

MINUTES
FOLSOM ARTS AND CULTURAL COMMISSION
REGULAR MEETING
6:30 P.M. – SEPTEMBER 8, 2011
50 NATOMA ST

1. CALL TO ORDER:

The meeting was called to order at 6:31 p.m.

2. ROLL CALL:

Commissioners Heard, Hill, Leary, Magruder and Treanton were present.

Commissioners Jacobs and Moy were absent.

3. MINUTES:

The minutes of July 14, 2011, were approved.

4. BUSINESS FROM THE FLOOR:

None

5. SCHEDULED PRESENTATIONS:

A. "Folsom Presents" Website – Caryn Rizell, Folsom Patrons of the Arts

Ms. Sandy Hilton, staff liaison, stated that this item was not ready for presenting because it is not completed. Ms. Hilton explained what the new logo for the website will look like as well as the website in progress.

6. ACTION ITEMS:

A. Master Plan Goals and Objectives – Priority Ranking

Ms. Hilton explained that this item is to correct the omission from the March meeting where the goals for the year were adopted with the exception of Goal 5 – Economic Development and Tourism which was left out of the original motion.

Commissioner Leary moved to approve Goal 5. The motion was seconded by Commissioner Hill.

AYES: Commissioners Heard, Hill, Leary, Magruder and Treanton
NOES : None
ABSENT: Commissioners: Moy and Jacobs
ABSTAIN: None

B. Communicate Art Activities - Subcommittee Recommendations

Ms. Hilton gave a brief history of the subcommittee's investigation of ways to implement art communication into the Arts Master Plan. She explained the recommendations by the subcommittee.

There was discussion among the Commission including reviewing the recommendation from the subcommittee, ideas and direction to potential funding sources for an arts flyer/brochure. It was agreed that staff would work on a brochure to bring back for Commission approval along with projected costs and product placement in the community.

Commissioner Leary moved that staff do a mockup brochure to go into slots at hotel lobbies that will direct residents, and or visitors to Folsom, to arts and cultural organizations in Folsom, including cost estimates.

Commissioner Treanton added a comment that the flyer should be better quality. Chair Heard asked staff to bring back options for the brochure.

Chair Heard seconded the motion.

AYES: Commissioners Heard, Hill, Leary, Magruder and Treanton
NOES : None
ABSENT: Commissioners: Moy and Jacobs
ABSTAIN: None

C. Funding Alternatives Subcommittee – Recommendation on Direction

Ms. Hilton gave an overview of the ideas for funding options for the arts as discussed by the subcommittee and explained they would like direction from the Commission before they meet again.

After discussion regarding four program areas and mechanisms to pursue, Chair Heard directed the subcommittee to research TOT options and to come back to the Commission with a recommendation of TOT percentage and projections regarding funding.

D. Art Achievement Awards – Appointment of a Subcommittee

Ms. Hilton explained what the program entails including the subcommittee's tasks of recommending groups or organizations to receive an art achievement award. Chair Heard asked

for volunteers for the subcommittee and Commissioner Magruder volunteered. Chair Heard appointed himself and Commissioner Moy.

7. DISCUSSION/INFORMATION ITEMS:

A. National Arts and Humanities Month - List of Participants

Ms. Hilton handed out a flyer listing activities taking place in the month of October. She explained that it would go to the City Council. The Commission decided it would go to Council in October.

8. REPORTS:

A. Parks and Recreation Report

Ms. Hilton announced the dedication of Nisenan Park tomorrow night including the dedication to the ball field to former Parks and Recreation Commissioner Ken Grossfeld who passed away recently; she passed out invites to a gallery opening at 48 Natoma, and discussed the kickoff of Cyclebration.

9. COMMISSION MEMBER COMMENTS:

Commissioner Hill thanked Ms. Hilton and Commissioner Treanton for their time meeting on the subcommittee. Commissioner Magruder announced the wine gallery exhibit at second Saturday. Commissioner Leary thanked Ms. Hilton for all her work. Chair Heard thanked everyone for serving on the subcommittees. He reminded everyone to attend all the meetings.

10. PROPOSED ITEMS FOR FUTURE CONSIDERATION:

None

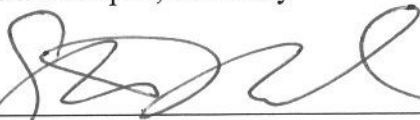
11. ADJOURNMENT:

There being no further business brought before the Commission, the meeting was adjourned at 7:59 p.m.

RESPECTFULLY SUBMITTED:



Lydia Konopka, Secretary



Steve Heard, Chair