

Memorandum

TO: ARTS COMMISSION

FROM: Paul Krutko

SUBJECT: Addition to Arts Grant Review
Panel Pool

DATE: 02-08-07

RECOMMENDATION

Recommend the addition of the following individuals to the arts grant review panel pool:

1. Shireen Pasha
Associate Program Officer, Performing Arts, The William & Flora Hewlett Foundation
2. Ted Russell
Senior Program Officer, Arts Program, The James Irvine Foundation

BACKGROUND

Review panels for the arts grant programs are usually comprised of a combination of Arts Commissioners and individuals who are independent of the Arts Commission and the Office of Cultural Affairs (OCA). Generally these 'independent' individuals are seasoned professionals from arts and non-profit related fields, although they also come sometimes from other backgrounds relevant to issues that the panel will engage in the course of evaluating grant applications.

The Arts Commission chair appoints commissioners to serve on review panels. OCA invites the independent panel members. In selecting whom to invite for a panel, OCA draws first on a standing pool of previously approved individuals. OCA's selections are influenced by several factors, including, broadly, relevance of experience, art-form focus, knowledge of arts organizational management and governance practices, knowledge about special issues, temperament in relation to overall dynamics of the proposed panel, and availability. The Arts Commission recommends additions to the pool of approved panelists.

NOMINEES

Shireen Pasha: Ms Pasha is the recently appointed Associate Program Officer in the Performing Arts Program of the William and Flora Hewlett Foundation. She is an artist and filmmaker who most recently directed and produced *What is time, my love?* - a documentary questioning our human concept of time and its effect on the decisions we make, the policies we support, and the politics we play, set in post-tsunami Sri Lanka. Ms Pasha previously worked as Program Director

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for the Asia Society (Northern California), as a business analyst in the private sector, and as an Import Policy Analyst and International Trade Analyst for the US Department of Commerce. Born in Tokyo of parents from the Brahmaputra-Ganges delta, she holds a dual degree in Economics and International Studies with a minor in French from George Mason University. She has a variety of voluntary participation in the performing arts.

Ted Russell: Mr Russell is Senior Program Officer in the Arts Program of The James Irvine Foundation. Previously, he was Director of Marketing at Montalvo Arts Center, where he developed and implemented comprehensive marketing strategies that contributed to generating \$4 million in revenue. Prior to this, he served in a variety of marketing and audience development capacities, as Audience Development Manager for the San Francisco Symphony, as Annual Fund Director at the La Jolla Playhouse, and as Managing Director of the Malashock Dance & Company in San Diego. In addition, Mr Russell has successfully developed and implemented media and marketing plans for Listen.com, as Senior Manager of Online Marketing, and for SFGate.com, as Marketing Director.

Mr Russell has served as a board member for the Yerba Buena Center for the Arts and the Joe Goode Performance Group, and served on the Organizational Support Program Grants Panel for San Diego's Commission for Arts and Culture. Russell holds a B.A. from Yale University, and an M.B.A. in arts management from the Anderson Graduate School of Business at UCLA. He is currently on the selection panel for the City's Destination Event Marketing grants.

PUBLIC OUTREACH

The Executive Committee review this nomination at its publicly noticed monthly meeting on Feb. 5, 2007 and recommended Ms Pasha's and Mr Russell's addition to the arts grant panel pool.



PAUL KRUTKO
Chief Development Officer