



**REGULAR MEETING OF THE FUNDING ADVISORY
COMMITTEE (FAC)
January 12, 2022; 6pm-7:30PM (VIA ZOOM)**

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AGENDA

- **CALL TO ORDER/DETERMINATION OF QUORUM**
- **APPROVAL OF MINUTES**
- **REPORTS** Roberto Bedoya, Manager - Cultural Affairs Division
Raquel Iglesias, Cultural Funding Program Analyst
- **OPEN FORUM (15 minutes)**
- **DISCUSSION ITEM #1:** Funding Advisory Committee Ordinance.
- **DISCUSSION ITEM #2:** NEA Workforce Development Grant
- **DISCUSSION ITEM #3:** Artists-in-the-Schools
- **ANNOUNCEMENTS**
 - A Special Funding Advisory Committee Meeting will be scheduled in late February/Early March to discuss Festival Grants.
 - Next Meeting of the Regular Meeting of the Funding Advisory Committee is scheduled for April 13, 2022.

- **ADJOURN**

Attachments

- Minutes from September 15, 2021 Special Meeting of the Funding Advisory Committee
- Minutes from October 13, 2021 Regular Meeting of the Funding Advisory Committee
- Minutes from October 15, 2021 Special Meeting of the Funding Advisory Committee

♿ To request materials in alternative formats, or to request an ASL interpreter, or assistive listening device, please call Cultural Funding Program Analyst Raquel Iglesias at 510-238-2212 or TDD 510-238-3254 at least three working days before the meeting. Thank you.



Cultural Funding Program (CFP)

Funding Advisory Committee Special Meeting

Wednesday September 15, 2021; 6pm-7:30PM

Meeting Minutes

Committee Members in Attendance: Jim Santi Owen (chair), Sriba Kwadjovie, Indi McCCasey, and Michelle Mush Lee.

Committee Members Absent: Adriana Grino, Maisha Quint and Tyese Wortham.

Staff in Attendance: Roberto Bedoya, Denise Pate, Kristen Zaremba, Neha Balram and Raquel Iglesias.

Call to Order/Determination of Quorum: 6:03 pm

Approval of Minutes:

1. Approval of MINUTES of July 2021 Minutes
Motion moved to approve by Indi McCCasey. Seconded by Michelle Mush Lee. The motion passed unanimously.

MANAGER'S REPORT

Roberto Bedoya, Cultural Affairs Manager

Roberto Bedoya began his report by sharing an appreciation for staff, the Funding Advisory Committee and all applicants who recently applied to round one of grant funding. Bedoya expressed his thanks to Denise Pate and Raquel Iglesias who conducted a significant amount of heavy lifting this round of applications, and facilitated a very thorough group of panelists. He continued by sharing his appreciation for the FAC's time and support, and concluded with a thank you to all applicants this round for their efforts with the work involved in submitting a proposal. Bedoya shared that he and staff have been listening to applicants, including those who have been disappointed by the results of the grant recommendations, and thanked staff for their support and grace during this time. The additional \$500,000 in grant funding approved in June by City Council will support more grants in this 1st round of funding, and festivals in the new year.

Bedoya continued with updating FAC on the progress of the Cultural Strategist Program. The program is moving slowly, but will be announced in two weeks after the participating departments refine their request for strategist qualifications. Furthermore, the next Cultural Affairs Commission meeting will occur on September 27th. The commission is currently working with Parks and Recreation on civic commons and public spaces, foregrounding work from the Cultural Plan. And

lastly, the division recently received a last minute allocation from City Council to support a mural program with the district offices; guidelines for this program are currently in development.

Discussion Points:

- Michelle Mush Lee shared her appreciation for staff, and the hard work conducted during this round of grant applications.
- Jim Santi Owen asked what FAC, staff and applicants need to consider with this additional funding being allocated from Council. Bedoya shared that he and Denise Pate are currently discussing the additional 1M being provided next year, and will come back to FAC to gain their insight. Pate also shared that we hope to support more applicants with this funding, as well as add another grant category. Jim Santi Owen clarified that he'd love to think even beyond what to do with this additional funding, but what this may mean for everyone involved further ahead and how to build upon it. Bedoya shared that national funding for creative workforce development may come into fruition.

Coordinator's Report

Denise Pate, Cultural Funding Program Coordinator

Denise Pate began her report by sharing some statistics for Round One of funding. We received 115 applications total for all three categories, which is lighter than previous years due to no increased promotion and a shorter application window. 65 grants total will be awarded this round, which is a 55% award rate; organizational assistance had a 77% award rate in comparison to last year where their was an 81% award rate. Individual Arts Projects and Organization Projects grant categories have an award rate of just under half. 65% of grantees in the Neighborhood Voices categories are in East Oakland council districts. Organizational Assistance grantees are mostly based Downtown in District 3, but are serving districts 1-7. In the Neighborhood Voices for Organizational Projects Category, 6 out of 20 of the grantees are first time applicants working in underserved communities.

Pate is pleased to see the Council mandate to serve flatland neighborhoods is being met and can be demonstrated as such. 30% of Organizational Project grantees are based in and/or serving district 6, a very high percentage. Furthermore, Pate shared that the program has a very transparent and open culture, which encourages applicants to reach out. She has been in conversation with disappointed applicants who are not being recommended for funding. Most of those calls came from applicants in the Organizational Assistance category. This category is becoming increasingly competitive, as new applicants who qualify for funding in this category are entering the fold. Most comments made by panelists were positive, which made it especially difficult to make necessary decisions. The 6 applicants who did not get funding in this category are organizations who have been receiving funding for a long time - 7+ consecutive years, half receiving 2 grants these years.

Pate has been in conversation with other public sector funders to discuss this dilemma and has learned most enforce a hiatus year, but also have other grant opportunities for organizations to apply to during their off-year. She recommends we bring back Art in the Schools grant program to help remedy this issue. Furthermore, Pate shared that Raquel Iglesias will be moving into a full-time role, and our program will soon have a higher capacity to support grant contracts and new funding categories. Lastly, Pate shared more about the diverse panelist pool who included arts administrators, artists and public funders. She also stated that there is a need to spend additional time supporting panelists, as well as compensating them more.

Discussion Points:

- Roberto Bedoya shared with FAC and the public that the reason Arts in the Schools was folded into Organizational Projects was due to staffing. He also shared that the messaging from Council to support festivals and flatland neighborhoods was a directive, not an ordinance.
- Michelle Mush Lee asked how FAC can support the department for more robust outreach efforts next year, as well as how can we compensate panelists more. Lastly, she asked Denise Pate how artists are understanding their work now post-covid. Pate shared that artists are pivoting and still thriving during COVID, despite economic challenges.
- Indi McCasey seconded everything Michelle Mush Lee shared, and hoped that the next meeting FAC could dive deeper into Mush's questions as well as reviving Arts in the Schools grant program. They also shared that the six Organizational Assistance applicants who did not receive support were previously Arts in the Schools grantees, and expressed concern about the City not supporting intergenerational arts education. Bedoya shared that he submitted a proposal for supporting workforce development including teaching artists. Bedoya also expressed the challenge of supporting everyone's needs with little to no staff to support the work.

OPEN FORUM:

Speaker(s): Open Forum

The following community members were in attendance: Nina Woodruff-Walker, Amana Harris, Shannon McDonnell, Gema Cantu, Jean Marie Durant, Phyllis Hall, and Unity Council.

- Nina Woodruff Walker is the Executive Director of MOCHA shared her appreciation of Denise Pate and FAC for being considered the last funding round, as well as sharing the accomplishments of MOCHA. She continued to express that not receiving funding from Org Assistance this round has thrown the organization a curve ball, and requests that a letter be sent from FAC to City Council as to why BIPOC children are not being served by the City.
- Amana Harris of Attitudinal Healing Connection shared her appreciation for Denise Pate and Roberto Bedoya for their work this round funding and supporting the arts in Oakland. Harris continued acknowledging how challenging it can be to not be funded, and is grateful that her organization was able to receive funding this round.
- Shannon McDonnell shared her appreciation for Denise Pate and FAC. McDonnell shared that one of the panelists who reviewed her application did not understand their organizations history with EDI, and their work as the only white-serving organization doing this work for the length they have been doing it. McDonnell felt the panelists were ill-prepared and requested that applications receive questions ahead of time to address questions more thoroughly.
- Jean Marie Durant of Oakland Art Murmur shared her appreciation for staff and the work they are doing to secure more funds for Oakland's artist community. She continued to share that she did not know that serving certain districts in the community as well as festivals, were a directive of City Council and would have appreciated that information.
- Phyllis Hall with Attitudinal Healing Connection shared her appreciation for the Cultural Affairs staff and all applicants who are working to support Oakland's arts and culture. Hall continued with encouraging all applicants and community members to advocate for more funds for the community at the city, county and state level.

- Unity Council shared that Dia de Los Muertos will still occur on Sunday October 31st and will look slightly different from previous years. The festival has always been a tool to uplift the community and offrendas will continue to be a key feature at the festival, as well as the indigenous dancers and low rider group which will all be supported by this grant.
- Roberto Bedoya answered Jean Marie Durants question, and shared that the directive from council to support flatland communities was supported by the additional \$500,000 allotted to Cultural Funding, and festival support will come from Round Two.

ACTION ITEM #1 : Motion to Approve the Funding Recommendations for FY21-22 Neighborhood Voices for Organizations.

- *Motion to approve by Michelle Mush Lee. Seconded by Indi McCasey. Action item passes unanimously.*

Discussion:

- Denise Pate shared that initially \$200K was allotted to this category, however due to the high scoring we took funding from the \$500k additional funds allotted this year to support this category. For this category, 70% of applications scored in the 90s.

ACTION ITEM #2: Motion to Approve the Funding Recommendations for FY21-22 Neighborhood Voices for Individuals.

- *Motion to approve by Sriba Kwadjovie. Seconded by Indri McCasey. Action item passes unanimously.*

Discussion:

- Denise Pate shared that initially \$100K was allotted to this category, however we took additional funds from the \$500K additional funds allotted this year to support this category

ACTION ITEM #3: Motion to Approve the Funding Recommendations for FY21-22 Organizational Assistance.

- *Motion to approve by Michelle Mush Lee. Seconded by Sriba Kwadjovie. Action item passes unanimously.*

Discussion:

- Denise Pate shared that \$600k was initially allocated to this category, but the natural break came at 87.75% which with an additional \$70K could support 3 dance companies, including a new grantee. \$70K was taken from the \$500K in additional funding to support this category.

ANNOUNCEMENTS

- Next Meeting of the Regular Meeting of the Funding Advisory Committee is scheduled for October 13, 2021.
- Denise Pate shared that she will be sending FAC additional information about supporting legacy organizations, as well as panelist suggestions.
- Jim Santi Owen asked if City Council will be given the attachments and information shared with FAC, Bedoya confirmed that all information will be shared with elected officials.
- Michelle Mush Lee shared that the Mid-Autumn Festival will be occurring September 18th 12-5pm at Clinton Park.
- Indi McCassey wanted to thank the public who spoke tonight, and for their advocacy in getting City Council to increase funds to Arts and Culture in the City. McCassey also shared that SB628 is on the Governor's desk to support the creative workforce at the CA state level. Roberto Bedoya shared that this support is going to Counties.

ADJOURN

Adjourn at 7:18 p.m.

- *Motion to approve by Michelle Mush Lee. Seconded by Indi McCassey. The motion passed unanimously.*



Cultural Funding Program (CFP)

Funding Advisory Committee Regular Meeting

Wednesday October 13, 2021; 6pm-7:30PM

Meeting Minutes

Committee Members in Attendance: Jim Santi Owen (chair), Adriana Grino and Indi McCCasey,

Committee Members Absent: Sriba Kwadjovie, Michelle Mush Lee, Maisha Quint and Tyese Wortham.

Staff in Attendance: Roberto Bedoya, Neha Balram, Raquel Iglesias, and Kristen Zaremba

Call to Order/Determination of Quorum: 6:03 pm, no quorum in place, thus no action will be taking place during the meeting.

Honoring Zakariya Diouf

- Jim Santi Owen and former Cultural Funding Coordinator Denise Pate took a few minutes to honor the late Dr. Zakariya Diouf, founder of Oakland's Diamano Coura West African Dance Company.

Approval of Minutes:

1. Approval of MINUTES of September 2021 Minutes
Unable to approve due to lack of quorum.

MANAGER'S REPORT

Roberto Bedoya, Cultural Affairs Manager

Roberto Bedoya acknowledged the transition of Cultural Funding's former Coordinator Denise Pate, who has moved on to the San Francisco Arts Commission as the Director of Community Investments. He thanked her for her work and invited Denise Pate to share a few words. Pate reminisced about her tenure with Cultural Affairs, and thanked the Funding Advisory Committee and Roberto Bedoya for their support through the years.

Bedoya shared that he is working with the City's HR staff to secure a temporary hire to support Cultural Funding. He has approach Gina Acebo, formerly with the Akonadi Foundation, to step into this role and support the Festivals grant program.

He also shared an update on the Cultural Strategists program, which will be accepting applications shortly. Commissioner Vanessa Whang is supporting the administration of the program, which will provide \$40,000 contracts to cultural practitioners working in various City departments. Bedoya

also shared that we are applying to the NEA for \$500,000 to support workforce development, specifically for teaching artists. We should hear news about acceptance in November.

Lastly, Bedoya has asked for a special FAC meeting on October 15, 2021 to approve additional grants for FY21-22 following news that more grant funds were available from the Budget office.

Discussion Points:

- Jim Santi Owen asked for more information about the Cultural Strategist program and how they will be chosen. Bedoya shared that there will be 11 City departments seeking support with strategy and communications, with 11 cultural strategists total. A call for qualifications will be released shortly, at which time City departments will evaluate submitted applications.
- Indi McCasey asked for clarification on which type of artists will be supported through the NEA proposal. Bedoya shared that specifically teaching artists are being named in the proposal, with the intention to also support organizations who have needed to let go of this workforce.
- McCasey shared that after attending several town halls in San Francisco, there is much interest in the Cultural Strategist program in SF. Bedoya shared that Oakland is a leader in this realm, with LA County being the only other municipality with this type of program.

Program Analyst's Report

Raquel Iglesias, Cultural Funding Program Analyst

Raquel Iglesias began her report by reintroducing herself to the Funding Advisory Committee. She began her role full-time during Denise Pate's last week in the office. Iglesias has spent the last few weeks soaking up all of Pate's knowledge prior to her departure.

At the moment, Iglesias is focusing on getting contract workshops for grantees off the ground, which will be occurring in November. She is also working on the Agenda Report for City Council to approval Round One grant recommendations, which will be presented on November 16th.

Lastly, Iglesias welcomed feedback as she is managing FAC for the first time, and encouraged FAC members to reach out with any questions, comments and concerns.

Discussion Points:

- Jim Santi Owen thanked Raquel Iglesias, and acknowledged the loss of Denise Pate from our program.

OPEN FORUM:

Speaker(s): Open Forum

The following community members were in attendance: Nina Woodruff-Walker

- Nina Woodruff Walker is the Executive Director of MOCHA, and she shared her deep appreciation for Denise Pate and her advocacy for Oakland's arts community. Nina also wanted to inquire about bringing by the Arts-in-the-Schools grant program. Roberto Bedoya shared that this is the second discussion item on our agenda. He hopes with the extra \$1M in funding being given to Cultural Funding, we can re-establish this grant program.

DISCUSSION ITEM #2: *Discussion about whether to re-establish the Art-in-the-Schools category for FY22-23.*

- Item moved to top priority following questions and comments brought about during Open-Forum.

Discussion:

- Jim Santi Owen shared that CAC has also put its Art in the Schools grant program on hiatus, putting arts educators in the East Bay in a difficult position.
- Bedoya shared that he would like to revisit this program in detail in January, after the Festivals grant program is off the ground.
- Bedoya is also considering that things may change in the Budget, which is something to be mindful of as we move forward in scenario planning.
- Adriana Grino shared that she was encouraged to hear the program could return, but expressed concern over staff capacity, which was initially why the program was put on hiatus. Bedoya shared that he has a similar concern, which he hopes will be more concretely addressed in the next coming months.

DISCUSSION ITEM #1 : *Proposed plan for establishing a hiatus period for Organizational Assistance applicants.*

Discussion:

- Roberto Bedoya shared that having a sabbatical (hiatus) period of Organizational Assistance applicants should be considered in light of the highly competitive nature of this program, and more applicants becoming eligible for the category. Bedoya expressed the need for FAC assistance in this area
- Jim Santi Owen expressed his understanding that hiatus periods are standard practice in the field. He is supportive of this move, but would want to make sure organizations have plenty of time to plan ahead for this change. Owen would like to keep this as a discussion item for this next meeting to allow for public comment.
- Raquel Iglesias displayed a spreadsheet completed by Denise Pate showing OA applicants and grantees, and who has received funding the last 7 years (4 rounds). The bulk of OA grantees have consistently received funding the last 7 years.
- Bedoya also shared that SF, who also implements hiatus periods, has a number of other grant program options for the general operating grantees to apply to during their hiatus period.
- Adriana Grino expressed that having some sort of workshop session for FAC members and staff to discuss strategy around the hiatus period would be helpful.
- Indi McCCasey stated their excitement for these discussions, especially in light of the OA applicants not accepted supporting arts education in Oakland.

ANNOUNCEMENTS

- Jim Own McCCasey shared that many FAC members terms are ending in 2022, and asked members to consider coming on for a second term next year.

- Roberto Bedoya shared his appreciation for Neha Balram, and well wishes for her new baby coming this fall. Balram will be going on Maternity Leave from November-February.
- Raquel Iglesias shared that a special FAC meeting will be taking place on October 15, 2021.
- Indi McCassey asked for the FAC to consider doing work in the next few months to prepare for the conversation around Arts in the Schools leading up to the January 2022 meeting.
- Next Meeting of the Regular Meeting of the Funding Advisory Committee is scheduled for January 12, 2022.
- Denise Pate's last day was October 8, 2021. She has accepted the position of Director of Community Investments for the City of SF, SF Arts Commission.

ADJOURN

Adjourn at 7:07 p.m.

- *Motion to approve by Adriana Grino. Seconded by Indi McCassey. The motion passed unanimously.*



Cultural Funding Program (CFP)

Funding Advisory Committee Special Meeting

Friday October 15, 2021; 10AM-11AM

Meeting Minutes

Committee Members in Attendance: Jim Santi Owen (chair), Adriana Grino, Indi McCCasey, Michelle Mush Lee & Sriba Kwadjovie.

Committee Members Absent: Maisha Quint and Tyese Wortham.

Staff in Attendance: Roberto Bedoya and Raquel Iglesias.

Call to Order/Determination of Quorum: 10:03 AM

OPEN FORUM:

Speaker(s): Open Forum

The following community members were in attendance: None.

ACTION ITEM #1: *Motion to approve the additional \$65,000 in funding recommendations for FY21-22 Neighborhood Voices for Organizations.*

- *Motion to approve by Michelle Mush Lee. Seconded by Adriana Grino. Action item passes unanimously.*

Discussion:

- Roberto Bedoya stated that the extra funds being allocated this meeting are from the Transit Occupancy Tax (TOT), which is budgeted conservatively each year, and fluctuates.
- Bedoya also shared that the Festival grant program would be launching in November, with a directive to release \$250,000 in grant funds by June 30, 2022 to support festival cultural in Oakland.
- Michelle Mush Lee asked for clarification about the \$250,000 in Festival Funds, and how that differs from previous years. Bedoya stated that the \$250,000 is a part of the extra \$500,000 allocated from City Council. There previously was a Festival fund, funded through TOT, which supported permit costs. This new grant program will be intended to support Festival content.
- Mush Lee continued to share that the Cultural Affairs Commission had a discussion with festival organizers about the difficulties of organizing festivals in Oakland, in which they learned permit costs and public safety are of utmost concern.

- Jim Santi Owen asked about the 4 new organizations getting funding, and where the break in recommendations lies. Raquel Iglesias shared that the break came clean at 93%.
- Indi McCasey expressed concern over the CFP logo present on recommended grantee Yeah, Art! website, which may be viewed as being a City program. Raquel Iglesias gave more context about this grantee, and shared concern over grantees meeting City insurance requirements with such low grant amounts. McCasey stated that they would approve today's funding recommendations but has concern about pushing recommendations forward for organizations CFP is unsure will meet the insurance requirements.

ANNOUNCEMENTS

- Next regular FAC meeting is January 12, 2022.
- Jim Santi Owen encouraged FAC members whose terms are coming to an end in 2022 to volunteer for a second term on FAC.
- Indi McCasey expressed the need for scenario planning and workshopping to prepare for Arts-in-Schools grant category to be reinstated, considering the planning needed and lack of staffing.
- Michelle Mush Lee shared an update from Cultural Affairs Commission, stating that the Department of Violence Prevention (DVP) would be presenting at their next meeting. Roberto Bedoya is in discussion with DVP about embedding a cultural strategist in their department.
- Raquel Iglesias shared that a special FAC meeting could be called in the new year to discuss hiatus periods and Art-in-the-Schools if needed, considering the busy holiday season.
- Indi McCasey proposed having a public meeting before the end of the year for the community to discuss bringing back Art-in-the-Schools. Bedoya suggested we revisit this suggestion once the temporary hire is in place to support.

ADJOURN

Adjourn at 10:55 A.M.

- *Motion to approve by Indi McCasey. Seconded by Adriana Grino. The motion passed unanimously.*