

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

June 2, 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), T Beller (At Large), Debra Lee Hodge (American Canyon), Yvonne Henry (Calistoga)

Staff Present: Michelle Williams (ACNV), Kristina Young (ACNV)

Absent: Commissioners Margrit Biever Mondavi (At Large), Sue Wollack (St. Helena), & Jon Lail (At Large); Staff Eliot Hurwitz (NCT&PA)

4:00pm Meeting Called to Order

I. Public Comment

No members of the public were in attendance.

II. Approval of Minutes

Minutes from previous 5/5/08 meeting approved.

III. ACNV's Community Cultural Plan for Napa County (Led by Michelle Williams)

The Cultural Plan brochures are currently at the printer and will be delivered by the end of this week. The presentation will be postponed until the next meeting when **Michelle Williams** will bring copies for all the Commissioners.

ACNV is holding a Cultural Plan Release Party on 6/12 (6-7:30pm) at NV Opera House. The new brochures will be distributed and guests will be able to sign up to work on different parts of the implementation process. The newly appointed Napa County Poet Laureate, Gary Silva, will also do a reading. **Yvonne Henry** said she could not attend the party but would like a hard copy of the brochure mailed to her.

IV. City Council Meeting Presentations

Lee Block went before the Napa City Council to report on the NCACC's major accomplishments to date. He encourages other Commissioners to do the same in their respective cities in order to further the visibility and public understanding of the NCACC.

Diane Damé Shepp requested the Commission create a more formal structure & protocol for these kind of public engagements to help unify the message of the NCACC. She would like to establish a regular schedule for each commissioner to address their city and then report back to NCACC.

Yvonne Henry advised that for now the commissioners should speak at their city council meetings during the 'Public Comment' section, rather than try to reserve time on the official agenda.

The commissioners agreed that they will read the NCACC mission statement and list of current commissioners at City Council meetings during 'Public Comment' time. They will do more formal presentations while they wait to be put on the agenda for each city.

Judith Caldwell asked that the commissioners underline the importance of 'culture' in the NCACC name and role when they do these presentations.

T Beller said it is important to build these relationships now, so that in the future when either group needs something, commissioners and council members will already know each other.

Judith Caldwell said Yountville Mayor, Cindy Saucerman, asked her to come speak about the arts at an upcoming meeting about Yountville's new town center. Cindy is also identifying funds to pay for Judith's NCACC business cards.

Michelle Williams had a discussion with the absent **Sue Wollack** about their dream for the arts to have a strong political presence. In the future, she would like to see all political candidates and local officials have an arts platform/ position.

T Beller asked for a written statement of how NCACC works with local government, one that explains the structure to also be used in explaining the role of the Commission.

Although the NCACC will not have a business plan, they will develop a budget to address any needs (such as business cards, etc.). If asked about this, commissioners can explain that the NCACC is 'in the process of developing a plan'.

V. Public Art Ordinance for the City of Napa

T Beller spoke to Cass Walker of the Redevelopment Agency (RDA) about having a member of the NCACC serve on their Public Art Committee. It is important that the Commission be a part of the process and that the RDA is educated about the mission of the NCACC.

Again, the urgency of passing the ordinance was underlined. Every building development that begins in Napa represents dollars lost for the city's public art fund.

Diane Damé Shepp explained that this RDA Public Art Committee is separate from the panel of judges who will select the artist for future public art commissions. This panel will change with each project. **Michelle Williams** explained that the original ad hoc Public Art Committee, of which she and Diane were members, was an informal group that has not met in six months, since the RDA took over crafting the draft ordinance. The research work that the original committee was given to the RDA and then Cass, Jennifer LaLiberte and Scott Klingbell wrote a draft ordinance based on that research. The RDA plans to bring the ordinance back to the Planning Commission in August or September.

T Beller would like to meet with Cass soon and find out how the NCACC can support and speed the process. **Lee Block** suggested that the NCACC's Public Art Committee members (Lee, Diane, and T) and Michelle all meet with Cass. **Michelle Williams** said she would contact Cass on the commission's behalf to set up this meeting.

Lee Block believes there are serious problems with some of the current draft ordinance language. It is important to correct it now before the Napa ordinance becomes the precedent upon which the others are based. **Michelle** believes that the RDA will be receptive to feedback.

VI. Build Effective Awareness of the Arts & Increasing the Arts at Copia

T Beller had a meeting with **Margrit Mondavi** to discuss the diminished focus on the arts at Copia. **Margrit** was upset that Copia was moving away from Bob's original vision and mission as a showcase for the arts. **T** would like the Commission to take on this issue on specifically as it relates to Copia. She sees enormous exhibition potential there. She would like the NCACC to do a formal presentation to the Copia board members.

Michelle Williams reported that ACNV has found the space too cost prohibitive for exhibitions/receptions such as Open Studios.

Judith Caldwell is friends with a new Copia board member, and will discuss these issues with her. **Judith** reported that Valerie plans to approach 40 wineries to pair them up with local artists. **Michelle** said that ACNV has just begun a new Artist-Winery Partnership Program as part of Open Studios this year.

VII. Arts Education

Michelle Williams will schedule a meeting with the Education Supervisors, ACNV Board members, and the NCACC to discuss the Arts Education funding allotted to each school in Napa County for the 07/08 school year. The NCACC wants to address this problem, but will not attend this meeting as a whole. They do want to have ACNV board members in attendance, however, as it will strengthen their position.

Some information about the spending in schools in Calistoga Unified may also be in the recent Grand Jury Report; however the NCACC needs to address this issue on a county-wide level.

ACNV identified some of the specific problems through their 2008 county-wide Arts Education study: the lower grades are receiving little if any Arts Ed and the money that was allotted for this purpose was spent elsewhere.

NCACC members willing to attend this meeting: Lee, Judith, T (if it is an investigative meeting only).

VIII. Summary of NCACC's Major Projects & Goals

- 1) Public Art Policy – Commissioners will attend City Council Meetings to function as a resource and recommend serious consideration of each city to approve similar public art ordinance to the city of Napa (once approved).
- 2) Build Effective Awareness of the Arts – Commissioners will hold a meeting with Copia board to discuss how the arts will be an increased part of their offerings
- 3) Arts Education

These points are be outlined on a one page sheet that **Diane Damé Shepp** created and will send to all members of the Commission.

IX. ACNV's Economic Impact Study

Michelle presented the Arts & Culture Spreadsheet she created of for the study. She asked the commissioners to look at it for any missing organizations, or out of date contact information. She needs their feedback in the next week.

This is the first step in conducting the study – identifying the non-profits in Napa County that have a fiscal impact on the arts. If a community programming entity exists within a for-profit, we can also include them in the study (that portion of the budget).

After the list is complete, Michelle will be contacting each non-profit on the list to have them fill out a short questionnaire. She asked each commissioner to contact the organizations on the list that in their area to encourage them to fill in the questionnaire.

ACNV has contracted with Americans for the Arts to (AFTA) complete this study. AFTA will send three e-blasts to the non-profit contacts we give them. Then they will collect and analyze the data received.

Michelle will send a summary sheet of what to say to the organizations when the commissioners call.

X. NCTPA & NCACC

Eliot Hurwitz was absent from the meeting. **Lee Block** said that the NCACC cannot officially move forward on any of their goals or projects until they report to the NCTPA. However, the Commission has been dropped twice from the NCTPA monthly meeting agenda. Lee will speak Eliot about the best way to move forward. As the Commission's parent organization, it is important to the visibility and legitimacy of the NCACC, that the NCTPA recognize the NCACC as soon as possible.

In the meantime, the Commission will continue with its work as it could be months before they are on the official agenda of the NCTPA. Commissioners will go to their City Council meetings, attend the upcoming school board meeting, and continue to educate the public about the role of the NCACC.

XI. Business Cards

After meeting with **Judth Caldwell** and **Margrit Mondavi**, **T Beller** presented their ideas for the NCACC business cards. They want the cards to be elegant, eye-catching, simple and artistic. It will be an uncluttered design. There will be no specific logo to denote the arts (ie, brushstroke, theatrical masks, etc.). Instead they will use heavy card stock, color and font style to communicate a creative tone. Margrit is working on hand lettering for the commission title, the rest of the lettering will be typed in a clean and modern font.

Other considerations include the street/ mailing address and the use of personal email & phone numbers on these cards. Michelle said we will have to ask if we can use the NCTPA address. Although there is no funding at the moment, the commission also liked the idea of getting a PO Box.

XI. Other Business

T Beller announced that Arts & Lectures is going dormant due to an inability to cover expenses.

Lee Block said this was another example of why we need ongoing Public Funding of the arts.

Michelle Williams announced that the newly appointed Napa County Poet Laureate is Gary Silva. He is very excited to get involved in the arts community here and will come to an NCACC meeting to be introduced.

Yvonne Henry said that the Calistoga City Council would love to have Gary come up and read at a meeting. Michelle said he could be on the agenda in each city.

Michelle Williams also said that Lee reports on the NCACC at all ACNV board meetings, as he is also a board member.

Yvonne Henry reported that two movies are being filmed in the valley very soon. One is a Disney film with Adam Sandler that will be shot at the Sattui castle; the other is a Japanese remake of 'Sideways'. Lee Youngman will also be opening a new photography gallery soon in Calistoga. Art in the Park is also happening this month in Calistoga.

Michelle Williams announced a reception tomorrow night for a new program ACNV created at Napa City Hall: a rotating exhibition of student art work. Tomorrow is the first public reception and commissioners are encouraged to attend.

Gail Chase Bien is having an opening this weekend at I. Wolk Gallery in St. Helena.

Michelle will be away at a conference just before the next NCACC meeting and would like to secure the next agenda with Lee before she leaves.

5:50pm Meeting Adjourned