

## **Minutes: Meeting of PCAC on July 27, 2011**

Present: Jill Vellinger, Gerry Hedstrom, Kent Moore, Rudy Johnson, Margene Gerton Rivara, Yi Jiang, Charlotte Severin, Laura Davidson, Rebecca Bruner, Dave Wright.  
Cassie was not reachable by conference call.

Absent: Jack Harrington

FYI: Yi's email address is yi.jiang@csueastbay.edu

Jill opened the meeting quickly gaining approval of the minutes for both the June 26th and July 29th meetings. Then she summarized the missions for The Civic Arts Commission and PCAC, indicating that this evening's meeting would be given over to our second workshop focused on our defining PCAC present priorities and the needs in the community we might best address.

Jill asked two questions which the members had been emailed so that they could think through their answers before the meeting. The questions (underlined) with suggested brainstorming answers) were as follows:

### **If PCAC were constrained to just one need in Pleasanton for PCAC to address, what is the most important need?**

Provide info, oppty for art expression and impetus to participate in the arts

Increase community participation in PCAC events

Communicate importance of the arts to community life

Provide the arts in the schools that PUSD cannot

Children focused PCAC programs

PCAC advocate to school board or on-site

Available and affordable arts for families to participate in

Instructional art classes in elementary schools

Advocate for a coordinator to organize arts just for downtown

Electronic signs to promote the arts and events

### **Need One Summary**

Supplement arts education in schools and community

Increase/establish volunteer base for arts related activities

Promoting the arts to the community, arts organizations, and city and school governments

(efficient and effective communication)

### **IF PCAC were constrained to only two needs, what is the second most important need?**

Advocate with the city to include volunteers in the arts. Establish structure and processes for collaborative efforts like:

Children's art show at the Firehouse

Poetry & Prose

Selection of Poet Laureate

Jill then summarized what we'd looked at and came up with the following list, on which we voted for the item which should have top priority. The votes are included below.

Summary Groupings of items for priority in PCAC at the present:

1. A Festival (4 votes)
2. Advocate for a paid PCAC staff member (4 votes)
3. Promote and support youth enrichment in the schools (4 votes)
4. The YEA Awards (2 votes)
5. Volunteer development (1 vote)
6. Advocacy / PR (1 vote)
7. Advocacy for infrastructure / process with the City (and possibly PDA) (4 votes).

In the following discussion, there was consensus that the “advocacy role” was the most important item, since it came up in items 2, 6 & 7--and that we should advocate with City Staff with a plan in mind. Dave Wright agreed to draft an action plan and to meet with an ad hoc Planning-for-Advocacy Committee before our next meeting: The committee will consist of Gerry Hedstrom, Laura Davidson, Jill Vellinger, and Dave Wright. Three of the committee members have since met and will present their draft proposal at the next meeting.

We then adjourned.