



SAN DIEGO COUNTY
REGIONAL AIRPORT AUTHORITY
STAFF REPORT

Item No.
8

Meeting Date: **FEBRUARY 9, 2012**

Subject:

Appointment to the Art Advisory Committee

Recommendation:

Adopt Resolution No. 2012-0013, approving appointment of Indra Gardiner to serve on the Art Advisory Committee.

Background/Justification:

The Art Advisory Committee ("Committee") provides expert advice regarding opportunities for integrating public artwork into San Diego International Airport ("Airport"), identifying eligible and qualified artists for creation of specific artworks, maintaining and conserving displayed public artworks, deaccessioning public artworks and determining eligibility and setting qualifications for temporary and rotating exhibits. The Committee is comprised of one Board member, two Authority staff members, four art and design professionals who reside within San Diego County, and two professionals who reside within the United States but outside of San Diego County.

Authority Policy 8.50, regarding membership on the Committee, states, "The term of membership shall be for three years, and no member may serve more than two terms. A member's term shall commence on the date the member is appointed or reappointed to the Committee. In order to provide for staggered terms, the initial appointments of the first San Diego County art and design professional and first national art and design professional shall be for one year; the second San Diego County art and design professional and the second national art and design professional shall be for two years; and the third and fourth San Diego County art and design professionals shall be for three years. Should a vacancy occur prior to the end of the member's scheduled term, the Executive Director shall appoint a replacement for the non-expired term."

Term Revisions

The beginning date and end date of terms for seats held by Deborah Van Huis and Ben Fyffe have been adjusted to bring them in line with the terms as stated in Policy 8.50. (Attachment A)

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Appointment of Indra Gardiner

Indra Gardiner would serve as a San Diego County art and design professional to the Art Advisory Committee. The seat was previously held by Alicia DeLeon Torres whose three-year term was from June 2007 - June 2010. She resigned in August 2009. Seema Sueko was then appointed to the Art Advisory Committee to complete DeLeon Torres' term. Sueko served from December 2009 – March 2010. The seat has been vacant since. Indra's appointment to the Art Advisory Committee from February 2012 – June 2013 would complete the current vacancy and comply with the required staggered terms as directed in Policy 8.50.

Gardiner heads the public relations and social media team at Bailey Gardiner where she is a founder and managing partner. Over the past four years she has led her team in the areas of social media, digital thinking and integrated marketing strategy. She has spoken nationally about the subject of social media and public relations and has trained several agencies throughout the country on incorporating social media and digital techniques into their service offerings.

One of Gardiner's areas of expertise is in working with non-profit organizations. Gardiner and her team have worked with many of San Diego's non-profits, including the San Diego Museum of Art, San Diego Hospice and Institute of Palliative Care, LEAD San Diego, Malashock Dance and the Balboa Park Online Collaborative.

Prior to Bailey Gardiner, Gardiner was an independent consultant in San Diego working primarily in the public transportation sector for such clients as Metropolitan Transit Development Board (MTDB), SANDAG, and the North County Transit District (NCTD). Previously, she had worked for the Gable Group, where she led her team to a Public Relations Society of America Silver Anvil award for their work on the San Diego Zoo's 75th Birthday.

Fiscal Impact:

No fiscal impact.

Authority Strategies:

This item supports one or more of the Authority Strategies, as follows:

Community Strategy Customer Strategy Employee Strategy Financial Strategy Operations Strategy

Environmental Review:

- A. CEQA: This Board action, as an administrative action, is not a project that would have a significant effect on the environment as defined by the California Environmental Quality Act ("CEQA"), as amended. 14 Cal. Code Regs. § 15378. This Board action is not a "project" subject to CEQA. Pub. Res. Code § 21065.
- B. California Coastal Act Review: This Board action is not a "development" as defined by the California Coastal Act Pub. Res. Code § 30106.

Equal Opportunity Program:

Not Applicable

Prepared by:

DIANA LUCERO
DIRECTOR, PUBLIC & CUSTOMER RELATIONS

RESOLUTION NO. 2012-0013

A RESOLUTION OF THE BOARD OF THE
SAN DIEGO COUNTY REGIONAL AIRPORT
AUTHORITY APPROVING THE APPOINTMENT OF
INDRA GARDINER TO THE ART ADVISORY
COMMITTEE.

WHEREAS, the operations, procedures and activities of the San Diego County Regional Airport Authority ("Authority") and its Board's committees are guided by, among other things, the Authority's Policies and Codes; and

WHEREAS, the Board adopted Policy 8.50 Guidelines for the Public Art Program in June 2006 which governs the appointment of the Art Committee ("AAC") members; and

WHEREAS, Authority Policy 8.50 states that the AAC will be comprised of three members from the Authority and six art and design professionals. One member of the Authority's Board as appointed by the Board, two members of the Authority's staff as designated by and serving at the discretion of the President/CEO, four art and design professionals who reside within San Diego County as appointed by the President/CEO, two art and design professionals who reside within the United States but outside of San Diego County as appointed by the President/CEO; and

WHEREAS, the AAC is advisory in nature and is comprised of Authority staff and arts and design professionals who reside within San Diego County and outside of San Diego County who provide expert advice regarding opportunities for integrating public artwork into the Airport, identifying eligible and qualified artists for creation of specific artworks, maintaining and conserving displayed public artworks, deaccessioning public artworks and determining eligibility and qualifications for temporary and rotating art exhibits.

NOW, THEREFORE, BE IT RESOLVED that the Board APPROVES the appointment of Indra Gardiner to the Art Advisory Committee (See Attachment A).

BE IT FURTHER RESOLVED that the Board FINDS that this action is not a "project" as defined by the California Environmental Quality Act ("CEQA"), Cal. Pub. Res. Code § 21065; and is not a "development" as defined by the California Coastal Act, Cal. Pub. Res. Code §30106.

PASSED, ADOPTED, AND APPROVED by the Board of the San Diego County Regional Airport Authority at a special meeting this 9th day of February, 2012, by the following vote:

AYES: Board Members:

NOES: Board Members:

ABSENT: Board Members:

ATTEST:

TONY R. RUSSELL
DIRECTOR, CORPORATE SERVICES/
AUTHORITY CLERK

APPROVED AS TO FORM:

BRETON K. LOBNER
GENERAL COUNSEL

Art Advisory Committee

Current Committee Members Total length of Term Beginning of Term End of Term

Deborah L. Van Huis 1 st SD County Art & Design Professional (AAAC Chair)	3 Years	December 2011	December 2014
Ben Fyffe 1 st National Art & Design Professional	3 Years	December 2011	December 2014
Russ Haley 2 nd SD County Art & Design Professional	3 years	June 2009	June 2012
Diem Jones 2 nd National Art & Design Professional)	3 years	June 2009	June 2012
Dana Springs 3 rd SD County Art & Design Professional	3 years	June 2010	June 2013
4 th SD County Art & Design Professional Indra Gardiner	3 years	February 2012	June 2013
Bob Bolton- Authority Staff	3 years	June 2010	June 2013
Diana Lucero- Authority Staff	3 years	June 2010	June 2013
Robert H. Gleason – Authority Board Member	3 years	June 2010	June 2013