

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

August 4, 2008 • 4-6pm

Napa County Transportation & Planning Agency (NCTPA)  
707 Randolph Street, Suite 100 • Napa

**Present:** Sue Wollack, Judith Caldwell, Yvonne Henry, Debra Lee Hodge, Diane Damé Shepp,

**Staff:** Michelle Williams, Kristina Young

**Absent:** Lee Block, T Beller, Margrit Mondavi, Jon Lail

**I. Meeting called to order 4:17pm**

**II. Public Comment**

No public comment

**III. Approval of June Meeting Minutes**

**Judith Caldwell** asked that item #7 (RE: the meeting to discuss Copia increasing their arts programming & business card design for the NCACC) reflect that Judith was also a key member at this meeting with Margrit Mondavi and T Beller.

*Minutes approved as amended.*

**IV. Approaching City Councils & Planning Commissions**

**Michelle Williams** passed out packets to each commissioner and explained that ACNV will also create city specific packets for each jurisdiction, based on feedback gathered during the Cultural Planning process. This information will be helpful for commissioners as they plan to address their city councils with specific challenges and opportunities for each city. The recent *Wall Street Journal* article about the arts in Napa is not yet in the packets.

**Michelle Williams & Diane Damé Shepp** will present the Cultural Plan to the Napa County Board of Supervisors (BOS) meeting next Tuesday (8/12/08). The BOS is a major funder of both the cultural planning process and implementation work. ACNV was invited to discuss the process, specific work ACNV is currently doing and to present the finished plan. The meeting will take place at 11am at the BOS offices, at 1195 Third Street (3<sup>rd</sup> floor) in downtown Napa. All commissioners are welcome and encouraged to attend.

**V. Public Art Ordinance**

ACNV's response letter to Napa Chamber's Legislative Action Committee appeared today in the Chamber newsletter and Michelle has already gotten positive feedback from the public. The recent attention given to the ordinance after the Chamber LAC's opposition of the draft ordinance has served to galvanized support among the arts community as well as brought the issue into public eye.

**Michelle Williams** reported on the Public Art Committee's (PAC) decisions after they met last to discuss next steps. First, they will launch a community awareness campaign. Members Chandra Cerrito and Kristina Young will create a Power Point presentation to show to service organizations. It will be made general so it can be adapted for specific audiences and should be finished in the next couple weeks. Michelle will first show the presentation to the NCACC as a practice audience. It will be available for commissioners to use in their local city council/ planning commission presentations. Michelle could be available to co-present with each commissioner.

Second, Harry Price will host an event at Napa Mill for developers and the real estate community with a panel discussion. The PAC will invite developers who have had successful experiences with public art, and public art staff from other areas to be panel members.

#### **VI. Arts Ed Report**

**Michelle Williams** and **Diane Damé Shepp** recently met with Napa School Superintendent Barbara Nemko and Napa County Office of Education (NCOE) staff to discuss the unused arts ed state funding available to schools. At the meeting, they discovered that the main issue is not the lack of money, but the enormous time pressure that teachers and principals already experience. In addition, to access the state funding, all arts classes must be aligned with the California Visual & Performing Arts (VAPA) standards.

Michelle will be presenting at the next Napa County Principals' Meeting (on 8/14/08), which includes staff from all five Napa County school districts. There she will be able to increase awareness about the ACNV Arts in Education program, deliver the Cultural Plan, and the 08/09 Arts Ed catalog that lists all of the artist teachers and touring performers available to work in their schools along with the matching grants available to them through ACNV.

Knowing the principals are buried with work, especially at the beginning of the year, Barbara Nemko and the commissioners underlined the importance of finding another school staff member to be the liaison for arts programming and planning. Michelle will bring this up at the principals' meeting and find out from the principals whom to approach at their schools.

**Judith Caldwell** offered to attend this meeting. She has several years of experience working with area elementary schools (Salvador and Yountville) to develop their arts programming.

**Michelle Williams** also just wrote a new grant that would pay artists to learn the VAPA standards. The next step is teacher engagement. The best time for outreach is October and November.

**Yvonne Henry** asked if teachers could get this kind of training as part of their continuing education credit requirements.

Michelle will ask Napa Valley College, Sonoma State and the di Rosa Preserve about creating this kind of program. She will also follow up with Terry Longoria (at NCOE) to get the specific state funding amount available to Napa County schools.

#### **VII. NCTPA & NCACC**

Michelle reported that **Lee Block** (absent) is working on this issue. Michelle will be setting up meeting with **Lee Block**, **Diane Damé Shepp** and the NCTPA lawyer to review and confirm the rewritten NCACC by-laws.

Napa City Councilmember Jim Krider, also a member of the ACNV board, recently became Chair of the NCTPA Board. At the last ACNV board meeting, Jim reported that he was unaware of the difficulties the NCACC has been having getting on the NCTPA board meeting agenda. He will look into this and assured Michelle and **Sue Wollack** (also on the ACNV board) that the NCACC will be reporting to the NCTPA more often.

#### **VIII. NCACC Identity**

**Judith Caldwell** gave a brief update on the creation of the NCACC identity package. When she returns, **T Beller** (absent) will give a report on the logo and business card designs. Both T and Judith have come up with several designs. A project like this would cost several thousand dollars

if designed professionally. The City of Yountville said they would contribute to these costs at one point, but Yountville Mayor, Cindy Saucerman asked the NCACC not to rush into any decisions about branding or identity and feels the money may be better spent elsewhere. Mayor Saucerman suggested Judith use the Yountville city logo on a business card in the time being.

**Diane Damé Shepp** wants to continue to separate the NCACC from all other entities (ACNV, NCTPA, city governments, etc.) to avoid confusion especially at this important early stage.

There is still a question of funding. Commissioners could create their own cards, based on a simple, common template and then each pay for their own. Commissioners could also approach their individual city councils for funding.

Commissioners agreed that it is important to have something to use as a card, even temporarily, until a logo can be finalized.

Debra Lee Hodge offered to work on a few logo designs and bring them to the next meeting.

#### **PO BOX**

**Judith Caldwell** will find out the cost of renting a PO Box in Yountville for NCACC use.

#### **ACNV Website**

**Michelle Williams** now has bios and pictures of most Commissioners posted on the ACNV website, along with all meeting agendas and minutes. Later, these will be put on separate commission website, once NCACC has its own server and domain name.

Michelle also offered a temporary solution for email that would protect commissioners from having to release their private email addresses to the public on business cards. ACNV has several free, unused email addresses ("name@artscouncilnapavalley.org") that could be auto forwarded to each commissioner's home email address.

However, again, commissioners do not want to confuse the public about roles of other organizations and entities. For now, commissioners will use their own private email addresses on their business cards.

#### **IX. Other Business**

The next NCACC meeting was rescheduled for September 15<sup>th</sup>, from 4-6pm, at the NCTPA offices. Michelle will confirm this change with NCTPA.

Michelle asked the commissioners to call her cell phone if they are running late to a meeting. She will send this number out.

#### **X. Meeting adjourned 5:10pm**