

MINUTES
WAR MEMORIAL BOARD OF TRUSTEES

MARKETING & COMMUNITY ENGAGEMENT COMMITTEE / SPECIAL MEETING

Thursday, May 8, 2025

The Marketing & Community Engagement Committee of the Board of Trustees of the War Memorial of San Francisco met in-person at 1:00 p.m. on Thursday, May 8, 2025, in the in the Trustees' Board Room, War Memorial Opera House, Chair Wright presiding.

ROLL CALL

Committee Members Present: Chair Wright, President Wilsey (*ex officio*), Vice President Horn (*ex officio*), Trustee Muduroglu, and Trustee Newstat

Committee Members Absent: Trustee Lam

Staff Present: Kate Sofis, Managing Director; and Rob Levin, Assistant Managing Director

Staff Report on War Memorial Equity and Inclusion: Chair Wright opened the meeting inviting the Board to review the historical mission of the War Memorial as well as the Racial Equity Statement that was passed in 2021 at the directive of Mayor London Breed. Managing Director Kate Sofis proposed as a starting off point to look at both revision of the mission statement, which focuses on how the War Memorial does its work as a Department, as well as a “vision” statement to describe the values and aspirations of the organization. The Committee discussed potential edits to the vision and mission statements. Director Sofis noted that the previous mission statement, while accurate, was not very useful as an inspirational tool to build the brand and identity of the War Memorial within the City and beyond.

The Committee deliberated to arrive at an updated mission statement: “The San Francisco War Memorial and Performing Arts Center manages and maintains a world-class creative complex, whose venues and spaces sustain artistic, educational, and cultural offerings for enjoyment by diverse regional, national, and international audiences; supports a broad workforce across the performing arts sector; and powerfully contributes to San Francisco's economy and identity in service of the purposes and beneficiaries of the War Memorial Trust.

The Committee created the following vision statement: The San Francisco War Memorial & Performing Arts Center is a nationally-renowned performing arts cultural complex that draws people from across the region and the world to share in uplifting and unifying artistic experiences. We honor and build upon our storied past- as a monument to our nation’s veterans, the birthplace of the United Nations, and the home of the San Francisco Symphony, the San Francisco Opera, and the San Francisco Ballet - while advancing into a future that celebrates an array of performing arts reflective of our society's diversity. Performers of all backgrounds are featured in our theaters, and people from all walks of life - including artists, staff, and visitors - are broadly represented and welcomed in our spaces. Our campus anchors the vibrant Civic Center Performing Arts District, which draws millions of people annually to experience art, music, education, shopping, and food, seven days a week, day and night.

The War Memorial & Performing Arts Center is the heart of San Francisco, which is one of the most innovative, energetic, and inclusive arts and entertainment cities in the world.

Following discussion, on motion of President Wilsey, seconded by Trustee Newstat, the following

recommendation was unanimously adopted:

RECOMMENDED, To the Board of Trustees of the War Memorial of San Francisco that it direct staff to finalize the draft mission and vision statements, as discussed, for approval at the June regular meeting.

PUBLIC COMMENT

Public comment is an opportunity for members of the public to directly address the Trustees on items within the subject matter jurisdiction of the Board, but not on the agenda.

There being no public comment, Chair Wright closed public comment.

ADJOURNMENT

There being no further business, Chair Wright adjourned the meeting at 1:45 p.m.

Francesca Cicero
Board Secretary