

**ARTS, CULTURE & HERITAGE  
COUNCIL COMMITTEE MEETING MINUTES  
FEBRUARY 2, 2018 at 2:00 PM  
MUNICIPAL PLAZA BUILDING, B ROOM**

Committee Present:	Councilmember Roberto C. Treviño, <i>District 1, Chair</i> Councilmember Rebecca Viagran, <i>District 3</i> Councilmember Shirley Gonzales, <i>District 5</i>
Committee Absent:	Councilmember William “Cruz” Shaw, <i>District 2</i> Councilmember Greg Brockhouse, <i>District 6</i>
Staff Present:	Lori Houston, <i>Assistant City Manager</i> ; Carlos Contreras, <i>Assistant City Manager &amp; Executive Director of Tricentennial</i> ; Debbie Racca-Sittre, <i>Director of Arts &amp; Culture</i> ; Shanon Shea Miller, <i>Director of Historic Preservation</i> ; Colleen Swain, <i>Director of World Heritage</i> ; Stephen Whitworth, <i>Assistant City Attorney</i> ; Vanessa Hurd, <i>Tricentennial Consultant</i> ; Kristopher Ryan, <i>Department Fiscal Administrator</i> ; Mark Ramirez, <i>Department Accounting Supervisor</i> ; Isaac Bernal, <i>Management Fellow</i> ; Shannon Oster-Gabrielson, <i>Executive Management Assistant</i> ; Cecily Hope Pretty, <i>Office of the City Clerk</i>
Others Present:	Dagoberto Patlan, <i>District 1 Arts Commissioner</i> ; Nettie Hinton, <i>District 2 Arts Commissioner</i> ; Valeria Hernandez, <i>District 5 Arts Commissioner</i> ; Henry Brun, <i>District 6 Arts Commissioner</i> ; Malena Gonzalez-Cid, <i>Centro Cultura Aztlán</i> ; Catherine Cisneros, <i>Urban-15</i> ; George Cisneros, <i>Urban-15</i> ; Jon Hinojosa, <i>Say Sí</i> ; Betty Bueché, <i>Bexar County</i> ; Graciela Sanchez, <i>Westside Arts Coalition</i>

**CALL TO ORDER**

Chairman Treviño called the meeting to order.

**1. Approval of the minutes from the December 19, 2017 Arts, Culture & Heritage Committee meeting.**

Councilmember Gonzales moved to approve the minutes of the December 19, 2017 Arts, Culture and Heritage Council Committee Meeting. Councilmember Viagran seconded the motion. The motion carried unanimously by those present.

**2. A briefing and possible action on the Cul-Tú-Art Plan.**

Assistant City Manager Lori Houston stated that the Arts Agency Funding Guidelines would come before City Council on February 15, 2018 if the Committee approved them.

Mrs. Debbie Racca-Sittre stated that development of the Cul-Tú-Art Plan was a collaborative process with the local Arts Community and the San Antonio Arts Commission. She provided an

overview of the development process for the Arts Agency Funding Guidelines component and noted the following four objectives:

- Cultural Equity
- Accessibility
- Economic Development
- Innovation & Collaboration

Mrs. Racca-Sittre recommended moving from two-year to three-year funding cycles and the creation of an equity funding category for cultural-specific agencies to provide stability and remove competition. She stated that funding would be provided using a phase-in approach to ensure agencies had the capacity to handle the city funds. She noted that in order to be eligible, agencies would have to provide the following:

- Policy on payment of professional artists
- Plan for board diversity
- Accessibility in terms of location and cost
- Plan for audience engagement
- Inter-organizational collaboration
- Thorough description of artistic programming and measurement

Mrs. Racca-Sittre stated that all criteria were required on a pass-fail basis rather than scored. She noted that based on Councilmember feedback, the contracts would be designated as high profile. She stated that staff was investigating the purchase of a data profile tool using national standards for Arts Grants to collect financial accountability data and programmatic measurements.

Mrs. Racca-Sittre provided an overview of operational funding from 2008 to 2018 and noted that though overall fund amounts had grown, the percentage of distribution between small, medium, and large organizations had remained relatively stable. She stated that because the number of small organizations had grown, they each received a smaller proportion of available funds than ten years ago. She compared the City's current maximum operational awards to the proposed operational awards and noted that new criteria would be based on objective criteria rather than subjective scoring. She stated that the final award amount would be based on availability of funds.

Mrs. Racca-Sittre stated that the proposed base operational funding safeguarded for funding decreases by restricting changes within 25% of the previous year. She noted the following prioritization for base operational increases from highest to lowest priority:

- Cultural-specific agencies
- Small organizations (base operations below \$1 million)
- New small organizations
- Mid-size organizations (base operations between \$1 million and \$3 million)
- New mid-size organizations
- Large organizations (base operations above \$3 million)
- New large organizations

Mrs. Racca-Sittre stated that equity was incorporated based on City History and community input. She noted that cultural-specific organizations' missions would have to include preservation or promotion of female or minority culture and the agencies would be eligible for additional funding on top of base operational funding. She stated that definitions for the equity component were based on definitions from SBEDA programs.

Mrs. Racca-Sittre outlined the following policy proposals:

- Festival funding: Funding up to 20% of non-profit festival or parade cost based on quality-based criteria
- Artist re-granting: Funding to artists for artwork and/or training and technical assistance from re-granting agencies up to \$40,000 per agency
- Capacity building: Up to \$75,000 total for leadership training, coaching, professional/staff development, strategic planning, consulting services, technology resources, marketing, and development/fundraising strategies

Mrs. Racca-Sittre noted the following prioritization for all proposed funding policies from highest to lowest priority:

- Festivals
- Artist re-granting
- Cultural-specific support
- Base operational funding
- Capacity building
- Rental of city facilities for performances

Mrs. Racca-Sittre noted that no actual funding would be set aside for rental of city facilities, but rather the department would seek waivers and fee reductions for agencies on a case-by-case basis.

Chairman Treviño called upon Graciela Sanchez to speak.

Ms. Graciela Sanchez spoke of accessibility to the arts and the value of minority art. She asked that staff consider increasing funds for capacity building.

Councilmember Gonzales asked of board diversity plans. Mrs. Racca-Sittre replied that guidelines would require organizations to examine their board composition and determine how to increase diversity appropriately. She added that the department would work with local Chambers of Commerce to develop a diverse pool of people willing to serve on agency boards. Councilmember Gonzales asked of cultural-specific funding increases for the next three years. Mrs. Racca-Sittre replied that the potential percentage of funds would increase each year as a phase-in process and noted that the proposed funding percentages were based on historical allocations. Councilmember Gonzales asked of the relationship between Hotel Occupancy Taxes (HOT) and available funding. Mrs. Houston replied that HOT funds increased but department needs also increased so the increase in arts funding was not always proportional. Mrs. Racca-Sittre added that currently some HOT funds were dedicated to the Tricentennial but those funds would become available to the department again when the Tricentennial concluded.



Councilmember Viagran asked staff to provide a breakdown of total funds awarded in 2008 versus 2018 and asked if organizations' endowments were taken into account in the proposed funding policies. Mrs. Racca-Sittre stated that they were not but she could explore it for the full City Council and that the proposed data profile tool would collect endowment data from applicants for the first time. Councilmember Viagran asked of the community input process. Mrs. Racca-Sittre replied that input was gathered from 3,000 survey respondents via three market groups: (1) a representative sample of citizens in each Council District based on census data; (2) visitors to San Antonio; and (3) arts patrons. Councilmember Viagran asked if other municipalities utilized an arts funding model based on SBEDA. Mrs. Racca-Sittre replied that San Antonio would be the first. Councilmember Viagran requested that future presentations include information about HOT funds and their distribution.

Councilmember Gonzales asked of the percentage of HOT funds allocated to arts. Mrs. Houston replied that once HOT receipts were received, debt receipts for the Convention Center were taken out and the Department of Arts and Culture received 15% of remaining funds.

Councilmember Treviño suggested a future presentation for the Committee regarding HOT fund processes and distribution.

Councilmember Gonzales moved to forward the Arts Agency Funding Guidelines to the full City Council for consideration. Councilmember Viagran seconded the motion. The motion carried unanimously by those present.

### **3. A briefing on Tricentennial Celebration and calendar of events for the Tricentennial year.**

Assistant City Manager Carlos Contreras provided an overview of the process to approve over 700 community partner applications for Tricentennial-sanctioned status. He noted that the original selection process relied on the following guiding principles:

- Creating a positive and/or lasting impact
- Showcasing San Antonio's diversity, inclusiveness, and authenticity
- Defining the Tricentennial identity
- Identifying financial integrity and viability, timeliness, and transparency
- Educating and celebrating San Antonio's shared history and furthering its legacy

Mr. Contreras stated that staff developed the following questions to determine which events were unique and should be highlighted on the Tricentennial calendar:

- Does the event/activity commemorate a significant anniversary?
- Does the event/activity embody or reflect unique characteristics of San Antonio's culture and/or elements of our community?
- Was the event/activity specifically crafted/curated/derived for the Tricentennial?
- Is the event/activity forward looking or contribute to San Antonio's legacy?
- Does the event/activity encompass military or religious significance?
- Does the event/activity highlight San Antonio on a regional/national spotlight?

- Has the event been funded by the Tricentennial Commission?

Mr. Contreras stated that approximately 80 events had been identified as unique and staff developed a communications strategy including website features, social media, and possibly paid media. He highlighted the following upcoming events:

- *Common Currents*
- *Kunst/Arte: A German-Mexican Art Dialogue*
- San Antonio Door Project
- Brook Army Base Hangar 9 100<sup>th</sup> Anniversary
- *San Antonio: Our Life, Our Music*
- *Darmstadt in San Antonio*
- *This Happened Here: History in Hidden Corners Westside Tour*
- *El Nacimiento*

Mr. Contreras stated that staff had instituted a Tricentennial Speakers' Bureau to increase community engagement. He provided an overview of the following components of Commemorative Week:

- May 1<sup>st</sup>: Day of Reflection
- May 2<sup>nd</sup>: History and Education Day
- May 3<sup>rd</sup>: Founders Day
- May 4<sup>th</sup>: Arts for All Day
- May 5<sup>th</sup>: Legacy Day
- May 6<sup>th</sup>: Military Appreciation Day

Mr. Contreras highlighted the Serve 300 initiative and noted that a service day for infrastructure improvement would occur on February 17<sup>th</sup> with over 200 volunteers. He stated that three other service days would occur in 2018 for family well-being, education support, and the environment.

Councilmember Treviño thanked Mr. Contreras, staff, and Committee members for the work and momentum on Tricentennial events. He asked Mr. Contreras to distribute cards listing the guiding principles in both English and Spanish and noted the importance of Spanish-language accessibility because of San Antonio's history with Mexico.

Councilmember Gonzales asked staff to highlight family-friendly events on the website. Mr. Contreras stated that said functionality was available for service events and staff would try to extend it to the full calendar. Councilmember Gonzales suggested reaching out to parenting website to advertise family-friendly Tricentennial Events.

Councilmember Viagran thanked Tricentennial staff for their work and noted the work previously performed by Edward Benavides. She asked staff to extend event invitations to other Texas municipalities and requested detailed updates on budget use and needs in future meetings.

Councilmember Treviño asked if a Tricentennial partnership had been considered with the City of New Orleans. Mr. Contreras replied that staff was drafting a letter for Mayor Nirenberg to send to the Mayor of New Orleans.

Mr. Contreras asked the Committee to extend invitations to the public for Serve 300 and other Tricentennial events.

No action was required for Item 3.

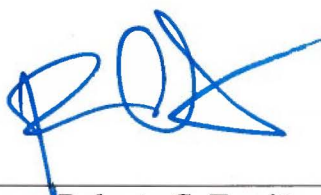
**4. Future items for discussion.**

No further items were suggested. No action was required for Item 4.

**ADJOURN**

There being no further discussion, the meeting was adjourned at 4:08 pm.

*Respectfully Submitted,*



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**Roberto C. Treviño, Chairman**



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**Cecily Hope Pretty**  
**Office of the City Clerk**