

**CIVIC ARTS
COMMISSION AGENDA**

**Monday, March 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 February 3, 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. Recommendation to Allocate Community Grant Funds for Fiscal Year 2014/2015

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: April 7, 2014

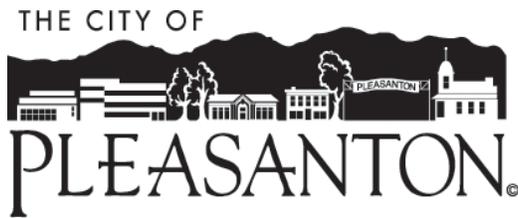
UPCOMING AGENDA TOPICS: "Project Paint Box" Utility Box Beautification

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
February 3, 2014 – 7:00 p.m.

CALL TO ORDER / PLEDGE OF ALLEGIANCE

Chairperson Wedge called the meeting to order at 7:02 p.m. The Pledge of Allegiance to the flag was recited.

Roll Call

Commissioners Present: Sandra Jellison, Tegan McLane, John Steenman, and Chairperson Stephanie Wedge.

Commissioners Absent: John Loll, Heidi Massie, Sara Nealy, Olivia Scrivner and Judy Wheeler.

Staff Present: Michele Crose, Community Services Manager; Michael Patrick, Management Analyst; and Edith Caponigro, Recording Secretary.

AGENDA AMENDMENTS

There were none.

MINUTES

A motion was made by Commissioner McLane, seconded by Commissioner Jellison, to approve the minutes of January 6, 2014. **The motion was approved unanimously.**

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations

There were none.

3. Public Comment from the audience regarding items not listed on the agenda

Les Duman, Pleasanton Community Concert Band – In response to a Commission letter from Commissioner McLane, Mr. Duman indicated he had concerns regarding how the City was receiving information from agencies pertaining to grants and the information not being included

in reports. He thanked the Commission and advised that Pleasanton Community Concert Band was very appreciative for funding they received through the grant process.

Gerald Hedstrom, Pleasanton Community Concert Band – discussed how the ZoomGrant process needed to work differently within agencies, and the difficulties that are incurred by an agency when ZoomGrant information is sent to the email address of only one person within the agency. He felt it would be helpful if more than one agency contact could be allowed to access and provide information on ZoomGrants.

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

Mr. Patrick reviewed with Commissioners the ZoomGrants online grant application software program and evaluation criteria for the FY 2014/15 Community Grant Program. Additionally, he provided summary information of grant applications received for this grant cycle period, advising that requested funding totaled \$85,000, but only \$40,097 was available.

Commissioners were advised that the ranking period for grants in ZoomGrants will be until February 18, 2014, but rankings can be changed after the Commission has had an opportunity to hear presentations at the March meeting.

Mr. Patrick confirmed that all Commissioners had received a password that will allow them to log into ZoomGrants. He then proceeded, step-by-step, to provide information on how they should navigate through the program, review applications, assign scores and scoring comments, review reports, compare applications, and make funding recommendations.

Commissioner McLane questioned the availability of a report that would show comments and scoring from all members of the Commission. Ms. Crose advised that this was not available through ZoomGrants, but was something that staff had provided in the previous year and could provide for the March meeting.

Ms. Crose informed Commissioners that presentations at the March meeting would be made only from those agencies that the Commission has requested, but representatives from other agencies would be in attendance should the Commission have questions for them. The Commission was asked to contact staff and advise which agencies they would like to present.

Commissioners discussed various aspects of the ZoomGrants program with staff and Commissioner McLane suggested Commissioners allow ample time when reviewing the applications and completing ZoomGrants.

COMMUNICATIONS

There were none.

COMMISSION REPORTS

- a. **Park and Recreation Master Steering Plan Committee** - no report.

- b. **Cultural Plan Update Committee** - Ms. Crose advised that she had been contacted by the consultant who indicated they are close to completing revisions to the Plan. It is hoped that a joint Workshop with City Council can be scheduled for some time in April.
- c. **Public Art Selection Sub-Committee** - no report.
- d. **Pioneer Cemetery Master Plan Oversight Committee** - no report.

COMMISSION COMMENTS

- A. Commissioner Jellison advised that she had attended the unveiling of the mural on Main Street. She felt it was a beautiful piece of art and that the artist had done a great job.
- B. Commissioner Steenman asked about missing Midterm reports and questioned whether the Commission could receive an update on these before the grant meeting.

Ms. Crose provided information about a letter drafted by Commissioner McLane that had been sent to the agencies. She indicated she was somewhat perplexed by comments made by speakers earlier in the meeting and will follow-up and discuss this with Mr. Patrick and provide information to Commissioners prior to the March meeting.

STAFF COMMENTS

Ms. Crose provided the following:

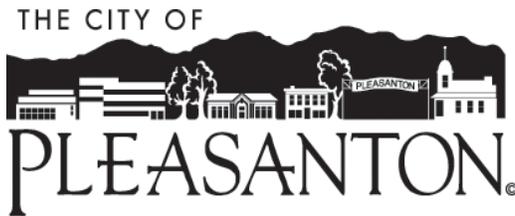
- A. Since it is anticipated that the March meeting will be lengthy, staff was recommending that this meeting commence at 6:00 p.m.

Commissioner Steenman advised that 6:00 p.m. would be difficult for him. Commissioners discussed and it was agreed that the meeting should commence at the regular time of 7:00 p.m.

- B. An upcoming agenda will include information about holding a Retreat on May 5, prior to the regular Civic Arts Commission meeting. Commissioners agreed they would like to hold this Retreat prior to the regular meeting.
- C. The Firehouse Arts Center Focus Group has looked at programming for the next year. Commissioners Jellison and Wedge were thanked for participating on this Focus Group.

ADJOURNMENT

There being no further business, a motion was made to adjourn the meeting at 8:00 p.m.



Civic Arts Commission Agenda Report

March 3, 2014
Item 4

**SUBJECT: RECOMMENDATION TO ALLOCATE COMMUNITY GRANT FUNDS FOR
FISCAL YEAR 2013/2014**

SUMMARY

This report summarizes the 12 applications that were received for funding under the Community Grants Program in the Civic Arts Category. The report provides a synopsis of the projects recommended funding allocations.

RECOMMENDATION

That the Commission takes the following actions:

1. Review and discuss the community grant applications;
2. Review and discuss recommendations for funding; and make modifications as needed; and
3. Approve funding and forward recommendations to the City Council for their final review and consideration.

FINANCIAL STATEMENT

An amount of \$40,000 is allocated in the FY 2014/2015 Operating Budget for the Civic Arts category of the Community Grant Program and an additional \$97.67 in unspent funds from the FY 2012/2013 Budget for the Civic Arts category of the Community Grant Program is also available for allocation.

BACKGROUND

In 1992, the City initiated a formal funding application process for community-based organizations providing human services, cultural/arts and programs promoting the City. These grant requests were originally reviewed annually by the Human Services Commission, with funding recommendations forwarded to the City Council for inclusion in the fiscal Operations Budget. Beginning in FY 1995/96, the application process was extended to include youth services/needs. The Civic Arts Commission was established in 1996 and began to review requests in the cultural arts category.

In June 2007, compliance protocols were approved authorizing each commission to identify, if appropriate, a list of additional or increased awards for consideration should funds become available. This protocol provides an opportunity for the commissions to recommend the reallocation of unused funds from a specific category, or from an incomplete or underachieving project. As such, each commission's task is to critically review the applications submitted in an effort to reach funding solutions that make the most efficient and equitable use of limited City Grant funds.

The current Application Packet includes general information, mission statement, funding categories, evaluation/criteria, and funding priorities and limitations for the City Grant Program. Additionally, it defines the application review/evaluation process for the Civic Arts and Youth commissions, within each interest area, and clarifies funding accountability.

FISCAL YEAR 2014/2015 FUNDING CYCLE

Application Process

Application Packets were available online beginning December 6, 2013, with applications due on January 27, 2014, by 5pm. The appropriate City commissions reviewed and evaluated the applications in February, 2014. The FY 2014/2015 Application Process allowed time for the agencies to prepare applications, evaluation by City staff, and review by Commissioners prior to the March commission meetings. Applicants have also been notified that each agency must attend the appropriate City commission meeting and some have been requested to make a presentation.

Funding Guidelines and Priorities

At its meeting on November 4, 2013, the Civic Arts Commission adopted a new funding guideline statement. 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 co-production and/or collaboration with other local organizations are encouraged.

Funding levels remained at a maximum of \$7,500 per grant request.

Analysis of Project Applications

The review/evaluation process for the FY 2014/2015 Community Grant Program includes an assessment by Commissioners of each application received using the online program ZoomGrants. A presentation was given to the Commissioners in February instructing them on how to navigate the online program and review and evaluate the submitted grants. Commissioners were given eighteen (18) days to review and evaluate the grants online. Staff has also reviewed the applications and prepared recommendations for the Commissioner's consideration, which are more fully described below.

Staff Comments

A total of 12 applications from ten (10) different agencies were received by the January 27, 2014 deadline, totaling \$85,000 in requested funding. Staff reviewed the 12 applications using the same criteria as the Commissioners, but additionally assessed application completeness and technical merit. The relationship of the grant request to total agency and proposed project budgets, and the number of Pleasanton residents served proportionate to requested funding amount was also considered.

Staff evaluated the potential implications of expanding service expectations beyond the capabilities and sustainability of the City Grant program which may create a perception those funds would be available in the future. Duplicated services, unrealistic sustainability without City support, precedent setting projects, other City funding/resource support, and total funding allocations in the Civic Arts category were factors considered in staff's comments. It is staff's intention that its comments serve as a starting point for discussion and suggests that the Commission consider most carefully those comments, information and recommendations by Commission members who have personally visited each of the requesting organizations.

As mentioned in last year's staff report as well, staff points out that, while all of this year's requests can arguably fall within at least one of each of the approved funding criteria and six (6) new projects are being presented this year, the scope and nature of the agencies' requests remain similar to previous agency projects that have received City support over the past several years. Staff suggests that the Commission, at future meetings, continue to discuss the advantages and disadvantages of funding criteria that tend to reinforce the status quo verses criteria that might encourage true artistic growth and foster more discernible organizational strength.

The available funding (\$40,000 plus a carry-over of \$97.67) represents approximately 47% of the total requests (\$85,000).

Agencies and their respective projects are listed in the order of when their applications were received.

**(Please note: Grant descriptions in italicized text are taken directly from original grant applications.)*

Good Gospel Music Corp
Good Gospel Music Corp

Requested Funding: \$7,500
Average Recommended Funding: \$2,500
Tentative Votes: 1-6-1

Good Gospel Music Corp Non-Profit 501 (c) 3 Charity Status 509 (a) (2) currently is seeking funding for our community event talented artist were we perform sing on a platform with the good news, Traditional. Inspirational, Original Gospel Music, good eats, family oriented, safe, fun environment local residence. Charity Status 509 (a) (2) contributions are deductible under section 170 Code. No religious, preacher, praying, it's just Good Gospel Music Concert/Event. Good family environment. Grant funds will be used for personnel costs, program staff costs, program staff benefits, professional fees, equipment rentals, printing and publications, and shuttle bus expenses.

Commissioner Questions/Comments:

Overall the commissioners liked the idea of the event as they thought it would bring something to the community that may be missing. That said, there were many comments about the lack of participants served. There was also concern about the organizational strength and the ability to hold a successful event. Finally there were multiple comments about budget and concerns with distribution of funds.

Staff Comments:

Staff communicated with applicant on numerous occasions to help them understand needed documents. As of 2/19/14, applicant had uploaded almost all complete and correct documents. They did not supply a Community of Character Declaration; however, staff did not supply them with the document in time. They also still do not appear to have correct tax information uploaded. With a request of \$7,500 and estimated Pleasanton residents served at 75-100, the average cost per resident is \$75-\$100.

Valley Concert Chorale
Concert Support

Requested Funding: \$7,500
Average Recommended Funding: \$2,575
Tentative Votes 4-3-1

The proposed project will provide a choral concert in Pleasanton in May 2015 called "Carmen In Swing", featuring the singers of Valley Concert Chorale, a jazz trio, and a narrator. Las Positas College Jazz Choir hopes to collaborate with us. Grant funds will be used for the Director, the rehearsal accompanist and the jazz trio fees.

Commissioner Questions/Comments:

Commissioners felt the organization was established and stable. There were concerns with the budget information showing grant funds committed prior to the awarding of grants. Finally there were multiple comments about the grant money requested and the number of people served.

Staff Comments:

All documents were attached. The facility has not been secured yet, the application addresses that; however, from a staffing perspective that is a concern. In previous years similar grants

have projected 300 participants and final grant reports have indicated a total of 220 participants. With a request of \$7,500 and estimated Pleasanton residents served at 97-135 per their calculations, the cost per resident is \$55-\$77.

Tri-Valley Repertory Theatre	Requested Funding:	\$7,500
Rehearsal and Performance Keyboards/Microphones	Average Recommended Funding:	\$3,132
	Tentative Votes:	5-1-1

The proposed project will be used to work collaboratively with Pacific Coast Repertory Theatre to purchase needed keyboards/synthesizers, amps, and related accessories (e.g. volume pedal) at a group discount price. Additionally, we will use the money to purchase more wireless microphones as the Firehouse only has four and TVRT is still in need of 6 more mics and elements. We will use the same vendor as last year to obtain discount pricing to add to our limited inventory of microphones to make sure all shows have amplification on all voices featuring a full amplified orchestra. Grant funds will be used to pay for the items listed above.

Commissioner Questions/Comments:

Commissioners liked the collaboration element of this grant application. There was concern that the application only addressed existing audiences and did not discuss outreach to new and diverse participants. Finally there were comments stating a preference to see equipment owned by the Firehouse Arts Center instead of owned by the applicants.

Staff Comments:

All documents were attached. However, budget information that should have been inputted into Zoomgrants was not inputted. Because this information was not inputted it is not entirely clear exactly how money will be spent. Last year this applicant failed to input information into the budget section as well. With a request of \$7,500 and estimated Pleasanton residents served at 1,668, the cost per resident is \$4.50.

Livermore Valley Opera	Requested Funding:	\$6,000
LVO Student Outreach Program	Average Recommended Funding:	\$4,239
	Tentative Votes:	5-2

Since 2011, the Livermore Valley Opera's (LVO) Student Outreach Program has brought professional singers and musicians to middle and high school classrooms to introduce and demonstrate opera, to discuss with students the history, performance, and production of opera, and to coach students in vocal and musical performance. In addition, LVO offers students and teachers free tickets to attend the Student Performance dress rehearsals at the Bankhead Theater in October and March. This year, the LVO Student Outreach Program has developed an age-appropriate opera program for grade school students and has successfully presented it at a number of school assemblies. Funding will be used to pay for singers, accompanists and other musicians plus a portion of the cost of a contracted program manager to arrange and oversee programs at the Pleasanton schools. Funding will also be used to pay theater rental fees for use of the Bankhead Theater.

Commissioner Questions/Comments:

Overall the commissioners liked how this grant was bringing opera to a younger audience. There were several comments about how the commissioners would have preferred to see how many schools were going to be served and how specifically this grant would be implemented in the Pleasanton schools as opposed to just the number of children served, specifically because the grant also mentions Livermore and Dublin schools.

Staff Comments:

All documents were attached. In previous years with similar grants the applicant indicated they would serve 250 participants and in final reports indicated that they actually served 280 participants. With a request of \$6,000 and estimated Pleasanton residents served at 600, the cost per resident is \$10.00.

Livermore Valley Opera
Opera at the Firehouse

Requested Funding: \$4,000
Average Recommended Funding: \$3,000
Tentative Votes: 5-2

The proposed project will provide a professional opera production with general audience appeal at the Firehouse Arts Center. The semi-staged program will feature professional singers and musicians, with costumes and scenery/projections (accommodated to the Firehouse venue). The goal of this production will be to delight Pleasanton opera lovers and provide an interesting introduction for curious beginners. Funds will cover professional fees for singers, musicians/accompanists, stage managers and supertitle operator. Funds will also cover outreach and promotion and printing and publication as well as marketing and reception supplies.

Commission Questions/Comments:

Several commissioners felt that this group was an established group with a proven track record; however, they also were concerned with their failure to meet grant requirements during this current grant cycle.

Staff Comments:

All documents were attached. The Firehouse Arts Center has not been secured yet, from a staffing perspective that is a concern as the facility books quickly. With a request of \$4,000 and estimated Pleasanton residents served at 15-200, the cost per resident is \$20-26.

Pacific Coast Repertory Theatre
Pacific Coast Repertory Theatre
Capital Improvement

Requested Funding: \$7,500
Average Recommended Funding: \$2,800
Tentative Votes: 5-1-1

The grant would be used to work collaboratively with Tri Valley Repertory Theatre to purchase needed keyboards/synthesizers, amps, and related accessories (e.g. volume pedal) at a group discount price. Additionally, we will use the money to purchase more wireless microphones as the Firehouse only has four. We will use the same vendor as last year to obtain discount pricing to add to our limited inventory of microphones to make sure all shows have amplification on all voices featuring a full amplified orchestra.

Commissioner Questions/Comments:

A few commissioners were concerned about whether new and diverse populations will be served by this grant. There were also a few comments about whether equipment that is stated as a need for the Firehouse should be given to a grant applicant or if the City should purchase for the facility to house.

Staff Comments:

All documents were attached; however, since this grant mentions collaboration with Tri-Valley Repertory Theatre, there should be a Collaboration Agency Affidavit attached as well. While the applicant has stated they will bid out the cost of each microphone in order to be able to find the best cost, they did not indicate how much each individual item would cost. PCRT is currently a contractor for the Firehouse Arts Center. Firehouse does provide and allow PCRT to use all equipment for their shows. With a request of \$7,500 and estimated Pleasanton residents served at 6,000 the cost per resident is \$1.25.

Pleasanton Community Concert Band
Audience and Program Enhancement

Requested Funding: \$7,500
Average Recommended Funding: \$3,457
Tentative Votes: 7-0

This project includes enhancements and additions to our programming with, and for, other local non-profit organizations. Within the 2014/2015 Grant period, The Pleasanton Community Concert Band's programming includes performances with and/or for: Pleasanton July 4th Celebration, Veterans Day Celebration at the Pleasanton Veterans Hall, the Masonic Home, PCAC, the VA Hospital in Livermore, Ravenswood Historic Site, and at least one of the local school Band Boosters Organizations.

Enhancements include:

- 1. Purchasing new sheet music specifically for performances with and/or for local non-profit agencies.*
- 2. Broadening our marketing and advertising activities for those events accessible to the general public: Brochures, programs, along with print, radio, and new media advertising.*
- 3. Four Rugged transport cases for concert music folders to protect our sheet music during transfer to performances.*
- 4. Individual concert folders for each instrument*

Commissioner Questions/Comments:

Many commissioners felt this was an established organization with a proven track record. One commissioner indicated a concern with the way inputted budget information. They have asked that the group clarify their budget information during the meeting.

Staff Comments:

Documents were attached; however, there is no tax information included. The budget section of the application was filled out incorrectly. As with a previous applicant, staff is to assume that this section was unclear; however, last year this organization also failed to fill out the budget section correctly. With a request of \$7,500 and estimated Pleasanton residents served at 5,000, the cost per resident is \$1.50.

Pleasanton Cultural Arts Council
The Big Draw Chalk Arts Festival 2014

Requested Funding: \$7,500
Average Recommended Funding: \$6,785
Tentative Votes: 7-0

The Big Draw features professional and emerging chalk artists, as well as engaging the public in creating art work. There are also live art demonstrations, live performances from various art and cultural groups, painted pianos on Main St, and other activities. It is our goal to increase participation each year by keeping the core of excellent chalk art and performances, as well as adding a new element that helps celebrate the various arts disciplines and cultures. For example, this year, we plan on adding Indian sand art--Rangoli, and hope to incorporate poetry. The festival is geared towards having the public have a direct, participatory encounter with the arts, as well as generating traffic for downtown Pleasanton businesses. Any proceeds from the event go to support PCAC's Arts in the Schools Grant Program. Grant funds will be used for artists and graphic/advertising designers as well as performers, temporary admin assistant, equipment rentals, outreach and promotion, printing and supplies.

Commissioner Questions/Comments:

Many commissioners were pleased to see the outreach to a new and possibly diverse group and the collaboration with other organizations. One commissioner commented that they would like to see stronger methodology to quantifying participants.

Staff Comments:

All documents were attached. Budget information is filled out correctly. With a request of \$7,500 and estimated Pleasanton residents served at 5,000, the cost per resident is \$1.50.

Pacific Chamber Symphony
Middle/High School Clinics and
PCS Matinee Concert

Requested Funding: \$7,500
Average Recommended Funding: \$3,642
Tentative Votes: 7-0

PCS to provide clinics to middle and high school music students. This program was very well received in 2012-2013. Additionally, PCS will present a free weekday matinee one-hour performance of one of our major programs for music students and low-income seniors. Note: for #10 below the clinics are operating as this aspect was funded before. The matinee would be seed. Grant funds would be used for 5.77% of Music Director's salary and for musicians.

Commissioner Questions:

A few commissioners commented on the stability and proven track record of the organization. A few liked the approach for middle school students. A commissioner has also indicated that the organization has filled in the amount committed section of the budget incorrectly.

Staff Comments:

This organization attached all documents except tax information. With a request of \$7,500 and estimated Pleasanton residents served at 500, the cost per resident is \$15.00.

Pacific Chamber Symphony
Assembly Program for PUSD Elementary Schools

Requested Funding: \$7,500
Average Recommended Funding: \$5,416
Tentative Votes: 6-1

In our 25th anniversary season, the Pacific Chamber Symphony offers assemblies that introduce and teach music fundamentals to elementary children of Pleasanton. It will be a pleasure for our flute, clarinet, trumpet, violin, and cello quintet to perform the music of different countries, cultures, and time periods at two back-to-back assemblies for each public elementary school. Funding for this program will cover 6% of the Music Director's salary and professional fees for the musicians.

Commissioner Questions/Comments:

A few commissioners commented that they were pleased to see this program being brought to the elementary level. A commissioner commented that they would have preferred to see more alternative funding sought. A commissioner made note that the budget information section was filled out incorrectly as the amount committed for a projected should not indicate that the City of Pleasanton grant was already awarded.

Staff Comments:

As with the above grant from this organization all documents were attached except the tax information. With a request of \$7,500 and estimated Pleasanton residents served at 3000, the cost per resident is \$2.50.

Livermore Valley Performing Arts Center
Arts in the Schools with Cheza Nami Foundation

Requested Funding: \$7,500
Average Recommended Funding: \$5,658
Tentative Votes: 7-0

LVPAC's Arts in the Schools program will produce ten (10) in-school cultural performing arts assemblies featuring African music and dance by the Cheza Nami Foundation in the Fall of 2014 at schools within the Pleasanton School District. Arts in the Schools, part of LVPAC's Educational Outreach, makes it possible for all students, especially underprivileged children attending Title 1 schools, to receive educational enrichment in cultural performing arts. Grant funds will be used to cover the costs for master drummers, artists and teachers as well as program staff for oversight, equipment rentals, printing and insurance.

Commissioner Questions/Comments:

Many commissioners were pleased to see a different cultural component being brought to the schools.

Staff Comments:

All documents were attached and the budget information was filled out correctly. With a request of \$7,500 and estimated Pleasanton residents served at 4,000, the cost per resident is \$1.88.

Tri-Valley YMCA
Cultural Arts Exploration for Kids

Requested Funding: \$7,500
Average Recommended Funding: \$5,125
Tentative Votes 6-1

The Tri-Valley YMCA will host a total of twelve (12) cultural arts assemblies throughout the year; three (3) at each of the three Y-Kids child care sites as well as at the summer day camp program. These assemblies are designed to nurture and cultivate an interest in arts and culture through engaging, hands on programming that emphasizes music and dance. Supporting curriculum will be utilized as a way to expand the benefits of the cultural arts assemblies to maximize the effectiveness of the learning experience. Grant funds will be used for contracted cultural arts organizations to perform at the assemblies.

Commissioner Questions/Comments:

Many commissioners felt this is an established organization and they liked that they are seeking and/or have sought funding from other sources.

Staff Comments:

All documents were attached and the budget information was filled out correctly. With a request of \$7,500 and estimated Pleasanton residents served at 535-565, the cost per resident is \$13.27-14.02.

ALTERNATIVE ACTION

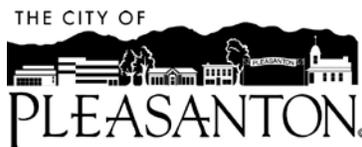
Any other action as determined by the Civic Arts Commission.

Submitted by,

/s/
Michele Crose
Civic Arts Manager

Attachments

1. Evaluation Criteria for FY 2014/2015 Community Grant Program
2. FY 2014/2015 Community Grant Applicant Presentation Schedule
3. Civic Arts Community Grants Tally Sheet



**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 alternative 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.

Civic Arts Commission
FY 2014/2014 Community Grant
Applicant Presentation

Item 4 ~ March 3, 2014

The Commission will review and evaluate the applications, then forward funding recommendations to the City Council in one (1) combined agenda report.

Each applicant agency **MUST** attend the meeting. The following organizations are required to give a presentation. If your organization is not required to present you may address the Commission on your organization's behalf during the Public Comment section of the meeting.

Presentations will be limited to five (5) minutes and representatives from each applicant agency must address the following:

- ✓ The Commission's Criteria (Section 5, page 8)
- ✓ Need in Pleasanton for specific funding request
- ✓ Define the proposed clients/participants
- ✓ Number of Pleasanton residents to be served (non-duplicative)
- ✓ Past organizational challenges and how you addressed them
- ✓ Success or impact of past funding

A schedule of approximate time each group will present is listed below:

Presentation Schedule

Presentation Time	Agency	Project	Requested Funding
7:10 pm	Good Gospel Music Corp	Good Gospel Music Corp	\$7,500
7:25 pm	Livermore Valley Performing Arts Center	Arts in the Schools with Cheza Nami Foundation	\$7,500

Commissioner Votes
Per Grant Application

Grant Applicant	Requested	Votes	#1	#2	#3	#4	#5	#6	#7	Average Reccom	Est. Ptown Res	Cost Per Res
Pleasanton Cultural Arts Council	7500	7 to 0	\$7,500	\$7,500	\$5,000	\$7,500	\$5,000	\$7,500	no amount	\$6,785	5000	\$1.50
Good Gospel Music Corp	7500	1 to 6	\$0	\$0	\$0	\$0	\$2,500	\$0	no amount	\$0	75-100	\$75-\$100
Livermore Valley Opera LVO Student Outreach	6000	5 to 2	\$0	\$2,897	\$5,000	\$4,500	\$3,300	\$0	no amount	\$4,239	600	\$10
Livermore Valley Opera Opera at the Firehouse	4000	5 to 2	\$0	\$3,000	\$2,500	\$3,500	\$3,000	\$0	no amount	\$3,000	15-200	\$20-\$26
LVPAC	7500	7 to 0	\$7,500	\$4,500	\$4,000	\$6,500	\$3,300	\$7,500	no amount	\$5,658	4000	\$1.88
Pacific Chamber Symphony PUSD Assembly	7500	6 to 1	\$0	\$4,200	\$4,500	\$7,000	\$3,300	\$7,500	no amount	\$5,416	3000	\$2.50
PCS Matinee Concert/Clinics	7500	7 to 0	\$4,500	\$3,000	\$3,000	\$7,000	\$3,300	\$2,598	no amount	\$3,642	500	\$15
Pacific Coast Rep	7500	5 to 1	\$4,700	\$2,500	\$2,800	\$0	\$2,000	\$2,000	no amount	\$2,800	6000	\$1.25
Pleasanton Community Band	7500	7 to 0	\$4,700	\$3,000	\$3,000	\$4,000	\$4,000	\$2,500	no amount	\$3,457	5000	\$1.50
Tri-Valley Rep	7500	5 to 1	\$3,660	\$2,500	\$4,500	\$0	\$2,000	\$3,000	no amount	\$3,132	1668	\$4.50
Tri-Valley YMCA	7500	6 to 1	\$7,500	\$4,001	\$3,250	\$0	\$3,500	\$7,500	no amount	\$5,125	535-565	\$13.27-\$14.02
Valey Concert Chorale	7500	4 to 3	\$0	\$3,000	\$2,500	\$0	\$3,300	\$0	no amount	\$2,575	97-135	\$55-\$77
TOTALS			\$40,060	\$40,098	\$40,050	\$40,000	\$38,500	\$40,098	0			