



**SAN DIEGO COUNTY
ARTS AND CULTURE COMMISSION**

**June 5, 2025, 9 AM – 5 PM
Lakeside Library, 12428 Woodside Avenue, Lakeside, CA 92040**

SPECIAL MEETING AGENDA

Meeting called to order at 9:21 AM.

1. ROLL CALL

Present:

Ladan Akbarnia

Jay Bell

Jim Gilliam

Jennifer Jeffries

Bob Lehman

Sharlene O'Keefe

Felicia Shaw

Absent:

Samira Hassan

Monica Hernandez

Lucas O'Connor

Nadia Reyes

Renée Richetts

Annaleece Wakefield

2. PUBLIC COMMENTS

None

3. ICBREAKER

Icebreaker activity of envisioning headlines in 2035 in the news about the state of arts & culture in San Diego County and the work of the County of San Diego Arts Commission.

4. KEYNOTE: COUNTY ARTS AGENCIES – LAURA ZUCKER

Laura Zucker spoke about her experience as executive director for the Los Angeles County Arts Commission. She spoke about distinguishing what a County arts agency can do that nobody else can, so all boats may rise.

5. KEYNOTE TAKEAWAYS

Commission shared their experiences from the last year in working with the Supervisors. Advice was given to link priorities of the arts commission to County priorities and to never ask directly for money. Be the good news department and be part of the solution, not the problem.

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6. STRATEGIC PLAN REFRESHER

Commission reviewed timelines for various tasks and updated dates as needed, as well as revised goals.

- Clarified the goal under Knowledge that it is Commission education and learning about the local environment and policies for the goal.
- Visibility goals were updated to say “Streamline efforts – Commission awareness effort” and “Develop presentation package and materials for Commissioners”.
- Engagement goal was updated to say Host or partner in networking events at strategic places throughout the County.
- For Communications, instead of a Marketing and Communication Plan, the goal was to build infrastructure.

CATEGORY	GOALS	TIME	RECURRENCE
Knowledge	Assessment of existing organizations, artists, etc. including facilities needs and inequities in the community	June 2025	One time
	Research and revise policies, and develop draft Countywide Public Art Policy/Ordinance	June 2026	ongoing
	Commission education/learning	June 2025	ongoing
Visibility	Streamline efforts - Commission awareness effort	June 2025	ongoing
	Develop presentation package and materials for Commissioners	July 2024	annually
Engagement	Host or partner in networking events at strategic places throughout the County	July 2025	annually
Communications	Host as needed workshops and briefings or disseminate information on issues affecting arts and culture community	February 2025	annually
	Build infrastructure for marketing and communication strategy	July 2025	ongoing
Capacity	Research national, state, and local funding sources	ongoing	
	Seek State designation as Local Arts Agency	July 2026	one time

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7. LOCAL ARTS AGENCY LEARNING NETWORK PROPOSAL

Brainstorming session for proposals for the \$20,000 grant from the Local Arts Agency Learning Network. General consensus is to use the money to do a survey and a template/script for listening sessions in each district, with an invitation to the respective Supervisor, to hear from the community and gather data on the needs of the region and specific communities. Further planning and creation of subcommittee to be done at the next Commission meeting.

8. WORKING LUNCH/FUTURE MEETINGS

Decision to table discussion about full commission meetings until the August meeting so more people and the youth commissioners can be present.

9. STRATEGIES TO INCREASE SUPERVISORS' AWARENESS

What outcomes does the ACC hope to achieve by strengthening relationships with the BOS?

- Financial returns, formal recognition
 - o Commitment to the arts
- Identify low hanging fruit to draw value
- Understanding their priorities
- Dedicated arts staff
- Making a path through policy change – ability to go straight to some
- Support for initiatives of ACC
 - o Champions – political power in support of A&C
 - o Learn who our champions are – we need 3
 - o Identify key influencers in each office for ACC initiatives
 - o Identify key influencers w/in commission and strengths – what are our assets?

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Stakeholder Mapping

	District 2	3	4	5
Key Contacts	Roark Shanley, - District director; Jillian Osborne – grants; Heather Koszka (Scheduling)	<ul style="list-style-type: none"> - Cipriano Vargas - Megan 	<ul style="list-style-type: none"> - Joshua Dunn – arts liaison - Max Ellorin - Leah Goodwin – mentor 	<ul style="list-style-type: none"> - Marisol Edrozo - Candyce Yee
Commissioner Responsible	Sharlene and Renee	Jay	Bob and Felicia	Jim and Jennifer
Relationship Status	<ul style="list-style-type: none"> - Staff turnover - Closest direct relationship with Roarke 	<ul style="list-style-type: none"> - Positive - Direct meetings about budget - Arts not yet a priority in current econ climate - Support for board letter to support arts 	<ul style="list-style-type: none"> - Choir singer – signals strong support - Champion for cultural district (city) - Support for a board letter for the arts - Attended arts forums – knew how to talk about value of the arts - Most arts aware 	<ul style="list-style-type: none"> - Challenging
Policy Priorities – is arts in the mix	<ul style="list-style-type: none"> - Fires safety - Homelessness/public health - Public safety - Attainable housing - Econ. Dev 	<ul style="list-style-type: none"> - Gun control - Fire pits/nature - Social justice initiatives - Environmental - Federal challenges and added support 	<ul style="list-style-type: none"> - Arts equity - Cultural districts – black arts district - Safe and healthy communities - Housing and homelessness 	<ul style="list-style-type: none"> - Public safety - Behave health - San Pasqual Academy - Vets - Community paramedicine - San Luis Rey - Digital divide - Tribal governments

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	<ul style="list-style-type: none"> - Impact on unincorporated communities 		<ul style="list-style-type: none"> - Econ opp for all/knowledgeable - Reimagining public safety 	
Themes to include in talking points to messaging	<ul style="list-style-type: none"> - Good news – arts and econ dev - Share stories – jobs, revenues, grants - Look to see what orgs are in the unincorporated or serve unincorporated areas 	<ul style="list-style-type: none"> - Justice, equity, parity - Family + children - labor + wage justice – livable wages for creatives - action items for her/value - list of federal funding and priorities for local leadership/support 	<ul style="list-style-type: none"> - support for sharing stories - diversity, equity, inclusion in arts/culture - jobs 	<ul style="list-style-type: none"> - most of IMLS funding loss was to tribes - eco tourism - community enhancement projects/Fallbrook - cultural tourism - marine base

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- methods using to build relationships
 - o coffee with arts rep
 - o go to events supervisor will be attending
 - o invite supervisor and staff to art events within district
 - nicer events (galas) – someone will want to go; arts has more interesting events
 - o go to events Supervisor hosts
 - o proclamations
 - o district staff – knows about calendar
- communication tools to inform
 - o social media – tag Supervisor
 - o interaction with staff – leaving business card
 - o add policy advisors – to distribution list
 - o public comment at board meeting
 - o meet directly with Supervisor
 - o one pager
- Shared resources are needed to support communications and engagement
 - o Common talking points/unified messaging
 - o Recap of commission meeting – one pager or highlights
 - o Videographer support/content to support the work/impact
 - o New stories – the good news!
 - o Brochure/data sheet about value
 - o ??? about the region + state of the arts
 - o What resources are available to support the work across districts
- How might we adopt consistent messaging
 - o Take time to list priorities in alignment with strategic plan
 - o Talking points ready to go for press releases what to call things
 - o County-wide impact – Regional
 - o Identify the best language to describe the work/goals
 - o Shared formatting/tone
 - o Professional and consistent
 - o Protocols on how to communicate – when are you “you” and when are you a commissioner
 - Understanding your role
 - Personal v. commission
 - o Documentation and style guide
 - Templates for letters, talking points
- Prioritize communication and engagement efforts
 - o Communication protocols
 - o Style guide
 - o Systemic approach – frequency is shared and on a schedule

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- At least one communication via email every month
 - Template with formatting
 - Post-commission mtg update (after each meeting)
 - Template for formatting/good times
- Data about orgs and where they are in the district
- Talking points
- Brochure
- Method to pull impact story
- Resources to leverage
 - CCO – make to meeting – address commission questions
 - Bob – graphic design experience
 - CCO style guide
 - Contact lists - Giang

10. ADJOURNMENT

Meeting adjourned at 4:18 PM.