSION ITEMS

a. Retreat Planning

Location confirmed for Lakeside Library. Facilitator to be confirmed.

Proposed outline for afternoon session:

Goal:

To increase the visibility, understanding, and perceived value of the San Diego County Arts and Culture Commission among County Supervisors, fostering stronger support and alignment.

1. Stakeholder Mapping and Alignment

- **Identify key staff and influencers** in each Supervisor's office (chiefs of staff, policy advisors, community liaisons).
- **Align Commission work** with Supervisors' district priorities (economic development, public safety, health, youth, etc.).

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- Create **tailored talking points** connecting Commission programs to each district's needs.

2. Strategic Communication and Briefings

- Schedule **quarterly briefings** with each Supervisor (and their staff), focusing on recent successes, data-driven impact, and upcoming initiatives.
- Prepare **one-page briefs** or infographics highlighting:
 - Funding by district
 - Community impact stories
 - Economic return on investment
 - Equity and access outcomes
- Send a **monthly email update** from the with high-impact visuals and concise narratives.

3. District Engagement and Site Visits

- Host "**Arts in Action**" **tours** in each district featuring local grantees, public art projects, and community programs supported by the Commission.
- Offer Supervisors **speaking opportunities** at local arts events or openings—framed as celebrations of County leadership in supporting the arts.

4. Public Recognition and Media Partnerships

- Coordinate **earned media coverage** showcasing the Supervisors' support of arts initiatives in their districts (e.g., op-eds, press releases, news coverage).
- Develop an **annual Arts & Culture Impact Report** by district, and present it publicly during a County Board meeting.

5. Collaborative Policy and Budget Integration

- Work with staff to ensure the Commission's work is **reflected in County strategic plans, equity frameworks, and budget narratives**.
- Submit **formal briefings or presentations** during budget workshops, emphasizing ROI and alignment with County goals.

6. Cultivate Champions

- Identify one or two Supervisors as **arts policy champions**—support their visibility and leadership in advancing arts policies.
- Provide them with **quotes, social media assets, and talking points** to advocate within BOS and to the public.

- b. Review Action Plan
To be done at the retreat.

- c. Next Meeting
To be scheduled based on facilitators' availability. Potential dates are May 12, all day; May 13 from 12-2 PM and May 16 at 1 PM.

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5. ADJOURNMENT

Meeting adjourned at 1:46 PM.