

**MINUTES
CITY OF FOLSOM
FOLSOM ARTS AND CULTURAL COMMISSION
REGULAR MEETING
6:30 P.M. – NOVEMBER 8, 2007
50 NATOMA STREET**

1. **CALL TO ORDER:** The meeting was called to order at 6:33 p.m.
2. **ROLL CALL:** Commissioners Burrell, Edmondson, Otey and Rizell were present.
Commissioners Finnegan, Heard and SooHoo were absent.

3. **BUSINESS FROM THE FLOOR:**

Jeff Ferreira-Pro addressed the Commission regarding the status of the Downtown Revitalization Plan and the interpretive area. He informed FACC of future meetings.

4. **SCHEDULED PRESENTATIONS:** - None

5. **ACTION ITEMS:**

A. Marketing Plan for the Arts

Ms. Sandy Hilton explained that FACC previously went through prioritizing goals for the Master Plan and one of them was to maximize the contribution of arts and cultural programs to economic development and tourism and tasks to go along with them. The major task was to promote arts and cultural programs through marketing activities. She stated that it was included in the Strategic Plan to develop a plan. Ms. Hilton listed areas of possible focus. She explained that staff came up with a set of objectives to develop a marketing plan and announced them to FACC and listed the objectives recommended for the Commission's consideration. A major objective was development of a single source of arts information such as a web site. She asked for FACC to review the objectives and provide direction.

Commissioner Rizell said it is a great first step. She explained that the Patrons are working on some of the same things listed. Ms. Hilton stated that there could be a partnership with the Patrons. Commissioner Otey asked for clarification. Commissioner Burrell said it is a great plan and he uses the website a lot. Vice Chair Edmondson concurred.

Commissioner Edmonson moved to accept Staff's recommendations as stated in the staff report. The motion was seconded by Commissioner Rizell.

AYES: Commissioners: Burrell, Edmondson, Otey, Rizell

NOES: Commissioners: None
ABSENT: Commissioners: Finnegan, Heard, SooHoo
ABSTAIN: Commissioners: None

6. INFORMATIONAL ITEMS

A. Utility Bill Donations – Quarterly Report

Ms. Hilton updated FACC on the Utility Bill Donations and the drop in the amount donated in the last quarter. She discussed ways of rejuvenating interest in donating through this mechanism. She asked for feedback on the suggestions for messages on the utility bill and read staff's suggestions. The Commission liked both ideas and Sandy suggested rotating the messages each month. The Commissioner's concurred.

B. Public Art Funding

Ms. Hilton discussed the desire from FACC for more public art in the community and how staff has been trying to accommodate the request by staff sending requests to new development projects. She explained that there has been success in working with developers for the Palladio Mall as well as the railroad block project development. She stated that a check is being presented at the December 11th City Council meeting from McCarthy and Cook for \$20,000 for public art in the community.

7. REPORTS

A. Parks and Recreation Report

Ms. Hilton explained that an item had been left off the FACC agenda for the Folsom Hills School Grant Revision Request and she briefly discussed the request and said it would come back at the next meeting as an action item. She showed a PowerPoint of the grant funded project area, and explained why they are asking for an extension of time to complete the project.

Ms. Hilton also updated FACC on the Veteran's Memorial Project. She showed a picture of the last piece of art added and the project is now completed.

Ms. Hilton thanked Commissioners Edmondson and Burrell for volunteering at the Veterans Parade.

Ms. Hilton explained that the recommendations to the City Council regarding the naming of the studio theater at Folsom Lake College as well as the Committee participants from FACC for the Foundation. This will be on the December 11 Council agenda.

The last item Ms. Hilton discussed was regarding her conversation with June Chan to revitalize signage for the Young Woo Cemetery. She said she asked Ms. Chan to get back to her with specific ideas.

B. Patrons of the Arts

Commissioner Rizell reported on the Patrons of the Arts including workshops for non-profit organizations, 48 Natoma, Folsom Focus and a review of the Gourd Festival and how it can be improved.

C. Historic District Revitalization Project

Commissioner Burrell reported that Mr. Ferreira-Pro reported on everything he was going to report. He did express that he is pleased with how the project is evolving.

D. Sacramento Metropolitan Arts Commission - None

8. **COMMISSION MEMBER COMMENTS**

Commissioner Otey updated FACC on the Folsom Art Association and their reception and the art gallery studio tour with El Dorado Hills in April. She stated that their monthly meetings will now meet at 48 Natoma.

Commissioner Rizell passed out invites for the Imprint Theater's production of Marvin's Room.

9. **PROPOSED ITEMS FOR FUTURE CONSIDERATION**

Public Art Locations
Historic District Developers Presentation

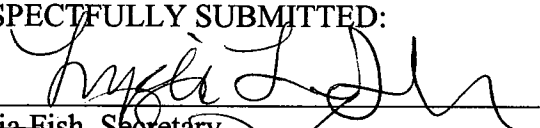
Ms. Hilton announced the next gallery opening is December 7th for Folsom Focus and three local artists are being featured.

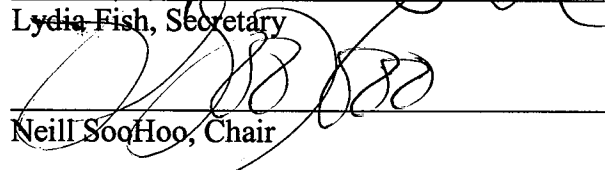
She also mentioned a \$3000 grant from Target for support of the Norman Rockwell Exhibit.

10. **ADJOURNMENT:**

There being no more business brought before the Commission, the meeting was adjourned at 7:37 p.m.

RESPECTFULLY SUBMITTED:


Lydia Fish, Secretary


Neill Soohoo, Chair