



**Arts and Culture Commission
of Contra Costa County**

SUPPORTING ALL THE ARTS

Arts and Culture Commission of Contra Costa County 1025 Escobar Street, 4th Floor, Martinez, CA 94553
(925) 646-2278 staff@ac5.cccounty.us www.ac5.org

Monday March 1, 2021 CULTURAL PLAN SUBCOMMITTEE

MEETING AGENDA

4:30PM-5:15PM (US and Canada) ZOOM Invitation

Committee Chair: District 1: Silvia Ledezma
Senior Commissioner: At-Large-1: Y'Anad Burrell
Commissioners:
At-Large-2: Ben Miyaji

Senior Deputy County Administrator, County Administrative Office: Dennis Bozanich
Senior Management Analyst, County Administrative Office: Monica Carlisle
Contra Costa County Arts & Culture Commission Managing Director: Jenny Balisle

Access to Agenda and Minutes: <https://www.contracosta.ca.gov/AgendaCenter>

Arts and Culture Commission of Contra Costa County Mission:

The mission of this Commission is to advise the Board of Supervisors in matters and issues relevant to Arts and Culture; to advance the arts in a way that promotes communication, education, appreciation and collaboration throughout Contra Costa County; to preserve, celebrate, and share the arts and culture of the many diverse ethnic groups who live in Contra Costa County; to create partnerships with business and government and to increase communications and understanding between all citizens through art. Most importantly, the Commission will promote arts and culture as a vital element in the quality of life for all of the citizens of Contra Costa County.

**ALL COMMISSION MEMBERS WILL PARTICIPATE VIA VIDEO OR TELECONFERENCE
CORONAVIRUS DISEASE (COVID-19) ADVISORY**

Due to the COVID-19 pandemic, Contra Costa County and Governor Gavin Newsom have issued multiple orders requiring sheltering in place, social distancing, and reduction of person-to-person contact. (See, for example, March 31, 2020 County Order extending the shelter-in-place order until May 3, 2020 & March 19, 2020 statewide shelter-in-place order.) Accordingly, Governor Gavin Newsom has issued executive orders that allow cities to hold public meetings via teleconferencing (Executive Order N-29-20).

To stay informed about the latest news on COVID-19, visit Contra Costa Health Services:
<https://www.coronavirus.cchealth.org/>

DUE TO THE SHELTER IN PLACE ORDERS, participation in the Arts and Culture Commission of Contra Costa County will be by teleconference only. Public comment will be on items appearing on the agenda and will follow below instructions. Consistent with Executive Order N-29-20, the meeting is video/teleconferencing only.

**We cannot guarantee that its network and/or the site will be uninterrupted.*

How to observe and/or participate in the meeting from home:

Topic: Arts and Culture Commission Meeting

Time: March 1, 2021 04:30 PM Pacific Time (US and Canada)

Join from PC, Mac, Linux, iOS or Android:

<https://cccounty-us.zoom.us/j/84763754406?pwd=cG9XQyt6T1kyaURldXp6dDJTbVJudz09>

Password: 843014

Or Telephone Dial:

USA 214 765 0478

USA 8882780254 (US Toll Free)

Conference code: 2966800

Find local AT&T Numbers:

<https://www.teleconference.att.com/servlet/glbAccess?process=1&accessNumber=2147650478&accessCode=2966800>

Public comments may be submitted:

1. Via email to staff@ac5.cccounty.us
2. Public comments will be accommodated as reasonably as possible and be limited to a maximum of two minutes, depending on the number of commenters.
3. Email must contain in the subject line **Public Comments – Item #**. All comments must be submitted before or during the meeting and must include the following:
 - a) Your Name
 - b) Your Phone Number
 - c) The item # for which you wish to make a Public Comment.

All votes taken during a teleconference will be by roll call.

Accessibility for Individuals with Disabilities: The Arts and Culture Commission of Contra Costa County will provide reasonable accommodations for persons with disabilities planning to attend Committee meetings. Contact the number listed above at least 72 hours before the meeting. Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the Commission less than 96 hours prior to that meeting are available for public inspection at the Clerk of the Board Office during normal business hours at 1025 Escobar Street, 1st Floor, Martinez, CA 94553. Public comment may be submitted via electronic mail on agenda items at least one full workday prior to the published meeting time.

Commissioner Best Practices:

1. Before 5:30pm, a quorum of 5 Representatives is needed to meet.
2. Call on time and set alarm reminder five minutes before meeting start.
3. Review documents ahead and be ready to participate.
4. Be in a quiet location and limit background noise.
5. Speak one at a time, slowly and clearly.
6. Mute/Unmute your phone accordingly throughout your participation.
7. When logging on, state your name first. This helps identify who is calling to add as a participant.
8. During the conference call, avoid multitasking to avoid being distracted.
9. No side or private Zoom conversations between commissioners.
10. The Chair can re-assign who leads a discussion for any agenda item.
11. A commissioner will serve as a **Timekeeper** to assist Chair during discussions.
12. Managing Director takes meeting notes and advises on Brown Act and Better Government Ordinance.
13. Chair asks for questions after presentations. Introduce yourself and briefly state a comment or question.
14. If a commissioner wants to speak on an item, raise your hand (Zoom icon) or put name in chat. Timekeeper will assist Chair to follow that order.
15. Before approving agenda items, Chair will ask to hear your vote by requesting a "Yes," "No" or "Abstain."
16. The Managing Director listens to your vote. When you hear your name, unmute the phone and respond, "Yes," "No" or "Abstain."
17. Do not leave call or put phone on hold. If called, and no response is heard, you'll be considered "absent."
18. Voting on action items: Chair announces proposed decision.

Contra Costa County Advisory Body Handbook:

<https://www.contracosta.ca.gov/DocumentCenter/View/29076/Advisory-Body-Handbook-2020?bidId>

Contra Costa Television Brown Act Training: <https://youtu.be/Lna7ch-TyIA>

Monday March 1, 2021 MEETING AGENDA 4:30PM-5:15PM (US and Canada) ZOOM Invitation

1. WELCOME/CALL TO ORDER/ROLL CALL/TIMEKEEPER: (2 minutes)

Meeting called to order and roll call by Chair Ledezma. Commissioner volunteers to be Timekeeper.

2. PUBLIC COMMENT: (2 minutes)

Individuals who would like to address the Arts and Culture Commission of Contra Costa County on relevant matters not listed on the agenda may do so under Public Comment. Public comments cannot result in discussion/action at this meeting.

3. ACTION ITEM: APPROVE FEBRUARY 1, 2021: (3 minutes)

Chair Ledezma leads discussion with Managing Director Jenny Balisle.

Action: Approve February 1, 2021 Minutes

Public Comment:

Documents: February 1, 2021 Minutes

4. CULTURAL MASTER PLAN PROSPECTUS: (13 minutes)

Managing Director Jenny Balisle and Senior Management Analyst Monica Carlisle discuss venture capital rebudget ask and expectations for 2020-21. As part of rebudgeting, Senior Deputy County Administrator Dennis Bozanich and County Finance approved an updated *Cultural Master Plan Prospectus* with community workshops in which cultural stakeholders discuss principles, goals, outcomes, and timeline with a district art project. Findings from the *Cultural Master Plan Prospectus* with art project example would be presented at a Board of Supervisors 2022 meeting.

Senior Deputy County Administrator requests an update, written supplement, and presentation to the Family and Human Services Committee on March 22, 2021.

Public Comment:

Documents: None

5. CULTURAL MASTER PLAN PROSPECTUS EDITING: (20 minutes)

Managing Director Jenny Balisle leads discussion with Chair Ledezma, Commissioner Burrell, and Commissioner Miyaji make edits and suggestions to document.

Public Comment:

Documents: Cultural Master Plan Prospectus & Timeline Draft

6. NEXT STEPS: (5 minutes)

Managing Director Jenny Balisle leads discussion with Chair Ledezma, Commissioner Burrell, and Commissioner Miyaji.

Public Comment:

Documents: None

7. ADJOURN:

Chair Ledezma calls time when the meeting is adjourned.

NEXT MEETING: Monday April 6 2021



**Arts and Culture Commission
of Contra Costa County**

SUPPORTING ALL THE ARTS

Arts and Culture Commission of Contra Costa County 1025 Escobar Street, 4th Floor, Martinez, CA 94553
(925) 646-2278 staff@ac5.cccounty.us www.ac5.org

**Monday February 1, 2021 CULTURAL PLAN SUBCOMMITTEE
MEETING MINUTES**

4:30PM-5:15PM (US and Canada) ZOOM Invitation

Committee Chair: District 1: Silvia Ledezma
Senior Commissioner: At-Large-1: Y'Anad Burrell
Commissioners:
At-Large-2: Ben Miyaji

Commissioners Present: Committee Chair: District 1: Silvia Ledezma and At-Large-2: Ben Miyaji

Commissioners Absent: Senior Commissioner: At-Large-1: Y'Anad Burrell

Staff Present:

Senior Management Analyst, County Administrative Office: Monica Carlisle
Contra Costa County Arts & Culture Commission Managing Director: Jenny Balisle

Monday February 1, 2021 MEETING AGENDA 4:30-5:15PM (US and Canada) ZOOM Invitation

1. WELCOME/CALL TO ORDER/ROLL CALL/TIMEKEEPER: (2 minutes)

Meeting called to order and roll call by Chair Ledezma. Commissioner volunteers to be Timekeeper.

SUMMARY:

Chair District 1 Silvia Ledezma calls meeting to order at 4:33pm.

2. PUBLIC COMMENT: (2 minutes)

Individuals who would like to address the Arts and Culture Commission of Contra Costa County on relevant matters not listed on the agenda may do so under Public Comment. Public comments cannot result in discussion/action at this meeting.

SUMMARY: No public comments or emails received.

3. CULTURAL PLAN CHARTER ASK: (3 minutes)

Managing Director Jenny Balisle. Senior Deputy County Administrator requests *Mission Goals, Principle, & Work Plan* update, written supplement, and presentation to the Family and Human Services Committee on March 22, 2021.

Public Comment:

Documents: None

SUMMARY: Managing Director shared Senior Deputy County Administrator request for the Arts and Culture Commission of Contra Costa County to share a Cultural Plan Charter to the Family and Human Services Committee. The FHS meets on 3/22 with a docketing deadline will be 3/12. The Managing Director will prepare a presentation (10 minutes max) with a 1-2 pages (most likely max 6 pages) written supplement. On January 28th, Senior Management Analyst shared the original Venture Capital Request. From the original ask: "The Arts and Culture Commission of Contra Costa County (AC5) requests a one-time allocation of \$25,000 to aid in the funding of an Arts and Culture Plan for the County." Chair District 1 Silvia Ledezma shared some background meeting history. Commissioner At-Large-2: Ben Miyaji highlighted how the original ask was confusing.

4. ACTION ITEM: CULTURAL PLAN CHARTER VISION: (15 minutes)

Managing Director Jenny Balisle leads discussion with Chair Ledezma, Commissioner Burrell, and Commissioner Miyaji. Discuss vision for Cultural Plan Charter and reach consensus.

SUMMARY: Managing Director Jenny Balisle leads discussion to clarify the Cultural Plan Charter. Chair District 1 Silvia Ledezma shared the importance of updating information and identifying along with outreach to community stakeholders. Commissioner At-Large-2: Ben Miyaji indicated that a professional Cultural Plan is needed and it will be an investment. Chair District 1 Silvia Ledezma recommended that we look at the El Cerrito Cultural Plan.

Three Step Plan:

1. A Cultural Plan Charter will be presented to the Family and Human Services Committee on March 22, 2021 will be: 3-5 pages with basic summary, 10 guiding principles, goals/outcomes chart, timeline and executive summary.
2. For July 2021-June 2022, a Cultural Plan Charter Prospectus will be completed identifying Cultural Plan stakeholders, showcasing workshop findings, and references in a 12 page document. There will be a series of workshops to garner feedback and information. The \$25,000 will be used in gathering data (for equity), facilitating workshops, note taking, Cultural Plan subcommittees, and Cultural Plan Charter Prospectus completion. The document must reflect the current pandemic impact and include perspectives from all communities..
3. Cultural Plan completion: July 2023, 2023, 2024 and etc. The low estimate of \$100,000 will have to be revisited.

MOTION MADE: Chair District 1 Silvia Ledezma makes motion to approve Three Step Plan.

MOTION SECONDED: At-Large-2: Ben Miyaji

AYES: Chair District 1 Silvia Ledezma and At-Large-2: Ben Miyaji

NOES:

ABSENT: Senior Commissioner: At-Large-1: Y’Anad Burrell

ABSTAIN:

SUMMARY: Motion passes.

5. CULTURAL PLAN CHARTER EDITING: (20 minutes)

Managing Director Jenny Balisle leads discussion with Chair Ledezma, Commissioner Burrell, and Commissioner Miyaji make edits and suggestions to document.

Public Comment:

Documents: None

SUMMARY: Managing Director Jenny Balisle leads discussion on how the *CP Mission, Goals, Principles, and Work Plan* is a research document now. Chair District 1 Silvia Ledezma shared with the subcommittee the *Goals of Executing a Cultural New Plan* document will clear writing. At-Large-2: Ben Miyaji stated that the *Goals of Executing a Cultural New Plan* document was a good way to get started for the new *Cultural Plan Charter*. Managing Director Jenny Balisle indicated that the LACOG grantee information could be used also. Chair District 1 Silvia Ledezma indicated that goals are meant to be inclusive for all of us to do the work. In addition, our art community is vibrant and Commissioners must take a leadership role to gather information and reflect their own communities. The “original” document started with Julia Taylor and Enid Mendoza. Chair District 1 Silvia Ledezma indicated to collaborate before editing the document. At-Large-2: Ben Miyaji agrees with that assessment. Chair District 1 Silvia Ledezma will be sharing links with CCC demographics with education, race, background, and information about different communities. At-Large-2: Ben Miyaji will provide updated Census information and population data including people of color and the homeless. At-Large-2: Ben Miyaji recommends to look at the word “Cultural” Plan and perhaps use “Master” Plan.

6. NEXT STEPS (5 minutes)

Managing Director Jenny Balisle leads discussion with Chair Ledezma, Commissioner Burrell, and Commissioner Miyaji.

Public Comment:

Documents: None

SUMMARY: After the last CAC grant is submitted on Feb. 17th, Managing Director Jenny Balisle will dedicate more time to completing the Cultural Plan Charter the week of Feb. 22nd. In the meantime, she’ll create a basic Google Doc template with *Goals of Executing a Cultural New Plan* information, basic summary, 10 guiding principles, goals/outcomes chart, timeline and executive summary. Committee Chair: District 1: Silvia Ledezma and At-Large-2: Ben Miyaji will share resources and provide document edits/comments.

7. ADJOURN:

Chair Ledezma calls time when meeting is adjourned at 5:24pm.

NEXT MEETING: Monday March 1, 2021



Cultural Master Plan Prospectus & Timeline

Mission: The Arts and Culture Commission of Contra Costa County is dedicated to advancing the arts in a way that promotes communication, education, appreciation and collaboration throughout Contra Costa County so that we may grow creatively as a community that preserves and celebrates our diverse cultural expression.

What: *Cultural Master Plan Prospectus & Timeline*

Timeline: July 2021-June 2022

Ask: Board of Supervisor Support

Executive Summary:

In 2019, the Arts and Culture Commission completed a *Cultural Planning Prospectus* with the recommendation to develop a set of policy recommendations through collaborations and community partners for countywide cultural development. Calls for racial equity and social justice in a time of a historical pandemic, highlight the need to recalibrate our focus. Requests for district art projects along with Contra County County government and organization collaborations have increased. Our new request shifts to a community action plan highlighting the value of art by creating an updated *Cultural Master Plan Prospectus* that identifies a district art project. In order to succeed, uplift, and meet the needs of all communities, we must garner sustained policy support through example.

The Arts and Culture Commission promotes and encourages the arts and culture of Contra Costa County. Commissioners offer critical support to sustain and celebrate diverse art practices. With over 1.154 million residents, a thriving arts community is a critical economic engine driving the creativity and entrepreneurial vitality of Contra Costa County. Growth in the arts and culture sector is widespread across California, and nationally the arts contributed more to GDP than both agriculture and transportation. Contra Costa County has become one of the last pockets of affordability and accessibility for artists, arts organizations, and cultural institutions in the Bay Area. However, the pandemic has highlighted an increased need for support and we must deliver.

The *Cultural Master Plan Prospectus & Timeline* prioritizes imperative tasks and policies to achieve a unified set of goals. The following table identifies key areas of work we intend to accomplish by the end of June 2022. After the table, please find an expanded description of our goals, strategy, rationale, context for priorities and other relevant details.

Cultural Master Plan Prospectus & Timeline Guiding Principles:

1. Increase Engagement: We envision this plan identifies the needs of the diverse and vibrant population from each Contra Costa County district.

2. Increase Outreach: The plan will require the implementation of new and innovative outreach tools to tap into the diversity of our cultures.

3. Increase Community Awareness: The plan will enhance the Arts and Culture Commission’s visibility as art advocates and highlight the importance of a better understanding of all communities.

4. Increase Community Awareness of County Arts Resources: Residents will be made aware of the cultural resources that the Arts and Culture Commission provides through announcements, social media, and public awareness along with partnerships with art museums, centers, and organizations.

5. Conduct a Needs Assessment: Placemaking promotes a healthy environment through the Arts in which communities become participants in the process. The goal is to engage in strategic discourse to hear the needs of the community and provide the support necessary to embrace the creative process. Intersectionality is the awareness of our differences and seeking to achieve a common purpose.

#	CULTURAL MASTER PLAN PROSPECTUS & TIMELINE GOALS/OUTCOMES	DATE	KEY PARTIES
1	Research and identify cultural stakeholders. Cultural Plan Subcommittee and Managing Director create database.	July- August 2021	District Supervisors, County Administration Office, Managing Director, Cultural Plan Subcommittee, and Commissioners
2	Confirm workshop stakeholders and prep workshop format.	August 2021	County Administration Office, Managing Director, Cultural Plan Subcommittee, and Commissioners
3	Workshop #1	September 2021	Cultural Stakeholders, County Administration Office, Managing Director, Cultural Plan Subcommittee, Commissioners, ASL Interpreters, Translators, Notetaker, and Technical Support
4	Summarize workshop #1 data and prep workshop #2.	September-October 2021	Cultural Stakeholders, Managing Director, Cultural Plan Subcommittee, and Commissioners
5	Workshop #2	November 2021	Cultural Stakeholders, County Administration Office, Managing Director, Cultural Plan Subcommittee, Commissioners, ASL Interpreters, Translators, Notetaker, and Technical Support.
6	Summarize workshop #1 and #2 data/survey into <i>Cultural Master Plan Prospectus</i> and Board of Supervisors presentation prep.	November-December 2021	Cultural Stakeholders, County Administration Office, Managing Director, Cultural Plan Subcommittee, and Commissioners
7	Board of Supervisors presentation and approval of <i>Cultural Master Plan Prospectus and District Art Project</i> funding.	January 2022- June 2022	Board of Supervisors, Cultural Stakeholders, County Administration Office, Managing Director, Cultural Plan Subcommittee, and Commissioners
8	Arts and Culture Commission Cultural Plan	June 2024- June 2027	Board of Supervisors, Cultural Stakeholders, County Administration Office, Managing Director, Cultural Plan Subcommittee, and Commissioners

Rationale for Cultural Master Plan Prospectus & Timeline

These recommendations explain the table on page 2.

1. Identify cultural stakeholders and create a Cultural Master Plan Prospectus database:

The Arts and Culture Commission has identified the need for an updated *Cultural Master Plan Prospectus & Timeline* that identifies a district art project. Board of Supervisors, Commissioners, and the Managing Director will identify Contra Costa County cultural stakeholders for two workshops. A database will be created and managed.

2. Confirm workshop stakeholders and prep workshop format: Once workshop cultural stakeholders are confirmed, workshop format (most likely virtual) will be determined following all pandemic protocols. The Cultural Plan Subcommittee will determine workshop agenda and facilitation format. ASL translators, interpreters, facilitator, notetaker, and tech support will be available for all participants.

3. Workshop #1: Prior to workshop, cultural stakeholders sent workshop agenda and sample questions for Workshop #1. ASL translators, interpreters, facilitator, notetaker, and tech support will be available for all participants. Cultural stakeholders will be invited to contribute to an online document to share ideas and comments.

4. Summarize workshop #1 data and prep workshop #2: Workshop #1 summary sent to cultural stakeholders and presented at Arts and Culture Commission Meeting. The Cultural Plan Subcommittee analyzes workshop #1 data and how to improve along with prepare for workshop #2.

5. Workshop #2: Prior to workshop, cultural stakeholders sent workshop agenda and sample questions for Workshop #2. ASL translators, interpreters, facilitator, notetaker, and tech support will be available for all participants. Cultural stakeholders will be invited to contribute to an online document to share ideas and comments. A workshop survey will be sent to cultural stakeholders.

6. Summarize workshop #1 and #2 data/survey into *Cultural Master Plan Prospectus* and Board of Supervisors presentation prep: The findings from both workshops and survey will be summarized into the *Cultural Master Plan Prospectus* that identifies a district art project. A Board of Supervisors presentation will highlight cultural stakeholders, process, findings, and references along with a summary, guiding principles, goals/outcomes chart, timeline, and executive summary.

7. Board of Supervisors presentation and approval of *Cultural Master Plan Prospectus* and District Art Project funding: Managing Director with cultural stakeholders speakers present the *Cultural Master Plan Prospectus* and *District Art Project* pilot program at a Board of Supervisors meeting. The goal is to garner incremental support demonstrating the importance of culture and community throughout Contra Costa County. The Board of Supervisors initially adopts a yearly budget in May with final modifications in August for the *Final County Budget for FY 2022-21*.

8. Arts and Culture Commission Cultural Plan: After securing additional funding, our future goal is to complete a Cultural Plan

Summary:

In response to the pandemic and societal crises, the Arts and Culture Commission has the responsibility to address the needs of our community through a collaborative vision and creative expression. The goals of completing a *Cultural Master Plan Prospectus* that identifies a district art project is to increase engagement, outreach, and conduct a needs assessment. We seek to increase community awareness of the Arts Commission along with arts resources. We look forward to working with the Board of Supervisors in making this vision a reality!

Background:

- The Arts and Culture Commission of Contra Costa County was established on December 13, 1994.
- Signature programs, services, activities, special projects, and events include the Arts Directory, Arts Calendar, Arts Passages, Arts Café, Poetry Out Loud, ABOUTFACE, Arts Recognition Awards, grants, advocacy, and outreach.
- The Arts Directory and Calendar is a free service to any Contra Costa County artist or arts organization.
- Arts Passages is a rotating visual art exhibit located at Contra Costa County's Administration Building and partnering venues.
- Arts Café is a series of art workshops, lectures, discussions, and exhibitions throughout Contra Costa County and online.
- Since 2008, Contra Costa County high school students have participated in Poetry Out Loud (a national recitation contest).
- ABOUTFACE provides free self-portrait painting classes for Veterans as a thank you for their service.
- Arts Recognition Awards highlight inspiring Contra Costa County individuals and organizations making significant artistic/philanthropic contributions to the community.
- 2020-21 we had our first Local Arts and Cultural Organizations Grant (LACOG) thanks to the California Arts Council!

Links:

www.ac5.org

<https://www.forbes.com/sites/forbesagencycouncil/2019/06/04/why-its-good-business-to-support-the-arts/#35a6361720f7>

<https://www.americansforthearts.org/by-program/reports-and-data/legislation-policy/naappd/arts-facts-arts-and-cultural-production-contribution-to-gdp-2017>