

Napa County Arts & Culture Commission (NCACC) • Meeting Minutes

April 7, 2008 (4-6pm)

Napa County Transportation & Planning Agency (NCTPA)

707 Randolph Street, Suite 100 • Napa, CA 94559

Commissioners Present: Chair, Lee Block (Napa), Judith Caldwell (Yountville), Diane Damé Shepp (Napa County), Sue Wollack (St. Helena), T Beller (At Large), Margrit Biever Mondavi (At Large)

Staff Present: Eliot Hurwitz (NCT&PA), Michelle Williams (ACNV), Kate Demarest (ACNV)

Absent: Debra Lee Hodge (American Canyon), John Lail (At Large)

4:05pm: Meeting Called to Order

I. Public Comment

No members of the public were in attendance.

II. Approval of Minutes

Minutes of the March 3, 2008 meeting approved as submitted.

III. Discussion of Relationship of NCACC to NCTPA (Led by Lee Block, NCACC Chair)

Lee Block and **Eliot Hurwitz** met to discuss the relationship of the NCACC to the NCTPA. The NCACC is an advisory body to the NCTPA and, as such, requires the approval of the NCTPA on any policy recommendations. However, it is not necessary for the NCACC to go to the NCTPA board for all things. The NCACC by-laws and objectives define those things that are a part of the NCACC's charter and are, therefore, pre-approved.

Michelle Williams presented a chart depicting the NCACC's position within the framework of the larger NCTPA organization. **Eliot Hurwitz** recommended adding ACNV as a staff position supporting the NCACC. A revised chart is included with these minutes.

Eliot Hurwitz detailed the approval process using by-law changes as an example:

- NCACC members agree on changes to the by-laws
- NCTPA staff will add item to agenda of upcoming meeting.
- NCACC will submit a *recommendation* for the changes to the NCTPA board
- NCTPA has final approval

The commissioners voiced concerns that this reporting structure would encumber the NCACC's efforts to have an impact in the community. An example of this was the County project to appoint a Poet Laureate. There was some confusion as to the roles of the various agencies in this project. The Poet Laureate program was a county-specific program rather than a multi-jurisdictional program. Since NCACC is a commission within the NCTPA its involvement in this type of program was problematic. **Judith Caldwell** noted that the commissioners could always work in support of a program as individuals, even if not as commissioners. The commissioners voiced concern that there could be critical situations where it will be important for the NCACC to be represented as a single body rather than as individuals. **Eliot Hurwitz** indicated that the commissioners should feel free to identify themselves as members of the NCACC and but should not give the impression that any policy/recommendation is coming from the NCACC until it has been authorized by NCTPA.

This issue was further clarified through the example of the City of Napa's proposed public art ordinance. **Eliot Hurwitz** explained that the NCACC is chartered to look at programs such as public art from a global viewpoint rather than becoming involved in the specifics of each community's program. The staff creating the city of Napa's public art ordinance has taken advantage of the considerable research completed by ACNV. This same information would be helpful in creating an overall public art vision for the commission.

Any public art policy recommended by the NCACC would have to be broad enough and flexible enough to apply to all five cities and the county. The NCACC would submit the proposed policy to the NCTPA for their approval. Since representatives of all the localities and county sit on the NCTPA board this process provides a way to obtain buy-in to a global policy without having to address each community individually. **Lee Block** suggested that the NCACC commissioners could benefit from an understanding of the details of the proposed Napa city ordinance. This understanding could help the NCACC decide what to support on a more global scale.

Lee Block voiced concern that the NCACC could become caught up between various overlapping entities and that the political problems associated with this could render the NCACC ineffective. **T Beller** suggested taking the position of offering assistance, not as another layer of bureaucracy but to support, be a voice for, and speak to arts issues within the community. The NCACC would not only support the process but would help develop the process. **T Beller** noted that the city of Napa is creating their own arts commission for the purposes of public art evaluation. It was suggested that the appropriate commissioner should sit on that board and any similar commissions or committees created by other communities. The commissioner would then serve as a liaison between the local or county government and the NCACC

Eliot Hurwitz recommended that a representative of the NCACC attend the next NCTPA meeting to speak to all the mayors and get their buy-in to the mission of NCACC. The next NCTPA meeting is scheduled for 4/30/08, with the agenda being complete on 4/22/08. **Lee Block** proposed an ad-hoc committee, chaired by **T Beller** and including **Sue Wollack** and **Diane Damé Shepp**, to decide what should be presented at the 4/30 meeting.

Michelle Williams noted that although ACNV did considerable research and made recommendations to city staff, that staff is driving the effort to pass the public art ordinance. The ordinance is now in front of the planning commission. **Michelle** advised the commissioners that the planning commission regretted not having more voices in support of the ordinance at the recent workshop. **Michelle** requested that the commissioners try to get as many supporters as possible to attend future planning commission meetings where the public art ordinance is on the agenda. Opposition is strong and well organized.

T Beller suggested issuing a press release introducing the commission. Michelle Williams indicated that plans are in place to move forward with press coverage once the mission statement is formally approved by the NCTPA.

IV. Adoption of Mission Statement (led by Diane Damé Shepp)

Prior to this meeting **Diane Damé Shepp** distributed an edited statement of the NCACC Mission Statement via email. This modified Mission Statement received unanimous approval as presented.

V. Discussion of Draft Bylaws (led by Diane Damé Shepp)

The following edits to the Napa County Arts and Culture Commission By Laws (Attachment 1, NCTPA Agenda Item 25 of June 20, 2007) were discussed:

Article II: PURPOSE AND SCOPE

Bullet point 6: Remove "actively" before "encourage".

Bullet point 9: Add the phrase "and local arts accessible to all".

Bullet point 10: Replace "actively encourage" to "foster and support" public awareness.

Article III: COMPOSITION-QUALIFICATION AND TERMS

Paragraph three, sentence one: Replace "Commission members" with "Commissioners".

Article IV: MEMBERSHIP WITHDRAWAL

The term "unexcused absences" in item 1 was discussed. Concern was voiced that the term "unexcused" was not defined. **Lee Block** assured the Commissioners that the reasons for excusing an absence would be interpreted generously. The decision was made to leave the phrase unaltered thereby providing more flexibility in future situations.

Article V: OFFICERS AND DUTIES

The Commissioners requested clarification of the NCACC's relationship to ad hoc committees. The last sentence of paragraph three states, "The Commission may **not** direct the ad hoc committee on how to fulfill its function or when it should meet." This statement severely limits the ability of the NCACC to direct its own ad hoc committees. It was suggested that the "not" could be a typographical error. **Eliot Hurwitz** will check to see if this is the case.

Article VI: MEETINGS

The final paragraph is revised to omit references to "Executive Director" and state that the NCACC will present to the NCTPA board only.

Article IX: ADMINISTRATIVE SUPPORT

Added

Actions:

- A motion to accept the by laws as modified was passed by unanimous vote.
- **Eliot Hurwitz** was asked to add an agenda item for an upcoming NCTPA meeting to allow NCACC to present this set of revised by laws for approval. **Eliot Hurwitz** will add it to the earliest possible meeting, which could be in either April or May.
- **Diane Damé Shepp** will make the approved changes to the by laws document and will track the changes in relation to the original document. **Diane Damé Shepp** will send a version that includes all the tracking information to **Eliot Hurwitz** and will send a clean version to the Commissioners.

VI. Discussion of Community Cultural Plan (led by Lee Block)

Lee Block reiterated his disappointed that the NCACC has missed the opportunity to be involved in the Poet Laureate process. It was unfortunate the NCACC was unable to make a presentation to the NCATP board within necessary time frame.

In preparation for this meeting **Lee Block** sent each Commission a note asking for opinions on the Master Arts and Cultural Plan. His goal was to narrow the focus of how the NCACC can become involved in and support the plan. This process will help identify the essential items where the NCACC could have the most impact.

Article III: STRATEGIC DIRECTIONS

The consensus of the commissioners was that the following goals and objectives are most closely aligned to the mission of the NCACC:

- # 1: Build Effective Awareness of the Arts
- # 3: Establish Effective Arts Public Policies

The commissioners agreed that:

1. It is necessary to build effective policies in order to build the awareness of the arts.
2. Building awareness of the arts and increasing cultural tourism work together.
3. Ensuring inclusion (Item 2 of the Strategic Directions) begins with building awareness.
4. Bringing arts together in a synergistic way will promote health competition and cooperation. This is something the vintners in the Valley do well. The NVACC is a body that could encourage partnerships between organizations.

Strategic Direction #3, Goal #3, to "Develop arts policies that support the creative arts in partnership with Government and business communities" was discussed. **Lee Block** recommended that the NCACC push for legislation by the Board of Supervisors to create sustainable funding for the arts. **T. Beller** agreed on the need to guarantee funding for the arts and that NCACC needs to articulate this as a part of achieving the goals of Strategic Direction #1. **Lee Block** recommended making "creating funding for the arts" a specific agenda item for an upcoming NCACC meeting.

Actions: Diane Damé Shepp asked **Michelle Williams** for a report from the ACNV detailing the activities of staff in support of the Cultural Plan. **Michelle Williams** reported that ACNV staff has created a full action plan for the next 12 months detailing the responsibilities of each staff member. An agenda item will be added for the next NCACC meeting for **Michelle Williams** to present this action plan.

VII. NCACC Branding

Concern was voiced that without funding it will be difficult for the NCACC to have the wherewithal to achieve its goals. The possibility of the NCACC being authorized to receive donations is now under consideration. **Eliot Hurwitz** noted the NCACC is a unique body for the NCTPA and will serve as a precedent for many of these types of issues.

T Beller recommended moving forward on the design of a logo, business cards and letterhead and offered to work with an artist to design. An ad hoc committee chaired by **Margrit Biever Mondavi** and including **Judith Caldwell** and **T Beller** will samples of business cards to the next meeting.

Other Business

Michelle Williams explained that any items to be included in the agenda for an upcoming meeting must be submitted one week early so that the NCACC can be in compliance with requirement to publish the agenda 3 days before a meeting.

T Beller is a member of the team evaluating the reorganization of the Napa Valley Conference and Visitors Bureau (NVCVB). The NVCVB is being revamped from the ground up to better meet the needs of the people it is meant to serve. **T Beller** has been requested to participate as a commissioner to advise the team on how the NVCVB can better serve the arts and how the arts can better serve visitors. There is now interest in actively addressing the arts as parting of the branding strategy for Napa Valley. **T Beller** asked for any recommendations that she should take to the meeting. **Lee Block** reiterated that **T. Beller** may represent herself as a commissioner of the NVACC but that no policy decisions can be made without a vote and approval by the NCTPA. **Michelle Williams** will provide information regarding the economic impact of arts and cultural tourism.

Diane Damé Shepp requested some changes to the Commission contact sheet:

- Change email address for **Diane Damé Shepp**
- Add contact information for **Michelle Williams**, ACNV
- Add contact information for **Eliot Hurwitz**, NCTPA

Meeting adjourned at 6:05