THE CITY OF PLEASANTON

CIVIC ARTS COMMISSION AGENDA

Monday, February 3, 2014
7:00 P.M.

City Council Chamber, 200 Old Bernal Avenue

CALL TO ORDER

- Pledge of Allegiance
- Roll Call

AGENDA AMENDMENTS

MINUTES

1. Approve regular meeting minutes of January 6, 2014.

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations

3. Public Comment from the audience regarding items not listed on the agenda. *Speakers are encouraged to limit comments to 3 minutes.*

MATTERS BEFORE THE COMMISSION
If necessary to assure completion of the following items, the Chairperson may establish time limits for the presentations by individual speakers.

4. Presentation on Commissioner's Application Review using ZoomGrants: An Online Grant Application Software Program

COMMUNICATIONS

COMMISSION REPORTS: Brief reports on any meetings, conferences, and/or seminars attended by the Commission members.

Committee Meetings:
a. Park and Recreation Master Plan Steering Committee
b. Cultural Plan Update Steering Committee
c. Public Art Selection Sub-Committee
d. Pioneer Cemetery Master Plan Oversight Committee

COMMISSION COMMENTS

STAFF COMMENTS

ADJOURNMENT

NEXT MEETING: March 3, 2014

UPCOMING AGENDA TOPICS: "Project Paint Box" Utility Box Beautification
Commission Workshop – Possible Dates
Allocate Annual Community Grant Funds

Notice

Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda provided to a majority of the Commission after distribution of the agenda packet are available for public inspection at the Community Services Department, 200 Old Bernal Avenue, Pleasanton.

Accessible Public Meetings

The City of Pleasanton will provide special assistance for citizens with disabilities to participate in public meetings upon advance notice. If you need an auxiliary hearing aid or sign language assistance at least two working days advanced notice is necessary. Please contact the Community Services Department, PO Box 520, Pleasanton, CA 94566 or (925) 931-5340.

Civic Arts Commission Minutes

City Council Chamber – 200 Old Bernal Avenue, Pleasanton, CA
January 6, 2014 – 7:00 p.m.

CALL TO ORDER / PLEDGE OF ALLEGIANCE

Chairperson McLane called the meeting to order at 7:00 p.m. The Pledge of Allegiance to the flag was recited.

Roll Call

Commissioners Present:	Sandra Jellison, Heidi Massie, Olivia Scrivner, John Steenman, Stephanie Wedge, Judy Wheeler, and Chairperson McLane. (Commissioner John Loll arrived at 7:03 p.m.)
Commissioners Absent:	Sara Nealy
Staff Present:	Michele Crose, Community Services Manager; Michael Patrick, Management Analyst; and Edith Caponigro, Recording Secretary.

AGENDA AMENDMENTS

There were none.

MINUTES

1. Approve regular meeting minutes of November 4, 2013

A motion was made by Commissioner Jellison, seconded by Commissioner Massie, to approve the minutes of November 4, 2013 meeting. **The motion was approved.**

2. Selection of Commission Chair, Vice Chair, and Committee Assignments

Ms. Crose advised that annually the Commission selects a Chair and Vice Chairperson to facilitate meetings, and since the Commission did not meet in December 2013 to make these selections, it was recommended this be done at this time so the new Chairperson could proceed with the remaining agenda items.

A motion was made by Commissioner McLane, seconded by Commissioner Jellison, to select and nominate Commissioner Wedge as the Civic Arts Commission Chairperson for the period January – December 2014.

ROLL CALL VOTE:
AYES: Commissioners Jellison, Loll, Massie, McLane, Steenman, Wedge and Wheeler.
NOES: None
ABSENT: Commissioner Nealy.
ABSTAIN: None

A motion was made by Commissioner Wheeler, seconded by Commissioner McLane, to select and nominate Commissioner Massie as the Civic Arts Commission Vice Chairperson for the period January – December 2014.

ROLL CALL VOTE:
AYES: Commissioners Jellison, Loll, Massie, McLane, Steenman, Wheeler, and Chairperson Wedge.
NOES: None
ABSENT: Commissioner Nealy.
ABSTAIN: None

A motion was made by Commissioner Massie, seconded by Chairperson Wedge, to approve the following Committee appointments:

Pleasanton Cultural Arts Council Event Support – Heidi Massie; Judy Wheeler, Alternate
Parks & Recreation Master Plan Steering Committee – John Loll will remain the representative until the plan is completed
Public Art Selection Sub-Committee - Stephanie Wedge; Sandra Jellison, Alternate
Cultural Plan Steering Committee - Tegan McLane
Pioneer Cemetery Master Plan Oversight Committee - Stephanie Wedge; Heidi Massie, alternate
Teen Poet Laureate Selection Committee - John Loll; John Steenman, Alternate

ROLL CALL VOTE:
AYES: Commissioners Jellison, Loll, Massie, McLane, Steenman, Wheeler, and Chairperson Wedge.
NOES: None
ABSENT: Commissioner Nealy.
ABSTAIN: None

MEETING OPEN TO THE PUBLIC

3. Introductions/Awards/Recognitions/Presentations

Ms. Crose introduced new Alternate Commissioner, John Steenman. Commissioner Steenman advised he is a 20-year resident of Pleasanton and was pleased to have the opportunity to participate on the Civic Arts Commission.

4. Public comment from the Audience regarding items not listed on the agenda

Nancy Harrington – advised that: 1) the 'Spiral Motion' sculpture behind the Firehouse Arts Center has been damaged, but staff is taking care of having it repaired. She suggested consideration be given to relocating this piece; 2) the mural should soon be completed and a planned unveiling event of the piece will include the Leadership Pleasanton class of 2013 and relatives of some of those depicted in the mural; 3) the Harringtons have been working with members of the Museum to obtain information about those in the mural so information can be included when conducting art walks; and 4) information about a sculpture festival and other public art in Broomfield, Colorado.

Gary Harrington - informed the Commission that art pieces by the artist who did the glass bell piece at the Firehouse Arts Center have over the past few years seen a considerable increase in value.

MATTERS BEFORE THE COMMISSION

5. Review of the Commission meeting schedule for 2014

Ms. Crose reviewed with the Commission the 2014 meeting schedule, noting that because of a conflict with Labor Day, the September meeting would be held on September 8, 2014.

Commissioner Loll asked the Commission to consider a date for a retreat meeting as had been discussed at an earlier meeting. Commissioners agreed to discuss this further at the February 2014 meeting.

A motion was made by Chairperson Wedge, seconded by Commissioner McLane, to approve the meeting schedule for 2014 as presented.

ROLL CALL VOTE:

AYES:	Commissioners Jellison, Loll, Massie, McLane, Steenman, Wheeler, and Chairperson Wedge,
NOES:	None
ABSENT:	Commissioner Nealy.
ABSTAIN:	None

6. Review FY 2013/14 Community Grant Midterm Reports

Mr. Patrick reviewed with the Commission the 2013/14 Community Grant Midterm Reports. He noted that of the $40,416.06 grant funds awarded, $15,341.48 has been expended to date, leaving a balance of $25,074.58 for the remainder of the year. The Commission was further

advised by Mr. Patrick that Pacific Coast Repertory Theater and Pleasanton Community Concert Band reports had been turned in late.

Commissioner McLane expressed concern about reports being turned in late and suggested that letters from the Commission be sent to these agencies as a scolding. She indicated that she would be willing to draft such a letter for approval by the Commission. Ms. Crose liked Commissioner McLane's thoughts on this, but felt staff should conduct some research on its feasibility, since no repercussions have been applied in the past when agencies have been late. She advised Commissioner Massie that currently there are no "stated consequences" for late reporting.

Mr. Patrick advised that report dates had been emphasized in recent workshops and reasons provided for these due dates.

Chairperson Wedge and Commissioner Loll supported Commissioner McLane's recommendation of sending a letter from the Commission.

Ms. Crose discussed problems agencies incur with personnel changeovers. She suggested the Commission consider re-establishing a Sub-Committee with the Youth Commission to discuss possible agency repercussions for late reporting. She indicated she would check on the possibility of this with the Youth Commission.

A motion was made by Commissioner Wheeler, seconded by Commissioner Loll, to approve the FY 2013/14 Community Grant Midterm Report and Compliance Summary Report-Midterm.

ROLL CALL VOTE:

AYES: Commissioners Jellison, Loll, Massie, McLane, Steenman, Wheeler, and Chairperson Wedge.
NOES: None
ABSENT: Commissioner Nealy.
ABSTAIN: None

7. Approve the Location of the Public Artwork, "Rock, Paper, Scissors" at 777 Peters Avenue

Ms. Crose noted that at the December 6, 2011, City Council had approved the purchase of the art piece, "Rock, Paper, Scissors", as part of the Harrington Public Art Acquisition Plan Phase II. A recommendation is now being made that the piece be installed at the Pleasanton Chamber of Commerce building located at 777 Peters Avenue, an approval has been received from the property owners to have the piece placed on their property.

Commissioners discussed the proposed location for this art work, which would be on the east side of the Pleasanton Chamber of Commerce building alongside St. John's Street, and the visibility it will provide for visitors to the downtown area.

A motion was made by Commissioner Jellison, seconded by Commissioner McLane, recommending approval for locating the public artwork, “Rock, Paper, Scissors”, at 777 Peters Avenue.

ROLL CALL VOTE:

AYES: Commissioners Jellison, Loll, Massie, McLane, Steenman, Wheeler, and Chairperson Wedge.
NOES: None
ABSENT: Commissioner Nealy.
ABSTAIN: None

8. Approve the Location of the Public Artwork, “Pennington” and “Sylvester” at 3670 Nevada Street

Ms. Crose noted that at the April 19, 2011 City Council meeting, approval had been given to purchase the “Pennington” and “Sylvester” art pieces as part of the Harrington Public Art Acquisition Plan Phase II. It was noted that the property owners at 3670 Nevada Street have agreed to have these pieces placed on their property, and the location has been approved by the Public Art Selection Subcommittee.

Commissioners discussed the proposed location at the Valley Humane Society and expressed their concerns about possible vandalism, and lighting in the area. Ms. Crose advised that staff had discussed the location with members of the Police Department, who had indicated that they did not believe there would be issues with vandalism.

Mr. Harrington commented on the possibility of lighting the art piece by connecting to nearby parking lot lighting.

Commissioner Scrivner thought the proposed location was an area that would not be frequented by youth, since it is somewhat off the beaten track.

Commissioner Massie asked about other businesses in the area and use of the driveway close to the proposed location for this art work. Ms. Crose indicated she would discuss with Mr. Fulford the possibility of a berm area that would help protect the sculptures.

Mr. & Mrs. Harrington discussed with Commissioner Loll the proposed location, and indicated that the art work would be installed closer to the Valley Humane Society building than indicated in the photo provided by staff. They also agreed that lighting in the area would be helpful.

Commissioner Loll indicated he would prefer artwork in parks, but liked the proposed location for these pieces and felt the Valley Humane Society would be a good partner.

Chairperson Wedge agreed with the proposed location for “Pennington” and “Sylvester”, and asked Ms. Crose about the possible expense of providing lighting in the area. Ms. Crose was unsure of the expense, but did not believe it would be a problem to have lighting included. She

discussed the difficulty of considering art in industrial area and expressed that it can change the feel of the area.

Commissioner Wheeler felt the Valley Humane Society would do a terrific job of promoting this artwork.

A motion was made by Commissioner Massie, seconded by Commissioner Jellison, recommending approval of the 3670 Nevada Street location for the "Pennington" and "Sylvester" art works.

ROLL CALL VOTE:

AYES:	Commissioners Jellison, Loll, Massie, McLane, Steenman, Wheeler, and Chairperson Wedge.
NOES:	None
ABSENT:	Commissioner Nealy
ABSTAIN:	None

COMMUNICATIONS

There were none.

COMMISSION REPORTS

Committee Meetings

a. Park and Recreation Master Plan Steering Committee

Ms. Crose advised that another draft copy of the Parks and Recreation Master Plan had been distributed at the last meeting and there has been some difficulty in getting to a final draft. A joint meeting of the Parks and Recreation Commission and City Council could possibly take place in March.

b. Cultural Plan Update Steering Committee

All of the comments received from the first draft have been sent to the consultant and a joint workshop is to be scheduled. One of the recommended goals will not be included because it will not be possible for it to be achieved.

c. Public Art Selection Sub-Committee

A meeting is scheduled for January 10, 2014 at which the group will be reviewing designs for a "conceptual clock tower" for Main Street Green. A large sculpture had been recommended for this area in the Downtown Plan, and the Rotary Club would like to celebrate their anniversary by donating a clock for the area. Mr. & Mrs. Harrington and the Rotary have been working together on this project and PASS will be looking at several options.

Ms. Crose advised that PASS will also be considering downtown locations for public art.

d. Pioneer Cemetery Master Plan Oversight Committee

Chairperson Wedge advised that the Committee had met twice in December and selected a consultant for the design and remodel of the Pioneer Cemetery. Discussions also included a possible sculpture for veterans being placed in the cemetery.

COMMISSION COMMENTS

A. Commissioner Wheeler discussed with Ms. Crose the safety of sculptures placed behind the Firehouse Arts Center. Ms. Crose advised there are eleven pieces in the area, and that the back of building is a known play area for children. Possible surveillance has been discussed with the art conservator, as well as the possibility of relocating a piece.

Commissioner Massie questioned whether adding plantings near the art work would help deter children.

Commissioner Loll noted that his family partnered with the Harrington's on the art work, "Spiral Motion III" and it is a piece that encourages people to touch it. He thought it would be okay for it to remain in its current location once repaired. Commissioner Loll discussed the possibility that some pieces of art work near the Firehouse Arts Center may need to be relocated once the park is redone.

Commissioner Massie suggested that in the future consideration be given to not selecting pieces of art that encourage touching and climbing.

Ms. Crose provided information about how the piece was broken and agreed with Commissioner Loll that it encourages interaction and the location has added to it being touched and climbed. She advised that she has been in touch with a City department about repair of the piece and asked that integrity be built into it to make it stronger.

Commissioner Loll and Ms. Crose believe that the damage was an accident and not done by someone intentionally.

B. Chairperson Wedge advised she had attended the "December People" program at the Firehouse Arts Center and it had been enjoyed by people of all ages. Ms. Crose noted many attendees had also gotten involved with the canned food drive that had been held at the same time.

STAFF COMMENTS

Ms. Crose provided the following information:

1. Staff will work with the new Chair on the Commission's Priorities for FY 20014/15, and discuss possible Workshop options and dates. Goals currently in place include:
   a. Adopting Cultural Arts Master Plan.
   b. Civic Arts Marketing
   c. Downtown Public Art and the need for a City of Pleasanton Public Art Master Plan

d. Evaluating Civic Arts Programs (details and information about this and ideas for moving forwarded provided)

2. A total of sixteen (16) goals have been set for the department. Staff will continue to provide the Commission with updates and receive their comments

ADJOURNMENT

There being no further business the meeting was adjourned at 8:38 p.m.

Civic Arts Commission
Agenda Report

February 3, 2014
Item 4

SUBJECT: PRESENTATION ON COMMISSIONER'S APPLICATION REVIEW USING ZOOMGRANTS: AN ONLINE GRANT APPLICATION SOFTWARE PROGRAM

SUMMARY
The City of Pleasanton uses ZoomGrants, an online grant application software program that allows agencies to submit their FY2014/15 Community Grant and Housing and Human Services Grant (HHSG) applications online. The software also allows for online review and evaluation of grant applications. Commissioners will receive a tutorial on how to review and evaluate the FY 2014/15 grant applications.

RECOMMENDATION
It is recommended that the Commission receive staff's presentation on ZoomGrants.

FINANCIAL STATEMENT
There is none.

BACKGROUND
The City of Pleasanton purchased ZoomGrants, an online grant application software program that allows organizations to complete the Community Grant and Housing and Human Services Grant (HHSG) applications via the internet. The program was initially introduced at the Grant Workshops held in December, 2010 and was only available for the (HHSG) program. ZoomGrants was upgraded and has now been used for both Civic Arts and Youth Grant Programs since FY 2012/13. An overview of the ZoomGrants process was presented at the Grant Workshop on December 5, 2013 in Pleasanton and December 10, 2013 in Livermore. Staff included in the overview of the software program a tutorial demonstrating how agencies would register on the site, complete the application, upload and download documents and submit their applications for staff and commission review.

Although the primary purpose of ZoomGrants is to allow agencies to submit their applications electronically online, an additional benefit of the software is the ability for staff and commissioners to review and evaluate the grants online. At the February meeting, the Civic Arts Commission will receive a brief tutorial on how to access ZoomGrants, review FY 2014/15 Community Grants (Arts Category) applications, and conduct their evaluations. As a reminder, the entire review process will be done via ZoomGrants, just as it was done for the current FY 2013/14 Community Grant process.

ALTERNATIVE ACTION
Any other action as determined by the Civic Arts Commission.

Submitted by,

/s/
Mike Patrick
Management Analyst

Attachments:
1. Commissioner's Criteria for Reviewing Grants
2. How the Criteria Appear on ZoomGrants

THE CITY OF PLEASANTON

Evaluation Criteria for FY 14/15 Community Grant Program

(Civic Arts and Youth Categories)

1. Need

1. Does the project meet a demonstrated, clearly identified community need?
2. Does the proposed project provide a realistic and effective scope of services that is clearly stated and realistic for Pleasanton?
3. Does the project meet the needs of an underserved segment of the community?

2. Benefit

1. Would funding the activity/program benefit lower to moderate-income residents?
2. Does the agency provide culturally appropriate services?
3. Would the project offer an opportunity for residents to experience/receive services not otherwise available in the community?

3. Funding

1. Is the project budget reasonable for the scope of the activity/service?
2. Are the funds requested appropriate for the number of Pleasanton residents to be served?
3. If a regional activity/service, are requested funds proportionate to Pleasanton residents to be served?
4. Do the items and services requested for funding violate Community Grant rules and guidelines?
5. Does it appear that the request will not supplant other funding, but enhance an existing activity/service?

4. Alternative Funding Sources

1. Has the agency/organization sought and obtained other funding sources for its activities/services?
2. Would the requested dollars be the sole source of funding for the proposed project?
3. Does the agency charge an appropriate fee, as applicable, to support the activity/service as another source of funding?
4. Does the project proposal identify a sustainability plan?

5. Eligibility

1. Are the agency/organization staff/volunteers qualified and have the capacity to provide the activity/service?
2. Does the agency/organization appear to be able to achieve the stated goals and outcomes?
3. Does the request provide a new service in Pleasanton?
4. Are the project outcomes and evaluation process identified and reasonable?

6. Community Support and Collaboration

1. Does the agency/organization collaborate with other agencies/organizations beyond referrals?
2. Does the agency/organization have a Pleasanton-based office/operation and if not, does it define how it meets the needs of Pleasanton residents?
3. Does the agency/organization demonstrate it has community support through participation, alternative funding sources, or in-kind services?

7. Civic Arts Commission Priorities

1. In evaluating applications for this category, the Civic Arts Commission will primarily consider projects that incorporate outreach to new and diverse participants and/or new audience members for the arts in Pleasanton. Projects that involve coproduction and/or collaboration with other local organizations are encouraged.

8. Youth Commission Priorities

1. In evaluating applications for this category, the Youth Commission will consider programs designed to encourage and promote services that benefit the Pleasanton youth community. Applicants should include within their application information on how the project will meet goals and strategies outlined in the youth master plan and how they will accomplish these goals.

HOW THE CRITERIA APPEAR ON THE ZOOMGRANTS WEBSITE:

Instructions:
Enter a score from 0 to 10 for each of the nine (9) questions below (0 = low, negative, disagree, etc.; 10 = high, positive, agree, etc.). The Total Score will be figured automatically. *(Please note: That question 9 only pertains to the Civic Arts Commission and question 10 only pertains to the Youth Commission.)*

1. NEED – Rank the need for this project/program. [Considerations: need has been clearly identified; information supplied by the agency shows how project will address the need/issue/service gap; the project addresses and identified problem (Cultural Arts Master Plan and Youth Master Plan)]

2. BENEFIT – Rank the benefit to Pleasanton Residents. [Considerations: clearly demonstrates number of unduplicated Pleasanton residents who will benefit in relation to funding requested.]

3. ORGANIZATION – Rank the applicant's organizational strength and capacity. [Considerations: track record, accountability; realistic/achievable goals; consistent philosophy; collaboration; staffing; completeness of application.]

4. FUNDING – Rank the applicant's request for funding. [Considerations: cost-effective; provides lasting improvements; maintains existing services in jeopardy; achieves impact on need; goals are achievable and measurable.]

5. FUNDING ALTERNATIVES – Rank the proposal regarding funding alternatives. [Considerations: funding from other sources; agency contributions to or generates income to support this project/program, etc.]

6. CITY FUNDING – Rank the proposal regarding the necessity of City Funding. [Considerations: City funds are critical to the project; appropriateness for City funding; no alternative funding sources, etc.]

7. ELIGIBILITY – Rank the applicant's eligibility based on the "Funding Requirements and Limitations" on pages 4-5 of the Grant Application Packet. (The Application Packet is available online at www.cityofpleasanton.com/community/grants/city-grants.html)

8. COMMUNITY SUPPORT AND COLLABORATION – Rank the applicant on its community involvement and how it defines meeting the needs of Pleasanton residents. [Considerations: Is the organization providing its project/program in Pleasanton; does it demonstrate community support through alterative funding sources; or in-kind services.]

9. CIVIC ARTS COMMISSION PRIORITY – Rank the proposal regarding the extent to which it addresses outreach to new and diverse participants and/or new audience members for the arts in Pleasanton.

10. YOUTH COMMISSION PRIORITY - Rank the proposal regarding the extent to which it addresses programs designed to encourage and promote services that benefit the Pleasanton youth community, with added emphasis on projects that address the Goals and Strategies that are outlined in the Youth Master Plan.

TIPS FOR REVIEWING GRANT APPLICATIONS

• Go with your gut and follow your intuition while reading the application.

• Remember to separate your passion for an issue (such as visual versus performing arts) from the specific application you are reading.

• Do not read all the applications in one day, use all the time that is allotted for your review. One approach is to read all of the proposals at least twice. Read them all through once, make notes on the first page of each scoring sheet, and give each application a preliminary score. Then wait a few days, re-read the proposals and score them again. Depending upon the proposal, you may want to read it one more time before coming to a final score.

• If possible, refresh your memory by reviewing the application the day before or day of the Commission meeting.

• Do not try to be an expert, but utilize your strengths to evaluate each proposal. Each of you has a unique perspective, background, and strengths that you bring to this process.

• Focus your assessment on the area where you feel most confident. For example, if you have a financial background, it is okay to focus more on the financial piece of the proposal.

• Limit the time you spend reading each application. If it is unclear and difficult to understand, then maybe that is your assessment. Each application must stand on its merits as it was submitted to the City.

• If the application does not address a criterion, do not make an assumption or read something else into the narrative. If the agency did not explain a specific point or points, it did not meet your standard. We should not lower our standards. The agency must meet the established standard in order to be eligible to receive funding.

• Focus on the merits of the application. Did the agency make a compelling argument for funding? Did the application address all established criteria?

• Refer to the points outlined within each section to determine if the application discusses all of the criteria you decided were important.