

**San Francisco  
Arts Commission**

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City and County of  
San Francisco

**Community Arts and Education  
Full Commission January 6, 2014  
Panelists for Approval**

**Rey Cayetano**

*6<sup>th</sup> Street resident and photographer*

Reynaldo Cayetano Jr. is a member and co-founder of the Inks of Truth art collaborative and a celebrated photographer born and raised on Sixth Street in the South of Market neighborhood of District 6. He works with the SoMa Stabilization Fund and the Renaissance Entrepreneurship Center to do outreach and capacity building in SoMa, trains young people on the art of photography and volunteers with the South of Market Community Action Network's youth program. He was also recently the District 6 Filipino Heritage Month honoree.

**Tracy Everwine**

*Director, Central Market Community Benefit District*

The Central Market Community Benefit District (CMCBD) oversees special neighborhood cleaning, safety, and special events programming within its boundaries with the goals of increasing pedestrian activity; strengthening existing small businesses and cultural institutions; attracting new investment; and enhancing the public right of ways for people of all incomes, ethnicities, and ages, including residents, business and property owners, workers, and visitors to the area.

Prior to joining the CMCBD Tracy spent eight years with Urban Solutions, also in Central Market, implementing economic development programming and events in collaboration with the former San Francisco Redevelopment Agency with a focus on the 6<sup>th</sup> Street corridor. She is the creator and curator of the successful 2 Blocks of Art 'art walk' now in its fourth year.

Additionally, Tracy is a seasoned marketing and special event planner, who graduated from UC Berkeley's History of Art Department. For many years she lead contemporary art tours taking art collectors to galleries, museums, biennials, artist studios, and private art collections nationwide and abroad.

She has previously taught art to seniors at Meals On Wheels and helped to coordinate intergenerational arts programming for San Francisco's Institute on Aging. She also oversaw a Job Corps vocational training program for at-risk youth on Treasure Island.

**Susie McKinnon**

*Associate Director, North of Market/Tenderloin Community Benefit District*

Susie has worked on community related arts events since 2010 when she managed the San Francisco Arts Market in U.N. Plaza; coordinated 24 Days of Central Market Art; and coordinated the joint online community calendar between the North of Market/Tenderloin, Civic Center and Central Market Community Benefit Districts. As associate director for the North of Market/Tenderloin CBD, she manages operations and coordinates neighborhood improvement projects for the neighborhood. She has a Bachelor of Fine Arts in Studio Art and is working towards a Master in Public Policy with a thesis on Central Market and the arts.

**Justine Topfer**

*Program Manager, San Francisco Arts Commission*

Prior to joining us, Justine was as an independent Curator working collaboratively with a broad spectrum of contemporary artists, art organizations, and institutes of higher education. She has worked closely with government bodies, the corporate sector and a diverse array of external stakeholders to realize innovative exhibitions. Recently, she was the Public Art Producer for the 2012 ZERO1 Biennial in San Jose, California, where she oversaw the largely expanded public art component and associated programming of the 2012 Biennial. In 2011-12 Justine was selected by the DC Commission on the Arts and Humanities as one of the curators for The 5x5 Project. Justine keeps her ties with her motherland: In 2011 she co-curated the City of Sydney's Laneway Art Project, commissioning internationally renowned artists to enliven Sydney's side streets and public spaces through temporary public art. Justine holds a Master's in Arts Administration/Curatorial Studies from the University of New South Wales, Australia.

**Ivan Vera**

*Program Manager, Central City Hospitality House*

Ivan Vera started working for Central City Hospitality House in October 2009. An artist himself, Ivan has extensive experience in gallery management, curating exhibitions, and art event marketing. He has worked for galleries in San Francisco and New York City. He has a degree in Fine Art from New York University, and has previously sat on the board of directors at SF Camerawork and Folsom Street Events. Ivan is very involved in the development and promotion of the Central Market Arts District and has been asked to sit on numerous arts forum panels.