

**ARTS, CULTURE & HERITAGE  
COUNCIL COMMITTEE MEETING MINUTES  
JUNE 19, 2018 at 2:00 PM  
MUNICIPAL PLAZA BUILDING, B ROOM**

Committee Present:	Councilmember Roberto C. Treviño, <i>District 1, Chair</i> Councilmember William “Cruz” Shaw, <i>District 2</i> Councilmember Rebecca Viagran, <i>District 3</i> Councilmember Shirley Gonzales, <i>District 5</i> Councilmember Greg Brockhouse, <i>District 6</i>
Staff Present:	Lori Houston, <i>Assistant City Manager</i> ; Carlos Contreras, <i>Assistant City Manager &amp; Director of Tricentennial</i> ; Debbie Racca-Sittre, <i>Director of Arts &amp; Culture</i> ; Shanon Shea Miller, <i>Chief Preservation Officer</i> ; Colleen Swain, <i>Director of World Heritage</i> ; Shahrzad Dowlatshahi, <i>Chief Protocol Officer</i> ; Vanessa Hurd, <i>Deputy Director of Tricentennial</i> ; Steve Whitworth, <i>Assistant City Attorney</i> ; Laura Elizabeth Mayes, <i>Communications Strategist</i> ; Denzel Maxwell, <i>Executive Management Assistant</i> ; Cecily Hope Pretty, <i>Office of the City Clerk</i>

**CALL TO ORDER**

Chairman Treviño called the meeting to order.

**1. Approval of the minutes from the May 15, 2018 Arts, Culture & Heritage Committee.**

Councilmember Shaw moved to approve the minutes of the May 15, 2018 Arts, Culture & Heritage Council Committee. Councilmember Gonzales seconded the motion. The motion carried unanimously by those present.

**2. Announcement of the Living Heritage Symposium**

Shanon Shea Miller stated that the Living Heritage Symposium would take place September 5-7, 2018 to coordinate with the World Heritage Festival. She noted a partnership with the City of San Francisco to focus on legacy businesses and living heritage.

Councilmember Treviño asked if higher education participants were invited to attend. Mrs. Miller replied that University of Texas San Antonio and Texas A&M University San Antonio were involved as partners. Councilmember Treviño asked if the symposium was a Tricentennial event. Mrs. Miller replied that it was but branding had not yet been applied.

No action was required for Item 2. Councilmember Viagran entered at this time.

### **3. Briefing on the Arts Agency Funding FY19 Recommendations**

Debbie Racca-Sittre provided an overview of research and outreach to develop the Cul-TÚ-Art Plan. She noted that Arts Agency Funding guidelines were adopted by the City Council in February 2018 to move to three-year funding cycles across five categories. She stated that funding for all categories except festivals were based on formulas rather than competition. She noted that applications for Fiscal Year 2019 funding were due on April 20, 2018 and required an Artist Payment Policy, Board Diversity Plan, Program of Events, Audience Engagement Plan, and descriptions of artistic programming and measurements. She stated that all components were mandatory and applicants were rated on a pass/fail basis. She provided an overview of the Review Panel process and noted that the appointees received an honorarium for their work. She stated that funding category priorities were ranked from highest to lowest as follows: (1) festivals; (2) artist re-granting; (3) culturally specific support; (4) capacity building; (5) base operational support.

Councilmember Brockhouse entered at this time.

Mrs. Racca-Sittre stated that staff received eight applications for festival funding and five were recommended. She noted that funding for up to 20% of the festival cost could be provided with a maximum increase or decrease of 25% from the previous amount funded. She stated that three were not recommended as they did not meet the minimum requirements for artistic merit. She noted that two applicants appealed their rejections and the Arts Funding Committee granted neither appeal. She stated that the National Association of Latino Arts and Culture (NALAC) and the San Antonio Artist Foundation were recommended for artist re-granting funding to provide direct monetary support to local artists for new works. She noted that each entity would be given \$40,000 including \$10,000 for artist training and technical assistance. She stated that culturally specific support was designed with an Equity Lens and recipients must include the preservation or promotion of a specific cultural community in their agency mission and majority of programming. She noted that funding was available for 15% of operational costs up to \$125,000 with a maximum increase of 50% over the previous year between equity-based funding and base operational funding. She added that at least 51% of the agency's Board of Directors and Executive or Artistic Directors should be representative of the specific cultural community to be promoted or preserved. She stated that 10 agencies applied and seven were recommended for funding. She noted that three were not recommended because they did not adequately meet the definition of a culturally specific agency but all applicants would receive increases to their base operational funding.

Mrs. Racca-Sittre reviewed the base operational scale and noted that funding was based on the agency's operating budget size and the previous year's 990 filing with the Internal Revenue Service. She stated that priority funding order ranked from highest to lowest as follows: (1) small organizations; (2) new small organizations; (3) mid-size organizations; (4) new mid-size organizations; (5) large organizations; (6) new large organizations. She noted that funding increases were possible for almost all small and mid-size organizations. She stated that 41 applications for base operational funding were submitted with one not meeting eligibility requirements and two recommended for phase-in funding at one quarter of their eligible amount per year. She noted that some organizations received overall decreases in funding because they were above the adopted funding scale. She reviewed the auditing process for organizations and noted a blackout period through the adoption of the FY 2019 budget due to the contracts' status

as High Profile. She stated that staff would utilize a Data Profile Tool to collect more comprehensive agency information and ensure accountability. She noted that most applicant agencies would receive an increase through additional Hotel Occupancy Tax (HOT) revenues as well as department funds that would no longer be transferred to support the Tricentennial Office.

Councilmember Treviño thanked staff for their work and noted the importance of supporting arts funding in San Antonio's Tricentennial year.

No action was required for Item 3.

#### **4. Update on the San Antonio Tricentennial Celebration**

Carlos Contreras reviewed the following guiding principles of the Tricentennial:

- To create a positive and lasting impact
- To showcase San Antonio's diversity, inclusiveness, and authenticity
- To define the Tricentennial identity
- To identify financial integrity, viability, timeliness, and transparency
- To educate and celebrate San Antonio's shared history and further its legacy

Mr. Contreras stated that staff and the Tricentennial Commission gave presentations throughout the city to highlight positive community aspects. He noted that programming for Commemorative Week was designed to be diverse, inclusive, family-friendly, and affordable. He reviewed the events of each day of Commemorative Week. He highlighted the Founders' Day Gala and the attendance of 111 foreign delegates.

Laura Mayes reviewed media coverage of Commemorative Week with \$672,237 in publicity value across an audience of 10 million people. She noted that media attention was supported by the prior visit of a delegation from the Canary Islands and the recent visit of the King and Queen of Spain. She stated that staff had already calculated local, national, and international mentions of the royal visit for over \$500,000 in publicity value including coverage by media outlets in Spain.

Mr. Contreras stated that the first part of the Tricentennial year had focused on San Antonio's past and the Commission now wished to focus on San Antonio's future and leave behind a lasting legacy. He noted that the Tricentennial book *300 Years of San Antonio & Bexar County* would be released June 20, 2018 and highlighted Commission support of upcoming cultural events throughout the city. He stated that proceeds from the gala would be contributed to the World Heritage Gateway Project as a legacy gift. He noted Tricentennial participation in improvements to Lincoln Park, development of lesson plans for local teachers, the San Pedro Creek Cultural Park, and tree planting efforts. He stated that the Commission recently adopted a revised budget to reflect cuts and savings and spending was on track to be equal to or lower than projected revenues. He noted that he would present additional programming plans at a future meeting once finalized.

Councilmember Treviño spoke of the importance of the guiding principles and asked of additional partnership opportunities for future events. Mr. Contreras replied that events would be

considered on a case-by-case basis for co-branding but funding was not available for programming.

Councilmember Viagran thanked staff for their efforts and asked of future educational programming. Mr. Contreras replied that a 2018 Summer Institute for Educators was being organized.


Councilmember Gonzales thanked staff for their work and suggested wider distribution of Tricentennial-branded items to generate excitement and participation.

No action was required for Item 4.

## **ADJOURN**

There being no further discussion, the meeting was adjourned at 3:17 pm.

*Respectfully Submitted,*

  
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*Roberto C. Treviño, Chairman*  
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*Cecily Hope Pretty*  
*Office of the City Clerk*