

Meeting Notes

Oakland Arts Advocacy: Next Steps Planning Meeting

Tuesday, December 16, 12-1:30pm

~~Conference Room, Oakland Metropolitan Chamber of Commerce~~

~~475 14th Street, Oakland, CA.~~

Relocated to Oakland Art Gallery, 199 Kahn's Alley, Oakland, CA 94612

Introductions

Representatives from Arts Organizations = 8

Individual Artists = 3

Arts Educators = 1

Journalist = 0

City Staff = 6

Business Leader= 1

Total Attendance= 19

A sign-in sheet was circulated.

(Meeting chaired by Margo Dunlap-Pro Arts, facilitation provided by Amy Kweskin- Arts Advocate)

Presentation from the Chamber - Karen Engle, Director of Business Development

- Oakland Partnership- Private/ Public Partnership setting Mayor's Economic Development Platform; Creative Arts Industry identified as a key growth sector; Oakland Arts Advocacy Activities may benefit to work with the Chamber within the Creative Arts Cluster;
- M.Dunlap-Pro Arts and Samee Roberts-City of Oakland, Cultural Arts & Marketing to serve as liaisons with the Chamber and Partnership
- Opportunity for Chamber to call a Budget Advisory Committee to participate in City Budget Planning- to represent industry; Invitation to Oakland Arts Advocates to be part of that process;
- Chamber opposition in previous TOT increase initiative
- Recommendation to workout larger funding initiative with Chabot, Oakland Museum, Zoo- (regional assets);

Report from the City- Steve Huss, Cultural Arts Programs Coordinator, City of Oakland

- Measure OO—Council interest in blocking approved ballot measure.
- 1% on Private Development for public art- time is now to begin dialogue and prepare case to policy-makers;
- Working with Cultural Affairs Commission/ Lori Zook, Chair, Cultural Affairs Commission on identifying funding for Arts Councils, and Municipal arts programming- research for grant-writing;
- 'Fundraising in Tough Times', Americans for the Arts tools and information on arts advocacy;
- City Council Retreat on budget planning scheduled for early January.

Discussion Items:

- California Cultural Data Project- Get the word out for long-term information on Economic Impact of Oakland Arts--- Check for link on upcoming Advocacy Emails;
- Structure: Models- Berkeley Cultural Trust, others?- more next meeting
- Objectives for January—Meet in smaller task groups to plan activities- report back at January 13 meeting.
- Meeting Schedule and Times- encourage multiple conversations on activating the arts; From Suki OKane online correspondence "... *the conversation to build support of Oakland's arts has to be taking place all over town as part of many agendas.... many moments inside many meetings to make many constituencies aware of the work and how to support it. Over time we can build the constituency that convenes with critical mass... the "work of the work": small groups, research, drafting of legislation, forging of alliances with policymakers, usually happens outside of meetings..... Meetings can then function to create moments of accountability to the community this initiative serves..... If every arts organization in Oakland started developing an advocacy agenda, and we simply shared our resources for that message, that would be powerful.*"
- Communications- get the word out about meetings and task groups;

Breakout Task Groups:

1. **Alt Funding:** Research and compile information on alternative funding mechanisms for arts programming; i.e, Ticket surcharges (Warriors Community Foundation [suggested by Suki Okane], TOT Tax – Transient Occupancy Tax (Researched by Councilmembers Nancy Nadel and Jean Quan’s Offices), Pittsburg Regional Asset District (50% to cultural arts from 1% surcharge – on what??), \$\$ from Community Benefit Districts or Business Improvement Districts??; Funding from Oakland Business community- Arts Champions- ex. Shorenstein;

Lead: Suki OKane, Artist

Participants: Steve Huss, Kathy Littles, other City of Oakland Staff

2. **City Council Communications:** Plan official communications strategy to communicate arts agenda to elected officials in budgeting process; Plan response, if any to January 12 Council Budget Retreat; timeline/response/content; Relationship building; letter-writing campaign? emails? constant drip or hammer, or coordinated effort over time utilizing multiple strategies;

Lead: Margo Dunlap- Pro Arts

Participants: Anyka Barber- ALICE Arts; Nicole Neditch-Oakland Art Gallery/Cultural Affairs Commissioner; Shawn Roland- Artist

3. **Economic Impact-** White Paper: Research and compile specific information on economic impact of Oakland Arts; Prepare key talking points on the arts industry for distribution;

Lead: Lori Zook- Cultural Affairs Commissioner

Participants: Nicole Neditch-Oakland Art Gallery/Cultural Affairs Commissioner; Anyka Barber- ALICE Arts, Kristen Zaremba- City of Oakland-Public Art

4. **Setting the Arts Agenda:** Key messaging for budget campaign- “Maintain a healthy Oakland through the arts,” “Make a case for the cultural economy,” Demonstrate that the arts are a part of every successful solution for the City,” Make an institutionalized commitment to Cultural Equity,” “Arts and Cultural Diversity is embedded in the identity of Oakland.”; bring budget solutions to the table

Lead: Margo Dunlap, Pro Arts

Participants: Mollie McFarland-AXIS; Sottol Weng-CUE (Children United by Experience/ Gregangelo and Velocity Circus); Nicole Neditch-Oakland Art Gallery/Cultural Affairs Commissioner; Jais Booth-Red Door Gallery& Collective;

Next Meeting: January 13, 12-1:30pm at Conference Center, East Bay Community Foundation

Schedule of Meetings:

Tuesdays, 12-1:30pm at Conference Center, East Bay Community Foundation

January 13 | February 17 | March 17 | April 21 | May 19 | June 23

The Conference Center and other offices are at 353 Frank H. Ogawa Plaza in the Dalziel Building, at the roundabout at the end of San Pablo Avenue.

For updates contact:

- Margo Dunlap, Executive Director, Pro Arts, 550 Second St. Oakland
margo@proartsgallery.org 510-763-9425, or www.proartsgallery.org (Meeting notes to be posted online), Sign-up for [Pro Arts' Advocacy List](#) and stay part of the continuing dialogue on securing funding for local arts or reply to info@proartsgallery.org with "Subscribe: Add me to the Arts Advocacy Mailing List!), or
- ArtVote blog <http://www.artvote.org/blog/>