



Memorandum

TO: ARTS COMMISSION

FROM: Paul Krutko

**SUBJECT: APPOINTMENT OF TWO MEMBERS
TO THE MEXICAN HERITAGE PLAZA
STEERING COMMITTEE**

DATE: December 3, 2008

RECOMMENDATION

Take action to approve the appointment of two members to the Mexican Heritage Plaza (MHP) Steering Committee, with the following provisions:

- 1) Said appointment to be made from a prioritized list of nominees with the top two nominees being appointed to the MHP Steering Committee;
- 2) Said appointment to take effect after the Interim Membership-Based Advisory Group and Neighborhood Action Council (NAC) members have been appointed to the MHP Steering Committee;
- 3) In the event that either or both of the Arts Commission's top two nominees are appointed by the Advisory Groups or NAC's, then the next highest prioritized nominee(s) would be appointed on behalf of the Arts Commission.

BACKGROUND

MHP Business Plan

In March 2008, City Council directed staff to establish specifics for development of a sustainable business plan for the Mexican Heritage Plaza (MHP), with the overarching vision of making MHP a community cultural center. Key elements of the process included:

- Establishment of a membership program at MHP;
- Selection of an Independent Convening Institution that is community-based, culturally competent, and has philanthropic experience to lead the business plan effort;
- Establishment of a 13-member Steering Committee to develop and recommend a sustainable business plan. Potential Steering Committee members could be nominated by themselves or others, and would be selected by various groups, the Arts Commission and City Council.

The Hispanic Foundation of Silicon Valley and City staff will assist the Steering Committee in the development of a sustainable business plan for MHP, which will address organizational structure, governance model, program design and a fund development plan, and will be used as the framework for a future procurement process to identify a potential operator or manager for MHP.

MHP Steering Committee Membership

MHP Steering Committee members are to be selected by specified Selecting Groups in the following order:

Selecting Group	Nominees Eligible for Selection	# of Members to be Selected
Interim Membership-Based Advisory Group (comprised of all who pledge a membership)	Interim Membership-Based Advisory Committee members (all who pledged 30 volunteer hrs/year)	2
Interim Membership-Based Advisory Group (comprised of all who pledge a membership)	Interim Membership-Based Advisory Committee members (all who pledged \$100/year)	2
Interim Membership-Based Advisory Group (comprised of all who pledge a membership)	Interim Membership-Based Advisory Committee members (all who pledged \$1,000/year)	2
Mayfair Neighborhood Action Coalition (NAC)	All nominees	1
Gateway East NAC	All nominees	1
Arts Commission	All nominees	2
City Council	All nominees	3

The Selecting Groups have been charged with selecting a Steering Committee that represents at least the following categories of experience, interest, and perspective:

- Non-profit/community based organization accounting, finance, and management
- Cultural facilities management
- Latino arts, culture, and heritage
- Arts education / academics
- Philanthropy
- Community engagement and representation
- Business planning

MHP Steering Committee nominations were made through an on-line process. In early October 2008, the Office of Cultural Affairs sent notice of the nomination opportunity to a broad arts and cultural distribution list. On October 8, the Arts Commission Chair appointed an Ad Hoc MHP Nominee Committee and directed it to meet jointly with the Executive Committee to review the nominee pool and develop a prioritized list of nominees for the Commission's consideration.

On November 3, 2008, the Ad Hoc MHP Nominee Committee and Executive Committee reviewed 21 nominees and reached consensus on a prioritized list of nominees, which was presented to the Arts Commission on November 12. However, being advised by City staff that the nomination period had been extended to November 21, the Commission deferred the item, requested that the Ad Hoc MHP Nominee Committee and Executive Committee reconvene to review any additional nominees, and return with its recommendations on December 10, 2008.

ANALYSIS

The Ad Hoc MHP Nominee Committee and the Executive Committee met on December 1, 2008, to review a total of 30 nominees in the Steering Committee pool as of the close of nominations on November 21. Having already reached consensus on five nominees at its November 3rd joint

meeting, the Ad Hoc/Executive Committee selected an additional three candidates from the group nominated during the extended nomination period. The prioritized recommended slate of eight nominees (background attached) is as follows:

1	Moy Eng	Program Director, William and Flora Hewlett Foundation
2	Erin Goodwin-Guerrero	Professor Emeritus San Jose State University; Artist
3	Chris Esparza	Giant Creative Services; Naglee Park Garage; San Jose Arts Commission; San Jose Women's Club
4	Connie Martinez	Managing Director & Chief Executive Officer, 1stACT Silicon Valley
5	Olivia Mendiola	Chief Executive Officer, Mexican American Community Services Agency, Inc (MACSA)
6	Roy Hirabashi	Executive Director, San Jose Taiko
7	Anna Licea	Member of the Board, Movimiento de Arte y Cultura Latino Americana, Inc. (MACLA)
8	Hector Armienta	Program Director/Curriculum Specialist, Music in Schools Today

Timing of Arts Commission Appointments

The appointment of members to the MHP Steering Committee is to be made on a progressive timeline by Selecting Groups. Since the other Selecting Groups' appointments may not be known at the time the Arts Commission considers this agenda item, the Commission is advised to review and make any desired adjustment to the recommended prioritized nominee list, and take action to approve a final prioritized list. After the Advisory Groups and NAC's make their appointments, the two top choices of the Arts Commission will take their seats on the MHP Steering Committee.

In the event that one or both of the Arts Commission's two top choices are appointed by either an Advisory Group or a NAC, then the next-highest prioritized choice(s) of the Arts Commission will be seated on the MHP Steering Committee.

PAUL KRUTKO
Chief Development Officer

Attachment

Nominee Name: **Moy Eng**

Pledge: None

Affiliation: Hewlett Foundation

Experience/Expertise

Non-profit management

Cultural facilities

Philanthropy and fundraising

Arts/culture/heritage - other

Civic leadership and engagement

Business

San José community-based organizations

Art education

Organizational development

Academics

Sector/perspective

Public benefit/non-profit sector

Public sector

Education sector

Silicon Valley/Bay Area perspective

National/global perspective

Other information provided in form: None

Additional information collected by City Staff: Moy Eng serves as Program Director of the Performing Arts Program at The William and Flora Hewlett Foundation, one of the largest foundation-funding programs for the arts in California. Under her leadership, the program has focused on providing more aesthetically-diverse opportunities for engagement in the arts, creating affordable permanent performing arts spaces in the San Francisco Bay Area region, and increasing opportunities for standards-based arts education for schoolchildren in California. The latter effort is conducted in collaboration with the Hewlett Foundation's Education program.

Prior to her appointment at the Hewlett Foundation, Moy amassed over two decades of experience in the nonprofit sector, working in arts and culture, immigrant rights, international human rights, lesbian and gay rights, and renewable energy fields. She has served on a number of national committees encompassing human rights, environmental and arts issues, including serving as the Co-chair of the 2007 Arts Education Conference, a Grantmakers for Education and Grantmakers in the Arts collaboration. She is also on the national advisory committee of The Dana Foundation's Transforming Arts Teaching initiative.

Moy has taught at New York University and the State University of New York at Purchase, and lectured at numerous national, regional and state conferences on grantmaking, organizational development and fundraising. In 2003, Moy received awards in recognition for her exemplary work in the arts from the California Arts Council and Americans for the Arts. (copied from Hewlett

2	<p>Nominee Name: Erin Goodwin-Guerrero Pledge: None Affiliation: Professor Emeritus SJSU <u>Experience/expertise</u> Cultural facilities Philanthropy and fundraising Mexican-American arts/culture/heritage Arts/culture/heritage - other Civic leadership and engagement Surrounding neighborhoods San José community-based organizations Art education Organizational development Academics</p> <p><u>Sector/perspective</u> Public benefit/non-profit sector Private sector Public sector Education sector Surrounding neighborhoods perspective San José citywide perspective Silicon Valley/Bay Area perspective National/global perspective</p> <p>Other information provided in form: Promotion, cultural documentation and publicity, extensive cultural research and travel in Mexico</p> <p>Additional information collected by City Staff: see attached bio from website http://www.eringoodwin-querrero.com/pages/artworks.html</p>	
---	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--

erin goodwin-guerrero
924 south 8th street
san jose, california 95112

November 21, 2008

Subject: Service on the Steering Committee for the Mexican Heritage Plaza

To whom it May Concern:

I have offered my service on the Steering Committee for the Mexican Heritage Plaza for three reasons:

- I am very interested in Mexican culture, especially historically and in the visual arts. I have some knowledge of this subject area as I have traveled extensively throughout Mexico for the last thirty years and have shown my art in Oaxaca, Sinaloa, Jalisco, DF and Baja California.

- The Mexcian Heritage Plaza has a valuable and much needed exhibition space for visual arts which as been only sporadically utilized to its full potential. With the scarcity of visual arts venues in San Jose, this space could play a much bigger and more integral role in giving exposure to local artists and educational exhibitions on Latino culture to the larger community.

- To the extent that the history and culture of Mexico and Latin America remains "foreign" and a mystery in the United States -- even to a younger generation of Latinos -- it is important that this forum look for opportunities to educate and illuminate our community. I have retired from the School of Art and Design at San Jose State University, so I have experience in teaching and curriculum development that may be of value in this area. I would love to see Latino youngsters from all over Silicon Valley flocking to classes that put them in touch with their cultural history and talented artists in all mediums.

I am fully aware that the crisis of the Mexican Heritage Plaza is mostly a financial one. As such it will be tempting to generate funds through a more effective program of popular entertainment that generates box office revenues. I cannot offer much help in this area, but I certainly applaud any sold ideas in this direction. I will advocate for balancing this kind of programming with cultural programming that has a broader and perhaps more historical significance over the long term.

Yours truly,
Erin Goodwin-Guerrero

Erin Goodwin-Guerrero

924 South 8th Street
San Jose, California 95112
(408) 286-5637

Mariano Escobedo 208
Mazatlan, Centro, Mexico
52 (669) 981-1360

editor@artshiftsanjose.com
www.eringoodwin-guerrero.com
echivasg@yahoo.com

Scheduled Solo Exhibitions

- 2010 Triton Museum of Art, Santa Clara, California
- 2009 Mazatlan Museum of Art, Mazatlan Mexico
- 2008 Art Ark Gallery, San Jose,

Selected Solo Exhibitions

- 2007 Byrnes Institute, Stuttgart, Germany, Erin Goodwin-Guerrero and Frank Kreuder, curated by Walter Bischoff, twenty works in a two-person exhibition
- 2005 Espacio del Arte, Televisa, Guadalajara, Jal. México, *Explicando el Universo*, (catalogue)
- 2005 Galería Casa de Ensueños, Guadalajara, Jal. México, *Forjadores de Sueños*
- 2004 Museo Regional del Valle del Fuerte, Los Mochis, Sin., México, *Orden en la Naturaleza, Poder en el Mito*
- 2004 Centro Cultural, Difocur, Culiacan, Sin., Mexico *Orden en la Naturaleza, Poder en el Mito*, (catalogue)
- 2004 Centro Cultural, Difocur, Municipio Cruz Elota, Sin., México, *Orden en la Naturaleza, Poder en el Mito*
- 2004 Centro Cultural, Difocur, Municipio Estacion Dimas, Sin., México, *Orden en la Naturaleza, Poder en el Mito*
- 2003 Museo de Arte, Mazatlan, Sinaloa, México, *Orden en la Naturaleza, Poder en el Mito*
- 2002 Galería Ahuacatlán, Mazatlán, Sinaloa, México, *Obras Recientes en Papel*
- 1999 International Art & Design Center, Universidad Tecnológica de Sinaloa, Mazatlán, México, *Carnaval de los Muertos*
- 1999 Frederick Spratt Gallery, Small Works on Paper -- *(Not so) Still Lives*" (Catalogue)
- 1998 Pegge Hopper Gallery, Honolulu, Hawaii: *The Pacific Plate*
- 1997 Galería de la Escuela de Bellas Artes, Universidad Autónoma Benito Juárez de Oaxaca, México, "Erin Goodwin-Guerrero: *Day of the Dead in Oaxaca*" Prints and Recent Mixed Media Works
- 1997 L.A. Artcore, Los Angeles, CA. *Class Wars*
- 1996 Galería la Esquina de Bodegas de Santo Tomas, Ensenada, México
- 1996 Frederick Spratt Contemporary Art, San José, CA *The Image Transmuted*
- 1996 Shasta College Art Gallery, Redding, CA *Erin Goodwin-Guerrero: A Twenty-Five Year Survey* (Catalogue)
- 1995 University Art Gallery, Cal State University: Stanislaus, Turlock, CA. *Erin Goodwin-Guerrero, A Twenty Year Survey* (Catalogue)
- 1995 Dean Moniz Gallery, Sacramento, CA. *Recent Screenprints*
- 1994 Sheppard Fine Arts Gallery, University of Nevada, Reno, *Lost Civilizations and Endangered Species*
- 1994 Whitman College, Walla Walla, WA. *Small Works on Paper*
- 1993 Carl N.Gorman Museum, University of California, Davis, CA. *Lost Civilizations and Endangered Species*
- 1993 Dean Moniz Gallery, Sacramento, CA.
- 1992 Sesnon Gallery of Porter College, University of California, Santa Cruz, CA. *Cultural layering* curated by Rolando Castellon. (Catalogue)
- 1992 d. p. Fong and Spratt Gallery, San José, CA. *Erin Goodwin-Guerrero: A Twenty Year Survey* (Catalogue with essays by Marcie Timberman and Frederick Spratt)
- 1992 Meridian Gallery, San Francisco, CA. *Cultural Layering*
- 1991 Jennifer Pauls Gallery, Sacramento, CA.

Selected Group Exhibitions

- 2007 *California to Bangkok and Back*, Thai-American Artists' Exchange, San Jose exhibition at Works Gallery
- 2007 Thai-American Artists' Exchange exhibition: *World Environment*, Silpakorn University, Bangkok Thailand and Works Gallery, San Jose, California
- 2007 Mazatlán Museum of Art, *Homenage a Frida Kahlo*
- 2007 San Jose Institute of Contemporary Art annual Invitational auction exhibition
- 2007 MACLA (Movimiento de Arte y Cultura Latino Americana) invitational benefit auction exhibition
- 2007 Art Ark Gallery, *Artists of Martha Gardens*
- 2006 Pharmaka benefit exhibition, curated by Tyler Stallings of Laguna Art Museum, Los Angeles, CA
- 2006 Janet Turner Print Museum, California State University Printmakers' exhibition, Chico, CA
- 2006 INTERVERSIONES III - Art Interventions in the Streets of San Jose, Ca., Organized by Erin Goodwin-Guerrero and Janeth Barretini, including *Original Art Giveaway* and *An Elementary Lesson in Global Warming* by Erin Goodwin-Guerrero (Video)
- 2006 Cancer Society of New Mexico, Spring Exhibition, (curated by Lester Libo), Albuquerque, NM
- 2006 Heritage Bank, *14th Anniversary Exhibition*, (curated by Jane Salvin), San Jose, CA
- 2006 De Saisset Museum of Art, selections from the permanent collection, University of Santa Clara, California
- 2006 San Jose Institute of Contemporary Art, Invitational Benefit Auction Exhibition, San Jose, CA
- 2005 Galería Martha Jimenez, *Dinámica Expresiva*, Guadalajara, México
- 2005 Casa de Ensueños, *Corazon a Corazon*, Guadalajara, México
- 2005 Mazatlán Museum of Art, *El Salón Mazafleco de la Muerte*
- 2004 Studio Galleries of William Gould, San José, California
- 2004 San José Museum of Art, selections from the permanent collection, San José, CA (Catalogue/documentation)
- 2004 Triton Museum of Art, new acquisitions, Santa Clara, CA
- 2003 Triton Museum of Art, *Winter Work*, Santa Clara, CA
- 2003 Works Gallery, *Highway 17 Express, Multiple Runs*, San José, CA
- 2002 Galería Angela Peralta, *First Annual Miniature Format Exhibition*, (Invitational/competition), Mazatlán, MX
- 2002 Frederick Spratt Gallery, selected gallery artists, San Jose, CA
- 2002 MACLA San José Center for Latino Arts, *Cabinets of Curiosities: The Spiritual Lives of Four San Jose Collectors*
- 2001 Santa Clara University, Dept. of Art Gallery, *Altars for Day of the Dead*, Santa Clara, CA
- 2001 San José Museum of Art, *Contemporary Devotions*, (museum purchase: *Pistolitas de San José*)
- 2001 Art Object Gallery, *Japan Revisited*, San Jose, CA
- 2000 Carl N. Gorman Museum, Honoring Theresa Harlan, Univ. of California, Davis CA
- 1999 Works Gallery, *Patron Prints* (commissioned print series), San José, CA
- 1998 MACLA San Jose Center for Latino Arts, *Saints, Icons and Altaregos: Redefining the Art of Devotion*, (Juried by Tere Romo)
- 1997 San Jose Institute of Contemporary Art, *Monotype Marathon*
- 1995 Encina Gallery, *A Survey of Art from the Dean Moniz Gallery*, Sacramento, CA
- 1995 Galería Posada, *You Can't Eat Art*, Sacramento, CA
- 1994 Dean Moniz Gallery, *Four Painters*, Sacramento, CA
- 1993 Casa Argentina, *Contemporary Artists for Global Peace*, Tierra Santa, Antebbe, Argentina (traveling exhibition to Jerusalem, Israel)
- 1993 California State Univ., Chico, CA, *The Surface of the Sign*, (curated by Randall Davis, with catalogue)
- 1992 Centro Cultural Recoleta, *America 500*, (traveling exhibition with catalogue) Compton Goethals Gallery, City College of New York, CUNY and Buenos Aires, Argentina
- 1992 Security Pacific Corp. Gallery, *The Segmented Plane*, San Francisco, CA
- 1991 Galería de La Raza, *Rituals for Day of the Dead*, San Francisco, CA

- 1991 Triton Museum of Art, *500 Years Since Columbus*, Santa Clara, CA (Catalogue)
 1991 Explorations Gallery, *The Art of Deception*, New York, NY
 1991 Amos Eno Gallery, *No Discipline*, New York, NY
 1991 Sacramento Center for Contemporary Art, Inaugural Exhibition: *America* (catalogue)
 Sacramento, CA
 1991 Palo Alto Cultural Center, *Responsive Witness*, Palo Alto, CA
 1991 Texas Tech. Univ. Art Gallery, *Colorprint USA*, Lubbock Texas
 1990 San Jose Institute of Contemporary Art, *Cause and Effect*, San Jose, CA

Selected Publications and Reviews

- 2007 Founded online journal of art criticism and essays: ARTSHIFT, San Jose - Cultural Tectonics and View from the Fault Line <www.artshiftsanjose.com> (misc. essays by Goodwin-Guerrero and writers of Silicon Valley) with ARTSHIFT AWARDS presented in Fall 2008
- 2005 Meza Inda, José Luis, "Los Fantásticos Collages de Madame Goodwin". Catalog essay for Explaining the Universe - Televisa exhibition, Guadalajara, Jal. MX, summer 2005
- 2005 Bustamante, Tony, "Explaining the Universe". Explaining the Universe, catalog essay
- 2004 Wylie, Lindsey, "Erin Goodwin-Guerrero". SELECTIONS, The San Jose Museum of Art Permanent Collection, pp 104-105, San Jose, CA (photo)
- 2004 Rodarte, Jorge, "Inician Encuentros de Cultura Regional". EL DEBATE, Mazatlán, Sin. MX. p 18c, June 21 2004 (photo)
- 2004 Valderrain, Gabriella, "Explosión de color en el museo con Erin Goodwin". EL DEBATE, Los Mochis, Sin. MX. Sec C, April 29, 2004 (photos)
- 2004 Manjarrez, Azucena, "Habrá explosiones plásticas. Hoy... Orden en la Naturaleza, Poder en el Mito de Erin Goodwin". Noroeste Culiacan, Sin. MX. p 8c, March 4, 2004 (photo)
- 2004 Soto, René, "La Metamorphosis de Eras y El Orden en la Naturaleza hoy". El Sol de Sinaloa, Culiacan, Sin. MX. March 4, 2004 (photo)
- 2004 Deadalus, Stephen, "Between Myth and Modernity". Viejo Mazatlán, pp. 16-19, January, 2004 Mazatlan, Sin. MX (4 photos)
- 2003 Arechandíeta, Lorena, "ARTES PLÁSTICAS: Erin Goodwin-Guerrero abre mañana su exposición- Una vision del universo con arte". EL DEBATE, December 18, 2003 p.15c Mazatlán, Sin. MX. (photos)
- 2003 Rodarte, Jorge, "Expo: Inauguran muestra Erin Goodwin - Combinan arte con naturaleza animal" EL DEBATE, Mazatlán, Sin. MX. December 18, 2003, Cultura: p20-B (4 photos)
- 2003 Kimball, Cathy, "Order in Nature, Power in Myth". Catalog essay for exhibition of same name Mazatlán Museum of Art
- 2002 Fischer, Jack, "Collected Items Recombine with New Resonances". San Jose Mercury News, August 15, 2002, pp 1-2F
- 1999 Rojo Aleyda, "Goodwin-Guerrero expone 'El Carnaval de los Muertos'". Noroeste de Mazatlán, Sin. MX. Nov. 1, 1999, p E1 (5 photos, color)
- 1996 Crowe, John, "Art Exhibit Serves Food for Thought". Redding Record Searchlight, Aug. 22, Redding, CA, p1B (photo)
- 1995 Goodwin-Guerrero, Erin, "The Alchemist Artist". Detail, quarterly of the South Bay Women's Caucus for the Arts, Fall 1995
- 1994 Torres, Anthony, "Linkage". Artweek, July 7, 1994, p 28 (cover image)
- 1994 Sherman, Ann Elliot, "Latino Visions". San Jose Metro, Nov. 19, June 23, 1994, p 38
- 1994 McCaffrey, David, "Exhibit Examines Life with Wit, Insight". Reno Gazette-Journal, Reno, NV, December 11, 1994, p6C
- 1993 Blumberg, Mark, "Codex Appeal". Visions Art Quarterly, Spring 1993, p 24
- 1992 Blumberg, Mark, "Boxed In". San Jose Metro, Nov. 19, 1992, p 48
- 1991 Loach Roberta, "Cause and Effect: Artists' Responses to Political Conflict". VOX, Aug. 1991, p 23
- 1991 Gordon, Alan, "An Unresolved Tension: Erin Goodwin-Guerrero at Jennifer Pauls Gallery". Artweek, April 18, 1991, p 9
- 1991 Magri, Ken, "Battle for the Latino Soul". Sacramento News and Review, Sacramento CA, Mar. 21, 1991, p2C

Selected Panel Discussions and Guest Lectures

- 2005 CSU Channel Islands: Guest artist and lecturer
- 2002 MACLA, San Jose Center for Latino Arts, Panel discussion with Daniel Saxon, Malu Babilonia
Father Antonio Rubio, moderated by Anjee Helstrup
- 2001 Santa Clara University, "Day of the Dead and Influences on the Artist's Work"
- 2001 San Jose Museum of Art, Panel: "El Favor de Los Santos and Contemporary Devotions"
moderated by Susan Landauer
- 2001 San Jose Museum of Quilts and Textiles, Panel: "Japan Revisited" moderated by Ivonne
Porcella
- 2000 Triton Museum of Art, Panel: ARTalk Series, with Guerilla Girls
- 1998 University of Hawaii: Guest artist and lecturer
- 1997 Univ. Autonoma Benito Juarez, Escuela de Bellas Artes: Guest artist and lecturer
- 1997 College Art Association Annual Conference, New York, NY: "Another Look at International
Printmaking", panel moderator
- 1996 MACLA San Jose Center for Latino Arts: "Ethics in the Arts", panel moderator
- 1996 San Jose State Univ., School of Art & Design Lecture Series, "The World of Francisco
Toledo in Oaxaca, Mexico."
- 1995 CSU Stanislaus, Turlock, CA.: Guest artist and lecturer
- 1994 University of Nevada, Reno, Dept of Art: Guest artist and lecturer
- 1994 City College of New York, CUNY, Dept. of Art: Guest artist and lecturer
- 1994 Whitman College, Walla Walla, WA Dept. of Art: Guest artist and lecturer
- 1993 University of Arizona, Tucson, Dept. of Art: Guest artist and lecturer
- 1992 San Jose Institute of Contemporary Art, Women's Caucus for the Arts Lecture Series: Guest
artist and lecturer

Selected Honors and Grants

- 2001 **California State Lottery Grant** to curate the international travelling exhibition: "Both Nature
and Nurture" in California and Mexico.
- 1999 **San Jose State Univ. Diversity Grant** for development assistance of a collaborative portfolio
of prints and poetry with poet Mark Pinate
- 1998 **Fleishhaker Small Arts Grant**, to produce a collaborative portfolio of prints and poetry with
poet Mark Pinate through MACLA, San Jose Center for Latino Arts
- 1995 **California State Lottery Grant** for research in Oaxaca, Mexico on the art of Francisco Toledo
- 1991 **Woman of Achievement in the Arts Award**, The Women's Fund of Santa Clara County, CA

Selected Public Collections

- | | |
|--------------------------------|-----------------------------------------------------|
| San Jose Museum of Art | Escuela de Bellas Artes, University of Oaxaca, Mex. |
| Triton Museum of Art | First National Bank of Minneapolis |
| Shasta College | UNETISIN, Sinaloa, Mexico |
| Mazatlan Museum of Art, Mexico | University of Hawaii, Department of Art |
| Rene de Rosa Foundation | De Saisset Museum of Art |

3

Nominee Name: **Chris Esparza**

Pledge: \$100

Affiliation: Giant Creative Services, Arts Commission, Naglee Park Garage, San Jose Woman's Club

Experience/expertise

Non-profit management

Cultural facilities

Philanthropy and fundraising

Mexican-American arts/culture/heritage

Arts/culture/heritage other

Civic leadership and engagement

Business

Surrounding neighborhoods

San José community-based organizations

Sector/perspective

Public benefit/non-profit sector

Private sector Public sector

Surrounding neighborhoods perspective

San José citywide perspective

Silicon Valley/Bay Area perspective

Other information provided in form: community and economic development & cultural marketing

Christopher J. Esparza

Principal - Giant Creative Services

Developing Community and Commerce through Civic and Cultural Engagement
Event Design • Marketing • Outreach - Strategic Partnership • Production

Giant Creative Services establishes its work in cultural and civic development for economic and community benefit. Our vision and leadership help public, private and nonprofit clients transfer innovative ideas into successful results.

Chris Esparza, 41, raised in San Jose, now lives in San Jose's Naglee Park neighborhood with his wife Pilar Agüero-Esparza and their daughter Olivia. Chris started working in the entertainment industry in 1985 at the *Ajax Lounge*, a renowned jazz bar, café, and performing arts space in the nocturnal history of San Jose. He then started *Smart Design* in 1995, a design company specializing in graphic and furniture design, in a 14,000 sq. ft. warehouse on Martha Street. Smart Design converting the remaining space into San Jose's first artist/small business incubator. Following these endeavors, Chris opened up an international café and jazz bar, *Fuel 44* in late 1997. Chris then ventured on his own with what seemed like a natural progression - *Giant Creative Services*, a marketing, event design, development and performing arts resource agency. With such clients as San Francisco Redevelopment Agency, Villa Montalvo, and the renowned Stanford Jazz Festival, Giant was off to a great start. In 1999 he co-founded the volunteer civic entrepreneur group *Circa 2000*. Returning to small business in 2005, Chris opened the *Naglee Park Garage*, a neighborhood bistro and has started this year as the booking agent for the *Landmark Ballroom* at the San Jose Woman's Club in the downtown/SJSU area.



List of Positions Held:

- 1998 – Circa 2000 Founding Member – Salamanca Speaker Series & Gypsy Cinema
- 1999 – Working Partnership Leadership Institute Participant
- 2002 – Artsopolis/Arts Marketing Partnership Steering Committee Member
- 2002 – New City Hall/Civic Center Public Space Program Community Representative
- 2003 – Arts Leadership for the Future Participant
- 2004 – Bay Area LISC Meeting Group Member
- 2005 – 1st Act Catalyst Group Member
- 2005 – Campus Community Association Member
- 2006 – Arts Council Selection Grant Panel Committee
- 2007 – Founding Member of South Bay Live (live music advocacy group)
- 2007 – Arts Council Selection Grant Panel Committee
- 2007 – OCA Selection Committee - San Jose Downtown Temporary Public Art Project "Who's on First"
- 2007 – Downtown San Jose Hospitality Zone Assessment
- 2008 – Creative Entrepreneur Project - Steering Committee Member

Giant Creative Services 2007/08 Projects of Interest:

- City of San Jose and Arts Council Silicon Valley - Festivals of Culture at the California Theatre - Producer
- San Jose Redevelopment Agency – Winter Wonderland Gift Market - Producer
- San Jose Zero One Festival – 2007 Launch at City Hall Rotunda – Technical Producer
- Campus Community Association - Bark in the Park – Event Production
- MACSA – Red Carpet Gala - Technical Producer
- Mexican Heritage Corporation - Mariachi Festival at San Jose State Event Center – Stage Management
- Downtown Campbell Business Association - Big Band and BBQ Street Festival – Event Producer
- San Jose's Japantown - Spirit of Japantown Festival – Event Producer
- Hispanic Charity Ball - Technical Producer

As Civic Leaders, **Giant's Principals** have developed The Salamanca Speakers Series, Gypsy Cinema and several major live music performances. Giant has also co-created successful projects with a variety of well respected clients

Public and Government Agencies – San Francisco and San Jose Redevelopment Agency, City of San Jose Office of Cultural Affairs, San Jose Council member Cindy Chavez, San Jose Council member Nora Campos, San Jose Council member George Shirakawa, Jr., Santa Clara County Supervisor Blanca Alvarado.

Business Development Groups – Joint Venture: Silicon Valley, San Jose Downtown Association, Japantown Business Association, Downtown Campbell Business Association, Hispanic Chamber of Commerce, Vietnamese Chamber of Commerce, and The Black Chamber of Commerce.

Corporate Clients - Yahoo, Metro Newspapers, Gordon Biersch, Absolut Vodka, The Taylor Group, Parsley, Sage, Rosemary, and Thyme, Son del Barrio Music, Hotel De Anza, Frog Design, AP Stumps, AMH Consultants – SAN Workshops, Filco Events

Arts & Culture – San Jose Repertory Theater, Villa Montalvo, San Jose Arts Commission, Cultural Initiatives Silicon Valley, San Jose Museum of Art, The Tech Museum of Innovation, Mexican Heritage Corporation, Arts Council of Silicon Valley, Open Studios Silicon Valley, Teatro Vision

Education and Community Organizations - Council on Aging of Santa Clara County, Emergency Housing Consortium, Downtown College Prep, St. Joseph's Cathedral, Circa 2000, Kids Voting California, Viet-American Forum, Support Network for Battered Women, Project Cornerstone, Hispanic Foundation of Silicon Valley, Commonwealth Club of Silicon Valley

Live Performers - Celia Cruz, Los Lobos, Pete Escovedo, Booker T and the MGs, Lou Donaldson, Chucho Valdes, Smash Mouth, Cake, Café Ta Cuba, Los Van Van, Cubanismo, Ben Harper, The Fugees, The Roots, Lila Downs, Susana Baca, Quetzal, Alejandro Escovedo, Sierra Maestra

Festivals – Stanford Jazz Workshop, MACLA, Floricanto Festival, San Jose America Festival, San Jose Jazz Festival, Japantown's VIBE World Music and Cultural Festival, Tapestry in Talent, Gay Pride Festival, Gold Rush Festival, St. Patrick's Day Celebration



4

Nominee Name: **Connie Martinez**

Pledge: None

Affiliation: 1stACT

Experience/Expertise

Non-profit management

Cultural facilities

Philanthropy and fundraising

Mexican-American arts/culture/heritage

Arts/culture/heritage - other

Civic leadership and engagement Business

Surrounding neighborhoods

San José community-based organizations

Art education

Non-profit accounting/finance

Organizational development Academics

Sector/perspective

Public benefit/non-profit sector

Private sector

Public sector

Education sector

Surrounding neighborhoods perspective

San José citywide perspective

Silicon Valley/Bay Area perspective

National/global perspective

Connie Martinez (bio submitted by nominee)

Managing Director & CEO, 1stACT Silicon Valley

Connie Martinez is the managing director and CEO of 1stACT Silicon Valley. 1stACT is a network of cross-sector leaders who care about the cultural and aesthetic quality of life in Silicon Valley. 1stACT inspires these leaders to act through four urban design and creative community initiatives.

Connie has lived in California since 1986, holding several leadership positions within the community including Executive Director of Children's Discovery Museum of San Jose, Director of Strategic Initiatives for University of California Santa Cruz, Vice President for Joint Venture: Silicon Valley Network and Deputy City Manager, Planning Director and General Services Director for the City of Mountain View, CA.

Prior to moving to Silicon Valley, Connie lived in Boulder, Colorado where she developed business plans and marketing strategies for manufacturing companies in the Rocky Mountain region and in Rochester, NY.

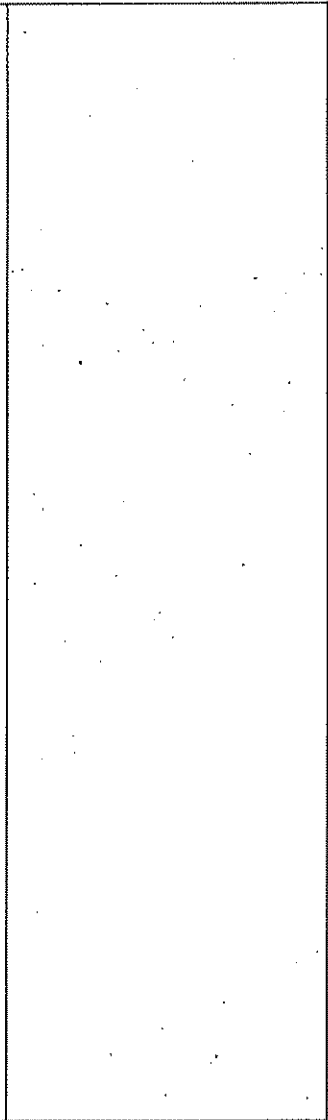
Connie currently serves as the board chair of the American Leadership Forum-Silicon Valley. In addition, she is a board member of the Bring Me A Book Foundation. She is a member of San Jose Rotary, and the past chair of the San Jose Arts & Culture Roundtable. Connie has a BS in Finance and an MBA in Information Systems from the University of Colorado.

5

Nominee Name: **Olivia Mendiola**
Pledge: \$100
Affiliation: MACSA
Experience/Expertise
Non-profit management
Cultural facilities
Philanthropy and fundraising
Mexican-American arts/culture/heritage
Arts/culture/heritage - other
Civic leadership and engagement
Business
Surrounding neighborhoods
San José community-based organizations
Non-profit accounting/finance
Organizational development
Academics

Sector/perspective
Public benefit/non-profit sector
Private sector
Surrounding neighborhoods perspective
San José citywide perspective
Silicon Valley/Bay Area perspective
National/global perspective

Additional information collected by City Staff: MACSA's mission is to enrich the lives and to advance the interests of the Latino community of Santa Clara County. Olivia has worked at MACSA for 19 years where she began as Program Specialist tutoring children after school and is currently the agency's Chief Executive Officer. Her mission is to empower and contribute to the well being of the under-represented, under-served, and at-risk community members. Some of her professional affiliations include American Leadership Forum, Gilroy Leadership Alumni, and Latina Coalition of South County (1978-present).



OLIVIA SOZA-MENDIOLA

Chief Executive Officer

MACSA – Mexican American Community Services Agency, Inc.

Since 1975 Olivia Soza-Mendiola has dedicated her career to non-profit work. Ms. Soza-Mendiola grew up in Gilroy, CA in a migrant worker with her parents and 12 brothers and sisters. Being a farm worker as a child and her personal life experiences led her to dedicate her life to social change and service focused on improving the lives of the Latino community. With limited college experience Ms. Soza-Mendiola was employed by the Mexican American Community Services Agency, Inc. (MACSA), a non-profit community based organization where she began as a Program Specialist tutoring children after school. Her passion for her work to improve the education of others made it difficult for her to stay focused on her personal education. After 22 years of service at MACSA she has worked her way to the agency's Chief Executive Officer's leadership role at MACSA. Her mission is to empower and contribute to the well being of the under-represented, under-served and at-risk community members. She prides herself in taking leadership positions that further develop the comprehensive services of MACSA and to serve as a voice and conscience of the needs of the most in need in our community. Ms. Soza-Mendiola is reverent about ensuring that the Latino community's needs are understood and addressed. Ms. Soza-Mendiola has publicly provided personal testimonials and insight related to her life as a low-income migrant child to develop programs and present recommendations for improving human services to this community. Her involvement includes participation in numerous taskforces, panels, committees, collaborative ventures and boards.

In addition to providing MACSA programmatic leadership and development throughout Santa Clara County in for the past 22 years, Ms. Soza-Mendiola cultivated a grass root movement to address the needs of the Latino community in South Santa Clara County. This movement brought MACSA to South County and the agency today provides over 2.5 million dollars worth of services annually to the community. Her passion for the education of Latino youth led the organization's initiative to develop Charter High Schools that focus on youth with high potential yet were not achieving in the traditional educational setting. MACSA opened the doors of two charter high schools in 2001 that earned full WASC accreditation by 2004. The schools have fulfilled their promise with a graduation rate of 95% with an equal amount of students being accepted into colleges and universities throughout the state.

Ms. Soza-Mendiola is also recognized for her innovation and vision in the development of programs that meet the unique needs of the low income families. Ms. Soza-Mendiola has lead the designing and implementation of exemplary award winning services such as the Male Involvement Program that focuses on providing men with the tools and skills needed to become active members in the community and role models for their children. This Program was recognized by the Clinton White House Administration as an exemplary program in 1998. Currently, Ms. Soza-Mendiola is actively involved in the development and implementation of early childhood programs that meet the needs of very low income families. Ms. Soza-Mendiola is rooted in the fundamental belief that all families have assets that are deeply tied to cultural norms, family tradition and personal expectation and that it is from these assets that we as service providers should start our service to our families.

Ms. Soza-Mendiola's years of service and dedication to the community were highlighted in March 2006, as Assemblymember Cohn recognized Ms. Soza-Mendiola, as Woman of the Year at the State Capitol. This was the first time a Latina was recognized by the 24th Assembly District. The 24th Assembly District includes the cities of Campbell and Saratoga; along with parts Santa Clara and San Jose

(including Blossom Valley, Cambrian, Santa Teresa, and Willow Glen); and small parts in Cupertino and Los Gatos. Ms. Soza-Mendiola is very proud of this distinguished recognition.

Professional affiliations include:

- American Leadership Alumni (Alumni)
- Gilroy Leadership (Alumni)
- Latina Coalition of South County (Alumni)

Her leadership role and community dedication is extended to the following organizations in Silicon Valley:

- Council of Non-Profits (2004-present)
- Commission on the Status of Women (2006-present)
- Juvenile Detention Reform (2003)
- American Leadership Selection Committee (2003)
- Building Peaceful Families (2005-present)
- United Way Success by Six (2003)
- Pregnancy Prevention Network (1999)
- Partnership for Progress of Latino Education (1997)
- Santa Clara County Teen Pregnancy Task Force (1985).

Awards she is most proud of include:

- Unity in Diversity Award - County of Santa Clara (1999)
- Inspirational Leader Award - Latina Coalition (1998)
- "Si Se Puede" Award - Gilroy (1993)

MACSA is a comprehensive community services agency and its commitment to progressive community change is demonstrated through its numerous youth development, education, gang prevention/intervention and senior programs as well as its affordable housing development component.

6

Nominee Name: **Roy Hirabayashi**

Pledge: \$100

Affiliation: San Jose Talko

Experience/Expertise

Non-profit management

Cultural facilities

Philanthropy and fundraising

Arts/culture/heritage - other

Civic leadership and engagement

Art education

Organizational development

Other relevant experience/expertise

Sector/perspective

Public benefit/non-profit sector

National/global perspective

Other relevant sectors/perspectives

Other information provided in form: professional touring ensemble based in San Jose, perspective on Japantown

Additional information collected by City Staff: Roy is a founding member of the Multicultural Arts Leadership Initiative (MALI)



San Jose Taiko

P.O. Box 26895
San Jose, CA 95159
(408) 293 - 9344
Fax: (408) 293 - 9366
Email: sjtaiko@taiko.org
Website: www.taiko.org

A nonprofit organization
Federal Tax ID#: 94-2801727

Celebrating 35 years!

November 23, 2008

Elisa Echeverría
Mexican Heritage Plaza Transition Manager
1700 Alum Rock Avenue
San José, CA 95116

Dear Elisa,

I am submitting my name as a nomination to the Mexican Heritage Plaza Steering Committee. I will leave it to the selection committee to decide if I am a qualified candidate for the committee and if my past experiences are useful to the committee. I offer 35 years of experience as a founding member of San Jose Taiko, a multicultural arts group here in San Jose.

The Mexican Heritage Plaza is an important cultural institution for the City of San Jose. The future of the MHP is important for all arts groups here in this region. I can provide an artist's perspective, a multicultural arts perspective and a mid-size arts organization perspective. If selected to be part of the steering committee, I would make it a priority to attend all the required meetings.

Sincerely,

Roy Hirabayashi

ROY M. HIRABAYASHI

San Jose Taiko

P. O. Box 26895, San Jose, California 95159
(408) 293-9344 FAX: 293-9366 Email: roy@taiko.org

Current position: Executive Director, San Jose Taiko

Principal Instruments: Taiko (Japanese drum)
Shinobue (Japanese horizontal bamboo flute)

Taiko staff positions: 35 years performing member with San Jose Taiko
1973 Founding member of the San Jose Taiko (SJT)
1973 to Present SJT Practice/rehearsal Leader
1985 to 2003 Instructor for advance classes & Junior Taiko Performing Ensemble
1988-89 SJT Artistic Team member
Jan. 1990-July 1991 SJT Artistic Coordinator
July 1991 - Jan. 1995 SJT Artistic Director
Jan. 1995 to Jan 2007 SJT Managing Director
Feb 2007 to present SJT Executive Director

Training, Projects & Major Performances & Collaborations

Aug. 1982-Feb. 1983 Toured & studied with KODO, U.S. & Japan tour (residency and studies on Sado Island, Japan)

Sept./Oct. 1987 Studied and performed with Ondekoza, Japan tour (Demon Drummers of Nagasaki, Japan)

Fall 1989 Assisted with the use of the taiko in the ACT/George Coates Performance Works production of *Right Mind*

Oct./Nov. 1990 Performed in the play "Oedipus the King" under San Jose Repertory Theater, directed by Timothy Near

June 1991 Directed collaboration project with SJT and Kenny Endo, Russel Baba, Jeanne Mercer & Margaret Wingrove Dance Co.

February 1992 Produced the collaboration project with SJT, Brenda Aoki and Mark Izu, "Soul of the Great Bell"

March 1993 Co-directed collaboration project with SJT and Mythili Kumar and the Abhinaya Dance Company

September 1993 Directed the 20th Anniversary program for San Jose Taiko which included the guest artists Keith Terry, Crosspulse, Yoshikazu & Yoko Fujimoto of Kodo, and Yasuko Takakubo of Ondekoza.

December 1993 Performed at Carnegie Hall, New York with SJT and Ondekoza

April 1994 Collaboration with San Jose Dance Theater, Zakir Hussain, SJT

April 1994 Arsenio Hall Show, Burbank, CA

September 1994 Jerry Lewis Muscular Dystrophy Telethon, Las Vegas

January 1996 Coordinated Northern California tour for Warabi-za

July 1996 Musical accompaniment to performance artist Dan Kwong

September 1996 Contemporary Asian Theater Scene, San Jose Stage

Collaboration with Anthony Brown, Mark Izu, Qi-Chao Liu, Marco Lienhard in "Traditions In Transformation," Villa Montalvo, Saratoga

August 1997 Extasia, Asano Taiko Festival, Matto City, Japan

1997/98 Collaboration with Motofumi Yamaguchi of Kodo, Shohei Kikuchi of Warabiza & SJT. Meet The Composer International Collaborations

1998 "Big Bands Behind Barbed Wire: Jazz & Justice" with Jon Jang, Mark Izu, Anthony Brown, Frances Wong, Qi-Chao Liu & others

1998-2002 Produced the SJT Summer Music Series

Spring 2000 Sonos Ensemble collaboration with Jaron Lanier as the composer

Nov 2001 Continental Harmony, PBS video special

October 2003 SJT 30th Anniversary with SF Taiko Dojo & Kinnara Taiko

June 2006 Creative Connections grant from Meet the Composers, SPOT Program, Hancher Auditorium, University of Iowa

September 2008 Co-directed SJT's 35th Anniversary concert program

**Workshops,
Demonstrations,
& Lectures:**

Florin Young Buddhist Association Workshop, Winnipeg Taiko Group, Mt. Shasta Taiko, West Covina Taiko, Norwalk Taiko, Zenshujii, Sozenji, Gardena Taiko Group, Twin Cities Buddhist Taiko Group, Midwest Buddhist Taiko, Chicago Taiko, Ondekoza, Hands on the Arts, Community Center, Gion Taiko workshop/demo in Fukuoka, Japan, Haguruma Taiko in Takefu, Fukui, Japan, Hawaii Matsuri Taiko, Fresno Gumyo Taiko, Stockton Taiko Group, Stanford Taiko Group, Diablo Valley Taiko Group, West Virginia University Music Department Residency, Taishoji Taiko Group, Hilo, HI, Cirque du Soleil, Treasure Island Hotel, Las Vegas, Vista Taiko Group, 3rd Collegiate Taiko Conference, UCLA, 1st to 4th North American Taiko Conference, Los Angeles, panelist, workshop leader, conference advisory board member, Kodo Earth Celebration, Sado Island, Japan, assistant workshop instructor, EC staff Member, Pacific Northwest Taiko Conference, guest artists/speaker, 4th Collegiate Taiko Conference, UC Irvine, workshop leader, Tumbleweed Taiko Workshop, Houston, Texas, Hoh Dalko, Seabrook, New Jersey, Summer Taiko Institute guest instructor, JACCC, Los Angeles, 2004 Collegiate Invitational, 2004 Regional Taiko Gathering, Seattle, WA, Kagemusha Taiko, Exeter, England, San Mateo Taiko, Odaiko Sonora, Tucson, AZ, Fushicho Taiko, Phoenix, AZ, New Mexico Taiko, Albuquerque, NM, Kauai Taiko, Zenshin Taiko, 2007 Collegiate Invitational-UCLA, 2007 Taiko – Awakening of the Spirit Conference, Crestone, CO

Compositions:

Free Spirit (1983), Weaving Drums (1986), Hachijo/Noto, co-written with PJ Hirabayashi (1987), Miyoshi no Ki, co-written with PJ Hirabayashi (1987), Bamboo Drums, co-written with PJ Hirabayashi (1990), Reflections (1991), Insight Through Sound, co-written with San Jose Taiko, (1991), Celebration, co-written with PJ Hirabayashi (1992), Nana-Shi (1992), Spirit of Adventure (1993), Stompin (1996), Kin Moku, co-written with Karen Morita (1997), PJ's Song jazz instrumental ballad piece for the Michael Sasaki Band (1999), SJT encore arrangement (2000), SJT Encore arrangement (2001), Challenge, rearrangement Serrada Taiko by Jose Alarcon (2004), "Untitled" (2005)

Commissions:

"Moving in Time", Portland Taiko, 2004

Recordings:

San Jose Taiko Group, Bamboo Brew Productions, 1978;
Jon Jang, "Are You Chinese or Charlie Chan?" *Wazo's March*, 1984, RPM Records
San Jose Taiko 15th Anniversary Concert, October 1988, Sokai Audio
San Jose Taiko, Insight Through Sound, March 1991, Sokai Audio
San Jose Taiko, Kodama, Echoes of the Soul, September 1993, SJT
San Jose Taiko, Moichi-Do, One More Time, January 1996, SJT/Sokai Audio
Anthony Brown, *Family*, Asian Improv Records, 1996
San Jose Taiko, Video recording, March 1998
San Jose Taiko, "Rhythm Journey", April 2005
San Jose Taiko, "Celebrating 3 Decades" DVD, April, 2007

Co-Producer:

Yokohama, California, Bamboo Brew Productions, 1979 recording project

Affiliations:

Kodo America, Board of Directors (1988 to 1990)
North American Taiko Conference Advisory Board member (1996 to present)
Western Arts Alliance (WAA) Board of Directors (1998-2001)
Kodo Arts Sphere America (KASA) founding member & Board of Directors (2001-02)
First Voice (multicultural arts coalition, San Jose), board member (2004 to present)
Artsopolis, Board of Governors (2004 to present)
Japanese Community Congress of San Jose, board member (2004 to present)
Japanese American National Museum, "Big Drum Exhibition" "Big Drum Exhibition"
Los Angeles, consultant (2004/05)
1stACT Founding Member (2005 to present), San Jose
North American Taiko Conference Executive Committee Chairperson (2005 to present)
Calif. Lawyers for the Arts/Arts Arbitration & Mediation Services mediator (2004 to present)
American Leadership Forum Silicon Valley (ALFSV), Senior Fellow (2006 to present)
Asian Pacific American Leadership Institute (APALI) Senior Fellow (2007 to present)
Multicultural Arts Leadership Initiative (MALI), founder/advisor, (2007 to present)

Other areas of Employment: Graphic Artist/Typesetter/Desktop publishing/Production Manager, Communicart (1984-95)
Graphic Design/pre-press production manager, Jim's Printing (1980-1983)
Business manager/Partner, Yamaguma & Associates, Graphic Design (1978-79)
Administrative Director, Pacific/Asian Coalition - National Pacific/Asian American Mental Health Organization, San Francisco (1976-78)
Japanese American Citizens League, National office, Textbook evaluation project (1975)
Youth Coordinator (RAB), Buddhist Churches of America (1971-72)
Student Administrative Director, Asian American Studies & Asian American EOP, San Jose State University (1970-74)

Other Affiliations: Japanese American Citizens League, San Jose Chapter
Asian Americans for Community Involvement, Santa Clara County

Review Panels: Arts Council of Santa Clara County, Community Arts Fund Panel, 1992, 1993, 2004
California Arts Council, Arts Services/Presenters/Arts Education Panel, June 1993, May 1995, June 1997, June 1998
National Endowment for the Arts, Advancement Phase One Panel, Feb. 1994
San Francisco Arts Commission, Mid-size Organization Panel, April 1994, January 1996
Meet The Composer, International Creative Collaborations Panel, June 1996
Oakland Cultural Affairs, Advancement Review Panel, February 2000
San Francisco Arts Commission, Cultural Equity Initiatives program, Level 2 panel, May 2000

Special Tasks Forces: City of San Jose, Mayors Task force on Multicultural Arts Development, "Vision 2000", September 1991
1999 Japantown/Corporation Yard Task Force, City of San Jose
2005 review panel for the Japantown Corporation Yard Developers selection, San Jose Redevelopment Agency

Awards & Appointments Isadora Duncan Izzies Award, Sound/Score/Music/Text, Bay Area Dance, 1991
Nomination for the Isadora Duncan Izzies Award, Outstanding Achievement in Performance for a Company, Bay Area Dance, 1993
Chevron & Management Center, Award for Excellence, December 1993
1994 Arts Council of Santa Clara County award for community leadership for efforts to foster cultural and ethnic diversity in the arts
Yu-Ai Kai Cultural Award, 1997
Asian Americans for Community Involvement (AACI) Arts Community Star Award, 2003
Project Cornerstone Award for Positive Cultural Identity, 2003
Preservation Action Council of San Jose, for the work in Japantown, San Jose, 2004
2005 Community Activists Award, Silicon Valley Asian Pacific American Democratic Club
4th International Taiko Contest, Judge, Tokyo, Japan, October 2005
5th International Taiko Contest, Judge, Tokyo, Japan, August 2006
Nikkei Matsuri Community Recognition Award, San Jose, May 2007
San Jose Japanese American Citizens League Community Recognition Award, Oct 2007

Seminars, Workshops, Training Programs Features Leadership 2000, Arts Management Seminar, Manchester Craftsmen's Guild October 1994
Arts Resolution Services Mediation Training, California Lawyers for the Arts, February 1995
Facilitative Leadership Training, California Lawyers for the Arts & Interaction Institute for Social Change, November 1995
Arts Leadership for the Future, The Management Center / Packard Foundation, 2002
Arts Enterprise Forum, The Management Center / Packard Foundation, 2003
Arts Leadership for the Future #3, 2004/05
Executive Program for Nonprofit Leaders - Arts, National Arts Strategies and the Center for Social Innovation at the Stanford Graduate Business School, June 2006
Arts Arbitration & Mediation Services Orientation & Refresher Training, March 2008
California Lawyers for the Arts
Center for Excellence in Nonprofits, Executive Director Roundtable Program, April 2008
KQED Spark feature, July 2008

7

Nominee Name: **Anna Licea**
Pledge: None
Affiliation: Board member of MACLA
Experience/Expertise
Cultural facilities
Mexican-American arts/culture/heritage
Civic leadership and engagement
Business
Surrounding neighborhoods
San José community-based organizations

Sector/perspective
Public benefit/non-profit sector
Public sector
Surrounding neighborhoods perspective
San José citywide perspective
Silicon Valley/Bay Area perspective

Additional information collected by City Staff: MACLA is an energizing contemporary arts space located in San Jose, California. The organization was founded in 1989 by a group of community activists engaged in a broad mobilization to change the representation of multicultural artists within the City's art allocations. We reach over 16,000 people a year with our Visual Arts and Performance and Literary programs. In support of these programs, a core group of individual donors and volunteers contribute time and resources to MACLA on an ongoing basis.

The cross-pollination of Latino and non-Latino audiences has been a distinctive feature of MACLA since its inception. Our patrons, audiences, and participants are 70% Latino and 30% non-Latino. A large part of our programs are geared towards creating opportunities for interaction between traditional audiences and new art forms and emerging artists. Another important group we serve are artists. In FY 99-00 we presented 79 artists and provided support to them in the amount of \$134,000. This amount represented 35% of our total income that year. With an annual budget of approximately \$600,000 and a staff of 4FT and 2PT employees, MACLA has operated without a deficit for the last 11 years and has increased the budget by 500% in five years, growing at the rate of approximately \$100,000 a year in increased income. In addition, MACLA is involved in a significant planning project in partnership with three other organizations and the City's Redevelopment Agency for the development of a multi-tenant visual arts center in the building that it currently occupies. However, this level of accelerated growth has brought a new awareness to the Board and staff about the long-term capacity and sustainability of the organization. Currently, the organization is participating in an Initiative sponsored by the Andy Warhol Foundation to address a number of fundamental "growing pains" inherent to the nature of mid-sized organizations.

While there are several excellent Latino cultural organizations in San Jose and the Bay Area, MACLA stands apart in the field. First, MACLA has demonstrated a commitment to emerging Latino artists and audiences and secondly, MACLA has a solid record of collaboration with other Latino mainstream institutions. Many of these collaborations are not strictly related to arts programming, but often time seek to develop the well being of the Latino community as a vital force in society. The most significant example was MACLA's participation in incubating and organizing the first charter school in San Jose, Downtown College Prep, which serves primarily Latino youth without a family history of college attendance. (from MACLA website <http://www.maclaarte.org/about.html>)

8

Nominee Name: **Hector Armienta**

Pledge: 30 volunteer hours

Affiliation: Music In Schools Today

Experience/Expertise

Non-profit management

Mexican-American arts/culture/heritage

Business

San José community-based organizations

Art education

Other relevant experience/expertise

Sector/perspective

Private sector

Public sector

Education sector

San José citywide perspective

National/global perspective

Other information provided in form: artist, composer, artistic director of Opera Cultura, President of a music education consulting company, Musical Discovery

Additional information collected by City Staff: See resume and bio attached

HECTOR ARMIENTA
Latino Composer – Arts Administrator – Arts Educator

Re: Serving on the Mexican Heritage Steering Committee

As a Latino composer, arts educator, and artistic director of Opera Cultura, I have a keen interest in seeing MHP become a successful and viable organization. I believe MHP has enormous potential to serve both the cultural and civic needs of the communities of San Jose and the greater bay area.

I believe my experience in non profit management, producing, and in arts education would help in charting the course for MHP at this critical juncture. My work as a Latino composer in San Jose and in California would also help inform the committee as to the needs of artists in this community. As a note, the Mission Chamber Orchestra, in association with my organization Opera Cultura, will be producing my chamber opera, River of Women – Rio De Mujeres in December 2008.

EXPERIENCE

NON profit management

1. Trained in arts administration by Arts Inc. Interned at the Bilingual Foundation for the Arts – Marketing and fundraising
2. Artistic and Managing Director of two small non profit performing arts organizations which I founded, the Music Theater Collaborative, and the Multicultural Musical Theater Organization. Currently, developing a new San Jose base organization Opera Cultura
3. Served as program director for an arts provider.

MEXICAN AMERICAN ARTS/CULTURE/HERITAGE

1. Latino Composer – written work about the Latino experience. Commissioned to create work about the Latino Experience by Pacific Symphony, Opera Pacific, the Western Stage Theater; my work has received support from the Oakland East Bay Symphony, SF Arts Commission, NEA, Meet the Composer; CAC artist in residence, SF Opera Artist in residence, etc.... The Mission Chamber Orchestra will produce my chamber opera Rio De Mujeres at MHP in Dec 08, and the Western Stage will produce La Llorona in October in Salinas.
2. Serving on the steering Committee for the City of San Jose's Creative Entrepreneur project.
- 3.

ARTS EDUCATION

1. Been in arts education for 18 years plus. Artist in residence at over 500 schools; provided professional development for First Five, school districts throughout Ca, Santa Clara County Office of Education; served on steering committee for the San Francisco Arts Education Master Plan, guest lecturer for the Music in Education National Consortium, Program Director for an arts provider, Music in Schools Today, published books on arts education, artist in residence for Arts Council Silicon Valley's AEG program.

I am also serving on the steering committee for the Creative Entrepreneur Project

EDUCATION

Arts Administration Training Program – Arts Inc., Los Angeles, CA,
BFA, Music Composition, California Institute of the Arts, Los Angeles CA, ,
MM Music Composition, San Francisco Conservatory of Music, San Francisco, CA,

GRANTS AND COMMISSIONS

Pacific Conservatory of the Performing Arts, Santa Maria, CA – 2007

Hired to compose the music for a new theater work, *Heart's Desire*, written by playwright, Jose Cruz Gonzalez. It premieres in 2008.

The Western Stage, Salinas, Ca 2006

Commissioned to complete *La Llorona*, a music theater work. The project received a **2007 National Endowment for the Arts grant – Access to Artistic Excellence** (Composer, lyricist, and playwright)

Individual Arts Commission, San Francisco Arts Commission, 2004

Received a grant to compose and present a concert reading of the first act from a music theater work, *La Llorona*. Presented at Counterpulse San Francisco in 2005.

Oakland East Bay Symphony, 2004

Received a commission to compose a new orchestral and choral work, *Where Waters Meet*. Premiered in 2005.

American Composers Forum, 2004

Received a grant to help support the presentation of excerpts from a music theater work, *La Llorona/The Weeping Woman*.

Individual Arts Grant, San Francisco Arts Commission, 2000

Received a grant to produce *River of Women/Rio de Mujeres*, a chamber opera. It was premiered in May of 2001.

American Composers' Forum, 1997

Received a grant to produce *Los Coyotse y Las Conejos/Coyotes and the Rabbits*, a new children's opera based on a Mexican folk tale.

National Endowment for the Arts and Arts International, 1995

Was awarded a grant to travel to Mexico and research the musical styles in the state of Jalisco, Mexico.

OTHER

Pacific Symphony, 1995 -Was commissioned to compose a symphonic and choral work, *Caras de Sol/Faces of the Sun*. ; **Meet the Composer/California, 1995** - Received a grant as part of the world premiere of a new symphonic and choral work, *Caras de Sol/Faces of the Sun*; **Opera Pacific, 1994** - Commissioned by Opera Pacific to compose *Un Camino de Fe*, a youth opera about the Latino American experience; **Los Angeles Cultural Affairs Grant, 1993**

Received a grant to compose the first part of a three-part cycle of *Grandfather's Legend*, a piece combining Euro-centric instruments with indigenous instruments of Central America. - **Meet the Composer/California, 1991**

Was awarded this grant in connection with the Latino Composers' Concert.

ARTIST IN RESIDENCE

Western Stage Theater, Salinas -	2006 – present
San Francisco Opera, San Francisco -	2001
Pacific Symphony -	1995 - 1996
California Arts Council, Plaza de la Raza -	1992
California State University Los Angeles -	1994

OTHER PROFESSIONAL ACTIVITIES

Creative Entrepreneur Project – City of San Jose 2008

San Francisco Arts Education Master Plan Steering Committee Member 2005 - present

California Arts Council Silicon Valley

Served as panelist – Organization Enhancement Fund, 2005

Opera America Conference, Houston, TX, 2001

Served as panelist; delivered paper describing how to create interactive opera for children.

Los Angeles County Performing Arts Commission, 1993-1994

Served as panelist.

National Endowment for the Arts (NEA), Mt. View and Modesto, CA, 1991

Served as on-site NEA Evaluator for the Opera-Musical Theater Program

PRESENTATIONS

Panelist, FUTURES panel, Montalvo Arts Center, Saratoga 2007

Presenter, Music in Education National Consortium, Minneapolis 2007

Presenter, Music in Education National Consortium, Boston Conservatory of Music 2006

Presenter, Arts Education Funders Collaborative, San Francisco, 2006 & 2007

Guest lecturer, Opera America, Houston Texas 2001

ARTIST IN RESIDENCE (Highlights)

San Francisco Opera, San Francisco - 2001, 2008 - 2009

Western Stage Theater, Salinas - 2006 - 2008

Pacific Symphony - 1995 - 1996

California Arts Council, Plaza de la Raza - 1992

California State University Los Angeles - 1994

ARTS EDUCATION

Curriculum Development

- Redwood City School District 2nd - 4th; Morgan Hill School District 4th - 6th; Music in Schools Today K - 5th (Consultant)

Teaching Artist

- Provide arts integrated music instruction. Clients include more than seven hundred schools, the Music Center Education Division, Pacific Symphony, Young Audiences of the Bay Area, Music in Schools Today, San Francisco Opera, Julia Morgan Center, San Francisco Performances, the Los Angeles Music Center Education Division, Pacific Symphony, Kollage Community School for the Arts, the Arts Council Silicon Valley, California Arts Council, First Five San Francisco, Arts Education Funders Collaborative, and others.

Professional Development

- San Francisco School District; 2005 - 2008 through the SF Arts Education Funders Collaborative; Arts Council Silicon Valley First Five AEG Program 2005 - 2007; Young Audiences and San Francisco Volunteers, 2004; Young Audiences of the Bay Area and KQED, 2003 and 2004; Music in Schools Today, San Francisco, CA, 2003 - 2008; Julia Morgan Center, Berkeley, CA, 2003; San Francisco Arts Funders' Collaborative and the San Francisco Unified School District, 2002; San Francisco Unified School District, 2000; Belmont School District, 1999; Pacific Symphony and the Santa Ana Unified School District, 1998

ARTS ADMINISTRATION

Program Director and Curriculum Specialist

Music in Schools Today (MuST)- San Francisco, CA 2005 – 2008

Foster relationships with district personnel, educators, attending community meetings as needed; oversee documentation of MuST research and design of MuST curriculum; provide technical assistance, training to teaching artists, teachers, educators as needed; provide professional development; make site visits on an as-needed basis; develop community relationships with the field; manage all on-site staff; contract employees and consultants; develop scope of work; identify, manage and assess the performance of staff; contract employees and consultants; prepare annual program budget and organizational plan; collaborate with school sites to create and sustain short and long term goals and programs; work with school districts to develop and implement arts strategic plans.

Artistic Director

Opera Cultura – San Jose CA

Overseeing the production of music theater work that reflects the culture of the Latino community. The Mission Chamber Orchestra, in association with Opera Cultura will be presenting the chamber opera, River of Women (Rio De Mujeres) in December 2008.

Artistic Director - Managing Director

Music Theater Collaborative – San Francisco, CA, 1999 – 2004

Developing annual budgets; planning and overseeing fundraising events; board development, creating all contracts, including those with vendors and artists, overseeing productions, hiring artistic staff; working with web designer to keep website current; creating collateral material, including marketing and promotion; representing the organization at large (individual donors, funders, and the public); writing grants; producing events (booking venues, hiring staff, overseeing marketing and public relations)

Program Director and Music Director

Kollage Community School for the Arts, Redwood City, CA, 1997- 2004

Oversee a district wide music program for children in grades two through four; This program provided instruction at thirteen schools in Redwood City; serve as liaison with Redwood City Education Foundation and Redwood City School District; develop music curriculum guidelines, unit plans, music workbooks, examinations and assessments that are aligned with the state standards; hire, train, supervise and evaluate staff of eight music teachers; create and monitor budgets and teacher contracts. **Award:** \$100,000 grant from Starbucks Foundation, 2001

Marketing and Development Associate

The Bilingual Foundation for the Arts – Los Angeles, Ca 1994 – 1995?

Development. preparing drafts of grant proposals; researching new funding sources; assisting in individual donor recruitment

Marketing- maintaining subscriber database; fielding calls from subscribers; assisting with the distribution of marketing materials (season brochures)

OTHER PROFESSIONAL ACTIVITIES

Music In Schools Today and the Music In Education National Consortium 2008

Facilitator for the Opera Partners Project – Music Plus Music Integration

Creative Entrepreneur – City of San Jose and Center for Cultural Innovation 2008

Member of the steering committee

San Francisco Arts Education Master Plan 2005

Member of the steering committee