

**CIVIC ARTS
COMMISSION AGENDA**

**Monday, March 4, 2013
6:00 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 October 1, 2012
2. Approve regular meeting minutes of January 7, 2013.
3. Approve regular meeting minutes of February 4, 2013.

MEETING OPEN TO THE PUBLIC

4. Introductions/Awards/Recognitions/Presentations
5. 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.

6. Recommendation to Allocate Community Grant Funds for Fiscal Year 2013/2014

COMMUNICATIONS

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

Committee Meetings:

- a. PCAC Event Support
- b. Park and Recreation Master Plan Steering Committee
- c. Cultural Plan Update Steering Committee
- d. Public Art Selection Sub-Committee

COMMISSION COMMENTS

STAFF COMMENTS

ADJOURNMENT

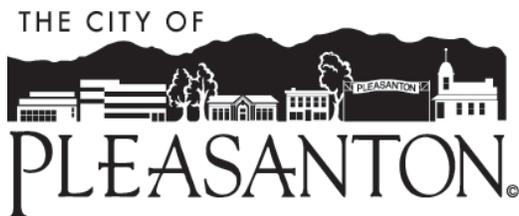
NEXT MEETING: April 8, 2013

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

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Civic Arts Commission Minutes

City Council Chamber – 200 Old Bernal Avenue, Pleasanton, CA
October 1, 2012 – 7:00 p.m.

CALL TO ORDER / PLEDGE OF ALLEGIANCE

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

Roll Call

Commissioners Present: Claudia Hess, Karen De Baca Martens, Tegan McLane, and Chairperson John Loll.

Commissioners Absent: Sara Nealy

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

AGENDA AMENDMENTS

There were none.

MINUTES

1. Approve regular meeting minutes of August 27, 2012

Correction: Item 8 motion should read:to designate Commissioner Hess as the Civic Arts Commission representative to the Pleasanton Cultural Arts Council's Event Committee, with Commissioner McLane as an Alternate.

A motion was made by Commissioner Hess, seconded by Commissioner De Baca Martens, to approve the minutes from the August 27, 2012 meeting as corrected. **The motion was approved.**

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations

a. A presentation was made by Chairperson Loll to former Civic Arts Commissioner Howard Seebach. He thanked Mr. Seebach for his terrific service on the Commission, especially for acting as the Master of Ceremonies at the opening of the Firehouse Arts Center.

Commissioner McLane also thanked Howard for his good work and indicated it had been a pleasure to serve with him. Commissioner Hess thanked Mr. Seebach for always providing such succinct comments.

Ms. Crose thanked Mr. Seebach for his support and is happy that he has already asked what other areas he can be a part of.

Mr. Seebach indicated it had been a pleasure to serve on the Commission and asked Commissioners to keep bringing art to the people, which he felt was a great way of increasing the public's knowledge about art.

b. The Commission received a presentation about the new www.Ptownlife.org website from staff member Rachel Mariscal, Youth and Family Recreation Coordinator and Kristine Farrow, YMCA member. They were advised that this new website meets one of the goals of the Youth Master Plan.

Various aspects about the website were covered by Ms. Farrow including details of their Live, Work and Play goals, how to become a site member, and information that will be available on the site, etc.

Ms. Mariscal also advised that a web-team has been established who are working with staff members on reviewing and submitting information to be included on the site.

Commissioner McLane asked about the demographic numbers for users on the site. She was advised that at the current time it is difficult to keep on top of this, but it is something that is being worked on.

Commissioner Hess asked about connection of this website to the City of Pleasanton website. She also felt Ptownlife.org seemed to be oriented towards adults and needed to make some changes that would help focus it toward youth. Ms. Farrow questioned whether Commissioner Hess felt verbiage should be changed. She also advised that the web-team has discussed having some kind of tagline that would indicate more specific items geared for youth. The group also agrees that drop-down tabs are needed.

Commissioner Hess suggested some direction be given from the City's website that this new site is more focused for youth matters, and perhaps provide some information that this is a youth-driven site. Commissioner McLane agreed, and felt that quotes and testimonials would be more powerful if they came from youth. Commissioner De Baca Martens felt it was important to provide appropriate quotes for the site.

Chairperson Loll felt the new website was wonderful and a good template. He agreed that it was important to keep sights on the use of the site and connection to other links, etc. should

be continually updated. He also suggested the website connect to as many other links as possible in order to provide information.

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

There were none.

MATTERS BEFORE THE COMMISSION

4. Selection of a Commissioner to serve on the Poet Laureate Selection Committee

Ms. Crose advised that in November 1998, the City Council approved the establishment of a City Poet Laureate program, with the primary role of the Poet Laureate being that of providing appropriate poetry at civic events, and promote the appreciation of the literary arts in the community for a two-year period.

The Commission was advised that staff was asking that they select one (1) Commissioner to serve on a Poet Laureate Selection Committee, that will assist staff with the recruitment and selection process for both the City Poet Laureate and also Teen Poet Laureate(s). Ms. Crose reviewed with them the timeline for the Application Review and Interview periods.

Commissioner Hess indicated that she would be out of town during the application and interview dates, so would be unable to serve on the Committee.

Chairperson Loll advised that he has served on a similar Committee in the past, and would prefer that someone else do it this time.

Commissioner McLane agreed to volunteer as the Civic Arts Commission representative to the Poet Laureate Selection Committee, but would prefer to have the interviews for both the Poet Laureate and Teen Poet Laureate on the same day. Ms. Crose felt that this would be inappropriate, since staff was anticipating a healthy response for the position of Teen Poet Laureate.

Ms. Crose confirmed for Commissioner McLane that interviews for the Poet Laureate position were not being held on the same days as interviews being reviewed by the Shakespeare in the Park RFP Screening Committee.

Due to an unexpected circumstance the meeting was stopped at 7:30 p.m. and resumed briefly at 7:50 p.m.

A motion was made by Commissioner Hess, seconded by Chairperson Loll, to designate Commissioner McLane to serve on the Poet Laureate Selection Committee.

ROLL CALL VOTE:

AYES: Commissioners Hess, McLane, and Chairperson Loll.

NOES: None

ABSENT: Commissioners De Baca Martens and Nealy.

COMMUNICATIONS

Deferred to November 2012 meeting.

COMMISSION REPORTS

5. Committee Meetings

-
- a. PCAC Event Support
 - b. Theatrical Production RFP Screening Committee
 - c. Children’s Theatrical Production RFP Screening Committee
 - d. Shakespeare in the Park Production RFP Screening Committee
 - e. Park and Recreation Master Plan Steering Committee
-

Deferred to November 2012 meeting.

COMMISSION COMMENTS

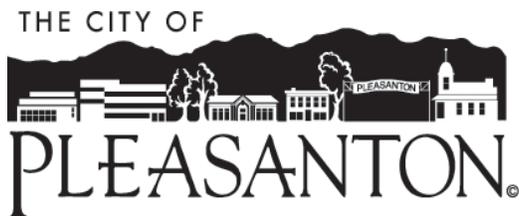
Deferred to November 2012 meeting.

STAFF COMMENTS

Deferred to November 2012 meeting.

ADJOURNMENT

There being no further business the meeting was adjourned at 7:58 p.m.



Civic Arts Commission Minutes

City Council Chamber – 200 Old Bernal Avenue, Pleasanton, CA
January 7, 2013 – 7:00 p.m.

CALL TO ORDER / PLEDGE OF ALLEGIANCE

Chairperson Loll called the meeting to order at 7:05 p.m. The Pledge of Allegiance to the flag was recited.

Roll Call

Commissioners Present: Karen De Baca Martens, Tegan McLane, Sara Nealy, and Chairperson John Loll.

Commissioners Absent: Claudia Hess

Staff Present: Susan Andrade-Wax, Community Services Director; Michele Crose, Community Services Manager; Julie Finegan, Visual Arts/Gallery Coordinator; and Edith Caponigro, Recording Secretary.

AGENDA AMENDMENTS

None.

MINUTES

1. Approve regular meeting minutes of October 1, 2012

This item was held for approval at the February 4, 2013 meeting.

2. Selection of Commission Chair, Vice Chair for 2013

Chairperson Loll discussed the importance of leadership for the Civic Arts Commission and its Chairperson.

A motion was made by Chairperson Loll, seconded by Commissioner Nealy, to nominate and elect Commissioner McLane to serve as the Civic Arts Commission Chairperson for 2013, and to nominate and elect Commissioner De Baca Martens to serve as the Vice Chairperson for the same period.

ROLL CALL VOTE:

AYES: Commissioner De Baca Martens, McLane, Nealy, and Chairperson Loll.
NOES: None
ABSENT: Commissioner Hess
ABSTAIN: None

At 7:10 p.m. Commissioner Loll turned the meeting over to the new Chairperson McLane.

MEETING OPEN TO THE PUBLIC

3. Introductions/Awards/Recognitions/Presentations

There were none.

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

Chairperson McLane opened the meeting for public comment at 7:12 p.m.

Kristin Werder, 3436 Windsor Court – indicated that as an actor from the New York stage, she was concerned about the possible replacement of the San Francisco Shakespeare group. Ms. Werder felt that the company had provided unique and special services to the community, and felt not renewing their contract meant the children were being forgotten. She felt that San Francisco Shakespeare has helped bring people in the community together.

Payton King, 2785 Decker Lane, Livermore – wanted to make sure that people who have attended performances put on by San Francisco Shakespeare are aware of the situation regarding renewal of their contract.

Kerry King, 2785 Decker Lane, Livermore – asked that consideration be given to renewal of the contract with San Francisco Shakespeare. She felt it was important to realize what they have been able to bring to kids in the community by nurturing their skills.

Jo Yoder, 4656 Black Avenue – has been involved with San Francisco Shakespeare (SFS) for four (4) years and felt what they have brought to the community is unique for Pleasanton. She felt that many time services are given to a group that is the lowest bidder, but what SFS has done for the community is different and they have become a part of the community.

Luke Carter, 4776 Black Avenue – advised that when he moved to Pleasanton from England he was very shy, but becoming involved with San Francisco Shakespeare and their productions has helped him to blend in and allowed him to become a part of the community, and he now feels at home.

Kim Napoli, 548 E. Angela Street – Ms. Napoli is pleased with what San Francisco Shakespeare has been able to bring to the community. SFS treats everyone well and is very organized and provides positive feedback to the children involved. She felt that San Francisco

Shakespeare was a top-notch organization that was a good addition to the community and hopes they will be allowed to continue providing good service.

Tina Wagner, 2431 Bay Meadows Circle – thanked the Commission for their commitment to the arts. Ms. Wagner discussed how San Francisco Shakespeare had helped her daughters achieve her dream and make every effort to treat everyone with kindness and respect. She felt they were a unique organization that put together good productions. Ms. Wagner felt it was important to keep everything local and keep things in tact, which was why she would like for San Francisco Shakespeare to remain.

Avery Clinton, 1772 Beachwood Way – has done five plays with San Francisco Shakespeare that have provided opportunities for building confidence and given other children great opportunities.

Natalie O'Neal for Riley Greenough, 1352 Briones Court – indicated that San Francisco Shakespeare treats every actor well and allows young actors to go to a place where they feel safe. It would be really sad to know that other kids won't have the same opportunity.

Natalya Ribovich, 316 Rose Avenue – has done ten (10) shows with Civic Arts Presents and has found it amazing and incredible. She felt it would be sad to have San Francisco Shakespeare taken away because everyone is so professional.

Morgan Werder, 3436 Windsor Court – has been a part of San Francisco Shakespeare since they did their first play in Pleasanton and felt they had created an environment that is unique and treated everyone with respect. Morgan has learned both as an actor and as an individual from participating with San Francisco Shakespeare, and has been able to build a good foundation and gain many friends.

Lisa O'Neal, 1352 Briones Court – felt San Francisco Shakespeare was an amazing company and it would be sad if their contract was not renewed.

Stephanie Herlich, 3839 Stratford Court – moved to Pleasanton 10 years ago at which time her daughter expressed an interest in acting. She joined San Francisco Shakespeare and has loved participating and enjoying being a part of the ensemble. Ms. Herlich believes having San Francisco Shakespeare in Pleasanton is a benefit for the whole community. She asked the Commission to consider what works for the community and the kids and consider renewing San Francisco Shakespeare's contract.

Sika Lonner, 4656 Black Avenue – felt everyone attending this meeting asking for San Francisco Shakespeare's contract to be renewed had been helped by the organization.

Thomas Hertz, 3956 Fairlands Drive – started being interested in acting when he was in fourth grade and auditioned at that time for a part in Sleepy Hollow. Thomas found acting amazing and challenging and has gained experience through auditioning with other groups. He is now a member of the Creatures of Impulse group and hopes through participating with San Francisco Shakespeare to act in New York.

Rae Kertun, 910 Mockingbird Lane – indicated she has been privileged to act in three (3) of the children’s musicals in Pleasanton. She discussed the quality and superiority of the performances, the family-like atmosphere provided, and the confidence and support provided to actors by San Francisco Shakespeare.

Claire Wagner, 2431 Bay Meadows Circle – advised that San Francisco Shakespeare means a lot to her and has helped with building her confidence. The memories she has gained will be with her forever. San Francisco Shakespeare is like having a family away from home.

Wen Kumpfert, 1422 Groth Circle – provided a mother/parent perspective to what San Francisco Shakespeare provides and how it has helped her child gain self-confidence, which in turn has also helped her with parenting. She believes San Francisco Shakespeare provides exceptional quality training and performances and the building of friendships.

Judy Fenton, 3206 Monmouth Court – discussed her past experience working with Andy Jorgensen and her efforts to get an acting part. She stated that she finally understands why Mr. Jorgensen wanted to bring the San Francisco Shakespeare group to Pleasanton.

Lisa Carter, 4776 Black Avenue – wanted to stress two points for renewing San Francisco Shakespeare’s contract: 1) the quality of the productions they organized that are creative, imaginative, and very entertaining; and 2) the coordination of productions with local school curriculums.

Denise McGrory, 1310 Bluebell Drive, Livermore – would like to see San Francisco Shakespeare retain their contract with the City of Pleasanton because they are an amazing group who run top quality productions. She asked the Commission to consider all requests to retain and renew San Francisco Shakespeare’s contract.

Chairperson McLane closed the meeting for public comments at 7:47 p.m.

MATTERS BEFORE THE COMMISSION

5. Approve Appointment of Teen Poet Laureates

Ms. Crose advised that Diana Fu and Arany Uthayakuma were introduced to the Commission at its November 5, 2012 meeting; however, because the Commission did not have a quorum present the motion to approve the appointment of these two Teen Poet Laureates could not be approved. She asked the Commission to review the materials submitted and consider approving the appointment of Arany Uthayakumar as the Teen Poet Laureate representing Amador High School for one (1) school year term; and approve the appointment of Diana Fu as the Teen Poet Laureate representing Foothill High School for one (1) school year term.

Commissioner De Baca Martens discussed how impressed she had been with both Teen Poet Laureate candidates when they had presented at the November 5, 2012 commission meeting. She found both teens to be inspiring and believes they are well qualified for the position.

Commissioner Loll regretted that Ms. Fu and Ms. Uthayakumar were not able to attend this meeting and thought they were very sensitive and talented young ladies. He would like for the poems they shared with the Commission at the November 2012 meeting to be distributed to other Commissions and is anxious to see what they do as Teen Poet Laureates.

Chairperson McLane felt the poetry submitted by Ms. Fu and Ms. Uthayakumar was outstanding and they both have great ideas for expanding poetry.

A motion was made by Commissioner De Baca Martens, seconded by Commissioner Loll, to approve the appointment of Arany Uthayakumar as the Teen Poet Laureate representing Amador High School for one (1) school year term; and approve the appointment of Diana Fu as the Teen Poet Laureate representing Foothill High School for one (1) school year term.

ROLL CALL VOTE:

AYES: Commissioners De Baca Martens, Loll, Nealy, and Chairperson McLane.

NOES: None

ABSENT: Commissioner Hess

ABSTAIN: None

6. Approve the Location of the Public Artwork “Joyful Empowerment”

Ms. Crose reviewed with Commissioners information regarding the donation of a piece of Public Art, “Joyful Empowerment”, through the Harrington Art Partnership that had been donated by Bob and Marilyn Athenour. She noted that when reviewing the proposed location for this piece at the November meeting the Commission had expressed concern about the proposed location and had asked that other locations be considered.

Ms. Crose informed the Commission that on December 13, 2012, the Public Art Selection Subcommittee (PASS) met to again review this piece and the Commissions recommendation that other locations be considered. After reviewing a number of locations, PASS again recommended the Museum on Main location for this piece of art, with a recommendation it be placed closer to the building facing Main Street. Staff visited and evaluated this new location and discussed the location with Museum on Main staff and the Athenours, all have agreed with the proposed location and installation details.

Ms. Crose advised that if approved the “Joyful Empowerment” piece would be placed on a base of black granite, approximately two feet tall, with the top 4” of the granite being highly polished and the remaining 20” being unfinished black granite. The sculpture will be installed on an appropriate pad with installation costs estimated to be between \$1,500 - \$2,000 and funded through the Public Art Acquisition Fund #038-900-4385.

A motion was made by Commissioner Nealy, seconded by Commissioner Loll, to approve the proposed location for the public artwork, “Joyful Empowerment” on the property of the Museum on Main located at 603 Main Street, Pleasanton.

ROLL CALL VOTE:

AYES: Commissioners De Baca Martens, Loll, Nealy, and Chairperson McLane.
NOES: None
ABSENT: Commissioners Hess.
ABSTAIN: None

Commissioner De Baca Martens asked for additional details about the proposed finish of the granite base.

Commissioner Loll indicated he was happy with the new proposed location for this piece, but would like for the process of selecting art pieces and their locations to have more strategic guidance. He would like for the Commission and City to think more about artists, pieces, processes, etc. Commissioner De Baca Martens thanked Commissioner Loll for his comments and questioned staff on how these concerns should be addressed. She suggested staff present something to the Commission that would help with these concerns.

Ms. Crose advised that she and Ms. Andrade-Wax had met with the Harrington's and that staff agrees with Commissioner Loll's comments and would like to revisit these concerns when new Commissioners have been installed. She also felt that this would be a good topic for Workshop discussion.

Ms. Andrade-Wax noted that staff has received comments from City Council and PASS and believes discussing concerns with the Harrington's should be done at the Workshop and not when a piece is involved.

7. Review of FY 2012/13 Community Grant Midterm Reports

Ms. Crose reviewed with Commissioners the 2012/13 Community Grant Program Project Performance Review spreadsheets and grant recipients Midterm Reports. She noted that of the \$40,000 in grant funds awarded to the seven (7) agencies, to date \$4,630 has been expended to date, leaving a remaining balance of \$35,370.

Staff discussed with the Commission funds allocated to Pleasanton Cultural Arts Council (PCAC) for the "Arts in the Schools" program, advising that staff as discussed with PCAC the fact that this is a pass-through money grant and will no longer be allowed. PCAC is looking at other ways to fund this program, perhaps aligning with another 501(c) (3), to help keep the program in place.

Commissioner Nealy questioned what options the Commission could consider for this. Ms. Crose provided information about allocating funds for special contracts that could be done at the discretion of the Commission. She also felt there was something different about funds granted for the Arts in School Program.

Commissioner Nealy wondered if staff had any concerns about agencies not being able to utilize all of the funds that had been allocated for FY 2012/13. Ms. Crose felt that all agencies would be able to invoice for all funds.

Ms. Crose applauded the Community Grant Subcommittee for questions they had raised about the program. She provided information on how Commissioners should review grants online, advising that grants for FY2013/14 Civic Arts have been separated from Youth grants. The Commission was advised that the ZoomGrants software has been tweaked slightly and a presentation will be made to them at the February 2013 meeting.

Commissioner De Baca Martens had questions regarding the lack of invoicing from Pleasanton Community Concert Band, Valley Concert Chorale, and Pleasanton Cultural Arts Council. Ms. Crose was confident that invoices will be submitted from all agencies. She felt that PCAC would submit an invoice once a chalk artist had been selected for the Festival, and Valley Concert Chorale would be invoicing for rental fee and performer expenses.

Commissioner Nealy noted that many small non-profit groups do not expend allocated funds until the end of the fiscal year.

Commissioner Loll asked about the notations on the Project Performance Review list for some agencies to provide required "Addendums". Ms. Crose noted that this was an error on the report and N/A should appear for all agencies.

Ms. Crose discussed with Commissioners how PCAC could associate with another non-profit to apply for funds for the Arts in the Schools program. Ms. Andrade-Wax noted that PPIE and PSEE could not act as the administrative agency for the funds for this program. She advised that if PCAC was an affiliate of the Pleasanton Unified School District there would not be a problem. Ms. Andrade-Wax discussed how the Commission could allocate a specific amount of funds for the program, and suggested this topic be discussed at the Civic Arts Workshop. Ms. Crose noted that PCAC has indicated they have been able to allocate about \$1,500 of their own funds to the program this year but are not certain if this amount could be allocated in the future.

COMMUNICATIONS

Ms. Crose advised that Commissioner Hess will attend the February 2013 meeting, but has submitted a resignation letter, making it necessary for the Commission to discuss Committee Appointments.

COMMISSION REPORTS

8. Committee Meetings

- a. PCAC Event Support - No report. Commission needs to determine who will represent the Commission at meetings.
- b. Park and Recreation Master Plan Steering Committee - Commissioner Loll advised that he was the Commission's representative to this Committee. Next meeting is scheduled for January 17th. This is a robust group that works well together.

- c. Public Art Selection Subcommittee - Commissioner Loll indicated that he was now the Commission representative to this Subcommittee, since Howard Seebach termed out of the Commission.

COMMISSION COMMENTS

Commissioners Nealy, De Baca Martens and Chairperson McLane, acknowledged Commissioner Loll for his work as the former Chairperson of the Commission.

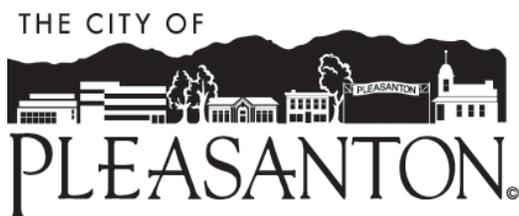
Commissioner Loll thanked everyone for their positive comments. He also commended the members of the public who had spoken earlier in the meeting regarding San Francisco Shakespeare and thought that staff and the Commission would work together to maintain this group. Commissioner Loll discussed the importance of the Commission grasping to and maintaining core ideas and principles. He felt something should be included in contracts and the Commission could work towards such ideals.

STAFF COMMENTS

Ms. Crose thanked Commissioner Loll for his knowledge and service as Commission Chairperson and said she was looking forward to working with Chairperson McLane and Vice Chairperson De Baca Martens. She advised that two new Civic Arts Commissioners as well as an "Alternate" would be appointed by City Council on January 15 and joining the Commission at the February 4, 2013 meeting. Ms. Crose also advised that progress is being made on the Cultural Plan update and at the next meeting staff will be seeking a Commissioner to replace Commissioner Hess on the Committee.

ADJOURNMENT

There being no further business the meeting was adjourned by Chairperson McLane at 9:08 p.m.



Civic Arts Commission Minutes

**City Council Chamber – 200 Old Bernal Avenue, Pleasanton, CA
February 4, 2013 – 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: Claudia Hess, Karen De Baca Martens, John Loll, Heidi Massie, Stephanie Wedge, and Chairperson Tegan McLane.

Commissioners Absent: Judy Wheeler, Sara Nealy

Staff Present: Susan Andrade-Wax, Community Services Director; Michele Crose, Community Services Manager; Kathleen Yurchak, Community Services Manager; Terry Snyder, Administrative Assistant; and Edith Caponigro, Recording Secretary.
(Mark Duncanson arrived at 10:20 p.m.)

AGENDA AMENDMENTS

There were none.

MINUTES

1. Approve regular meeting minutes of January 7, 2013

This item was held for approval at the March 4, 2013 meeting.

Staff provided Commissioner De Baca Martens with procedural details regarding approval of minutes.

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations

The Commission was advised that: 1) staff member, Mark Duncanson, had received a Legacy Achievement Award from the YMCA for his "Creatures of Impulse" work with youth; 2) the Creatures of Impulse project has received a State award which will be presented on March 8, 2013, and 3) the Cultural Planning Group has been invited to present to the Commission.

David Plettner-Sanders - advised that the Cultural Planning Group has officially embarked on the City of Pleasanton's Cultural Plan update and will be returning to the Commission in future months to provide information. Mr. Sanders introduced Mr. Allen and Mr. Dial from the group, advising that they would all be working together on the plan update and are looking forward to working with the Commission.

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

Chairperson McLane opened the meeting for public comment at 7:12 p.m.

Howard Seebach – indicated he was pleased to see in the Pleasanton Cultural Arts Council brochure that plans for a "piano" event are moving forward. He also asked about placement of an artist's plaque for the bell at the Firehouse Arts Center so people could easily identify the artist.

Ms. Crose advised that a change in vendor has occurred and the City of Pleasanton is trying to locate a new vendor who could make plaques that match those already existing. Staff will advise Mr. Seebach as soon as a vendor is in place and the plaques can be made.

MATTERS BEFORE THE COMMISSION

4. Approval of Services Agreement with The Bay Area Children's Theatre for Children's Theatrical Production Services

Commissioner Loll informed Commissioners and staff that as a board member of the San Francisco Shakespeare group he would like to excuse himself from this agenda item and leave the meeting while discussions took place. Commissioner Loll then left the meeting.

Ms. Crose informed the Commission that the Community Services Department is requesting approval for its Services Agreement with the Bay Area Children's Theatre (BACT) for children's theatrical production services for FY 2013/14. The agreement services include professional, artistic, technical, and administrative support for three (3) annual children's theatrical productions.

Ms. Andrade-Wax and Ms. Crose advised that in 1999 the City of Pleasanton Civic Arts Division had implemented a children's theatre program known as the "Civic Arts Stage Company" at which time City staff provided all support. Demand for the program grew to the extent that after nine years the City needed to look for a vendor to assist with the production of the program. At the same time the San Francisco Shakespeare Festival (SFSF) had been providing the "Free Shakespeare in the Park" program during the summer. Because of the

relationship built from this program the City initiated discussions with SFSF about the feasibility of having them assist with the Civic Arts Stage Company program and contracts were established for productions in 2008 and 2009.

With the opening of the Firehouse Arts Center in 2010, City staff determined that collaboration with a theatrical production organization/company could offer children's theatrical production services as an expansion of Civic Arts programs and the Firehouse Arts Center and in 2010 a Request for Proposal (RFP) process for outdoor Shakespeare productions and children's theatrical production services was initiated.

The RFP was sent to ten (10) professional Bay Area theater companies, and SFSF was the only company to submit a proposal by the deadline. Based on past performance, the City was confident in recommending SFSF and an agreement was approved for fiscal year 2010/2011 with two one year extensions.

To continue these services without interruption, the Commission was advised that the current Services Agreement expires on June 30, 2013 and it is essential for the City to secure an agreement with a theatre company. Staff conducted an RFP process for children's theatrical production services in October 2012 by announcing through press releases, posting on the City's website, and sending RFP's to five (5) professional Bay Area theater companies. In addition, staff initiated two (2) other RFP processes for adult repertory theatrical production services and "Free Shakespeare in the Park" theatrical production services.

Both Bay Area Children's Theatre and San Francisco Shakespeare Festival responded to the RFP for the children's theatrical production services. A Screening Committee consisting of two (2) Civic Arts Commissioners and City staff reviewed the proposals and interviewed representatives for both companies. The Committee was impressed with BACT and felt strongly they would continue the excellent level of children's theater for the community and with their knowledge and experience would continue to grow the program and enrich the experiences for the community.

Ms. Andrade-Wax provided a PowerPoint presentation of the process for the Children's Theatrical Productions Services (RFP), which included information pertaining to Purchasing Procedures for Professional Consultant Services, Consultant Selection Process, Consultant Selection Criteria, Determining Most Qualified Consultants, RFP for Children's Theatrical Production Services, Selection Criteria, Bay Area Children's Theatre, Background, Mission, Programs, Main Stage Productions, Youth Education Program, and Community Outreach.

The Commission was introduced to Nina Meehan, Executive Director for the Bay Area Children's Theatre who provided information about the organization and their plans for providing services for the City of Pleasanton.

Ms. Meehan provided Commissioner De Baca Martens with information regarding the three shows that BACT anticipates putting on for the upcoming season. The productions will be "School House Rock", "Wonka", and "The Secret Garden". She also commented on how

BACT will work with those children who would like to participate in productions but are unsure on how to do things.

Commissioner Hess discussed with Ms. Meehan the reasons BACT responded to the City's RFP and whether BACT was going to have sufficient staff to be able meet all requirements and have successful productions.

Ms. Meehan provided Chairperson McLane information on how BACT would involve family members in the productions, through volunteerism, photography, providing snacks, etc.

Chairperson McLane opened the meeting for public comment at 7:45 p.m.

Toby Leavitt, Executive Director for San Francisco Shakespeare Festival - thanked everyone involved in trying to keep SFSF in Pleasanton. Ms. Leavitt provided information about recent productions, number of attendees, ticket sales, etc., and felt that SFSF had brought excellence to the mix and helped many children enjoy the productions. She thanked everyone for their support through a difficult transition.

Rebecca J. Ennals, Artistic Director for San Francisco Shakespeare Festival - indicated she has enjoyed working with the many children and their families who had participated in productions. She felt the productions had been successful and was deeply saddened by the decision not to continue their contract, but was happy that a children's theater program would continue.

Natalya Rigovich, Pleasanton – felt that Pleasanton Civic Arts had been a second home to her and has helped her grow and be part of a big family.

Tina Wagner, Pleasanton – thanked the Committee and the Commission for their hard work. As a parent and volunteer she understands the RFP requirement, but thought a larger story was at play. SFSF has helped put a large family in place and has provided wonderful shows. Ms. Wagner felt it took a long time to build to the point that currently exists and has been built by SFSF and should continue to be supported to keep the family in place.

John Ribovich, Pleasanton – is an Artistic Director with lots of experience and has been very impressed with SFSF and the great kids and volunteers who have all worked well together. He felt changing to another group would mean building a new infrastructure, and suggested that “if it isn't broke – don't fix it”.

Rae Kerton, Pleasanton – is 8-years old and has been in three of the SFSF shows and discussed with the Commission reasons to keep SFSF. She provided copies of an online-petition completed by 207 people.

Cora Kerton, Pleasanton – is 6-years old and wants to be able to act with Rebecca, SFSF Artistic Director and will not be able to do so if their contract is not renewed.

Liz Kerton, Pleasanton – read a number of comments from the online-petition.

Samantha Herlich, Pleasanton – felt the most important thing to her about SFSF was being able to try out for roles and making new friends. She would like for SFSF to stay in Pleasanton.

David Moore, Berkeley – is a professional actor who felt moved to come speak at this meeting in favor of keeping SFSF. He felt strongly about the productions provided by SFSF and has reservations about the “tiered” system discussed by the BACT Executive Director. He liked that SFSF allows parents to be involved.

Lisa Carter, Pleasanton – advised that her three children have had parts in SFSF productions and have grown from the experience and enjoyed the challenge. Her children have always been involved even with small parts because SFSF productions are of a high caliber.

Amanda Bourne, Pleasanton – loves SFSF and understands the artistic and legal process, but as a mother has been able to watch her son grow working with Rebecca on such high quality productions in a safe and unique environment. Ms. Bourne noted that kids feel appreciated and enjoy that parents can be involved.

Claire Wagner, Pleasanton – joined SFSF when she was in 5th grade and has enjoyed the experience and gained some special friends at Civic Arts because it offers a “home-away-from-home” environment. It has always been special to invite family and friends to performances.

Elise Williams, Pleasanton – believes SFSF should be allowed to stay in Pleasanton. She has enjoyed being involved and it has allowed her to learn and grow. SFSF always allows two cast members for each part, which helps with the learning process, and directors have always provided positive feedback. SFSF has become part of another family for her.

Riley Greenough, Livermore – has been involved with theater since 4th grade and has enjoyed participating in SFSF shows because it allows those involved to grow and SFSF always brought out the best in everyone.

Chairperson McLane closed the meeting for public comment at 8:18 p.m.

Commissioner Hess questioned whether any changes had been made in the current RFP process from the one in 2010. Ms. Crose noted that the initial RFP had been written to have one organization provide both the “Shakespeare in the Park” program and Children’s Theatrical Production Services. Ms. Andrade-Wax noted that staff had received public feedback that the original scope of services was ‘too narrow’ and that is why the City had only received one (1) proposal back in 2010. Based on that input, the two art programs and/or services were addressed through separate RFP processes this time.

Commissioner Massie discussed with Ms. Meehan the target age range for the projected programs and about parent involvement. Ms. Meehan provided information regarding the program's age ranges and parent involvement. She also noted that BACT understands that it will take time to build commitment for parent involvement.

Commissioner De Baca Martens thanked everyone for attending the meeting and noted that making a recommendation for the Services Agreement had not been easy for the Screening Committee, but that it has been important that they follow the RFP requirements and process. She noted that after the interview process the Screening Committee unanimously voted to recommend BACT. Commissioner De Baca Martens hopes that parents and the community will help children through the changes and support the recommendation. She was hurt to see so many people disappointed and encouraged parents to continue to allow their children to participate and audition for parts.

Chairperson McLane also thanked everyone for attending the meeting and noted that the youth theatre program in Pleasanton has value beyond good measure. She broke it down by advising that two groups had auditioned for the position of Civic Arts Stage and one had been selected, and advised that sometimes one doesn't get the role they want, but should still strive to make a production the best.

A motion was made by Commissioner De Baca Martens, seconded by Chairperson McLane, to approve the Services Agreement with the Bay Area Children's Theatre for children's theatrical production services.

ROLL CALL VOTE:

AYES: Commissioners De Baca Martens, Massie, Wedge, and Chairperson McLane.
NOES: None
ABSTAIN: Commissioner Hess
ABSENT: Commissioners Loll, Wheeler and Nealy.

The Commission took a break from 8:20 – 8:30 p.m.

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

Ms. Yurchak reviewed with the Commission the ZoomGrant online grant application software tutorial program. She advised that the program would allow agencies to submit their FY 2013/14 Community Grant and Housing and Human Services Grant (HHSG) applications online and allow Commissioners to review and evaluate the applications.

Commissioners were advised by Ms. Yurchak that an application submitted by Pleasanton Cultural Arts Council for Arts in the School has been disqualified because it did not meet the timeline deadline when submitted. Ms. Yurchak also informed the Commission that a total of \$75,438 in grant applications had been submitted, and that a total of \$40,000+ was actually available.

Commissioner Loll and Ms. Crose informed Commissioner Wedge that receiving compensation from any of the agencies applying for grant funding would require Commissioners disqualify themselves from the grant review process.

Ms. Crose provided information regarding funding amounts requested by agencies and the funding amounts committed. She discussed confusion that had been experienced by agencies and the Commission. Commissioner De Baca Martens suggested that staff explain this to the agencies before they present to the Commission for funding.

Ms. Yurchak advised that agencies have been asked to provide information regarding the effects on the project for which they are requesting funding if the funding request is not allocated. She also noted that agencies are required to submit requested documents, unless they have done so previously. Commissioner Loll questioned whether the members of the Commission would be able to access the documents for agencies that had applied previously for funding.

Ms. Crose felt it would be beneficial to staff if Commissioners would make notes in the Note Section if they would like an agency to present at the March meeting. Commissioner Loll suggested this be done in the scoring comment section. Ms. Crose suggested Commissioners also email her with their recommendations for agencies they would like to present. Commissioners discussed how to evaluate and select the agencies to present and discussed questions that should be asked.

Commissioner De Baca Martens had questions about allocating full funding amounts requested by the agencies and Chairperson McLane and Ms. Crose discussed the possibility that the Commission may not want to recommend full funding. Chairperson McLane also noted that any funds not allocated would roll over into the next funding cycle.

Commissioner Massie discussed her employment with the Livermore Opera making her ineligible to participate in the grant funding process.

Commissioner De Baca Martens suggested changing report wording from "Commissioner's Recommendations" to "Staff's Recommendations" on the report provided to the Commission at the March meeting. She also suggested "Commissioner's Average Recommendations" be considered.

Commissioner Loll questioned whether it would be possible to view the funding amount recommendations made by individual Commissioners, rather than the average of recommended allocations. Ms. Crose advised that the Commission would be provided additional information this year because changes have been made to the report.

6. Approve Commission Priorities for Fiscal Years 2013/2014 and 2014/2015

Ms. Crose informed the Commission that biannually City Council holds a Priority Setting Workshop where they discuss citywide initiatives and projects for implementation by the different departments during the two-year budget cycle. To prepare for this Workshop, City

Council has asked for the Commission to discuss, rank and prioritize their projects, initiatives, and administrative policies, to help the City with long-term strategic planning and allocation of resources for the budget cycle FY 2013/14 and 2014/15.

Ms. Crose reviewed with the Commission several items that have been suggested by the Commission, the community, and/or City staff, and asked the Commission to consider these items, modify if necessary, and prioritize them from “highest” to “lowest”:

- Facilitation and implementation of the Cultural Plan Update.
- Increase marketing and communication effectiveness
- Review Harrington Art Partnership
- Continue to implement the Downtown Public Art Plan

Commissioner Loll noted that he and Commissioner Hess had been involved in the Workshop that had put together the current priority items, and felt it was important for the Commission to look toward other items that could be included, i.e. increasing passion and taking on more of a leadership role.

Commissioner Massie asked whether any of the items on the list were to be included in the Cultural Plan Update. Ms. Crose advised that some of the items would be tied in with the Plan.

Commissioner Hess didn't think the Commission had put forward anything about marketing and communication effectiveness and thought this is something that could be reviewed.

Commissioner De Baca Martens was concerned about the wording “Review” of Harrington Art Partnership and suggested it be changed to “Assessment”. Commissioner Hess felt that an intended outcome of the Partnership needed to be stated.

Commissioner De Baca Martens questioned whether the Commission should put forward a “Signature Event” recommendation to City Council. Chairperson McLane felt this would be covered in the Cultural Plan.

Commissioner Hess questioned whether City Council would be taking steps from the priorities or were just looking for advisement.

Commissioner Loll felt the priorities needed to include something about marketing and communication.

A motion was made by Commissioner Hess, seconded by Commissioner Loll, recommending the following Civic Arts Commission priorities, in rank order, be forwarded to City Council for review and consideration:

- Facilitation and implementation of the Cultural Plan Update
- Increase marketing and communication effectiveness
- Evaluate City of Pleasanton art programming

- Continue to assess and implement the Downtown Public Art Plan including the Harrington Art Partnership

ROLL CALL VOTE:

AYES: Commissioners De Baca Martens, Hess, Loll, Massie, Wedge, and Chairperson McLane.

NOES: None

ABSENT: Commissioner Nealy, Wheeler,

ABSTAIN: None

7. Selection of Committee Assignments for 2013

Ms. Crose advised that annually, the Commission reviews committee appointments and makes necessary changes. She reviewed the current Committee Appointments with the Commission and changes were recommended.

A motion was made by Commissioner Loll, seconded by Commissioner Massie, to appointment representatives to committees as follows:

- Pleasanton Cultural Arts Council Event Support - Heidi Massie, Alternate Judy Wheeler
- Park and Recreation Master Plan Steering Committee – John Loll (no Alternate)
- Public Art Selection Sub-Committee – John Loll, Alternate Stephanie Wedge
- Cultural Plan Steering Committee – Karen De Baca Martens, Tegan McLane, Alternate Heidi Massie
- Teen Poet Laureate Selection Committee – Tegan McLane, Alternate Stephanie Wedge

ROLL CALL VOTE:

AYES: Commissioners De Baca Martens, Hess, Loll, Massie, Wedge, and Chairperson McLane.

NOES: None

ABSENT: Commissioner Nealy, Wheeler,

ABSTAIN: None

8. Review of the Commission Meeting Schedule for 2013

Ms. Crose reviewed with the Commission the 2013 meeting schedule.

A motion was made by Commissioner Hess, seconded by Commissioner Massie, to approve the 2013 Civic Arts Commission meeting schedule as presented by staff.

ROLL CALL VOTE:

AYES: Commissioners De Baca Martens, Hess, Loll, Massie, Wedge, and Chairperson McLane.

NOES: None

ABSENT: Commissioner Nealy, Wheeler,

ABSTAIN: None

COMMUNICATIONS

There were none.

COMMISSION REPORTS

9. Committee Meetings

a. Cultural Plan Update Steering Committee

Chairperson McLane, Commissioner De Baca Martens and Ms. Crose attended the first meeting with the consultants and provided them with information and suggestions of things the Commission would like to see considered for the future. Suggested additional information should be forwarded to Ms. Crose so she can forward to the consultant.

b. PCAC Event Support

Ms. Crose advised that planning for the event is moving forward, budget information is being finalized, three pianos have been secured for the piano program, and chalk artists have been secured. The Tri-Valley YMCA and three local schools are to create artwork on the pianos. The event date is May 11, but chalk artists will begin drawings on May 10. Information can be obtained at www.the-big-draw.com.

Chairperson McLane suggested that local media be contacted to do a story on Howard Seebach and how he was instrumental in getting the piano event in place. Commissioner Hess provided additional advertising and promotion ideas, and advised that an update on the event will be given to the Commission by PCAC. Commissioner Massie advised that PCAC is trying to get emerging artists to work on the projects with the paid artists.

c. Park and Recreation Master Plan Steering Committee

Commissioner Loll advised that the Committee has held the last of the public workshops and collected ideas will be provided soon so the Commission can review. Next steps will be to create a vision.

d. Public Art Selection Sub-Committee

No report.

COMMISSION COMMENTS

A. Commissioner Loll congratulated Mark Duncanson on his recent award and reminded the Commission that former Commissioner Howard Seebach was a good source for information and ideas.

B. Chairperson McLane noted that this was the last meeting for Commissioner Hess. She thanked her for her service and has enjoyed working with her. Chairperson McLane also welcomed the new Commission members.

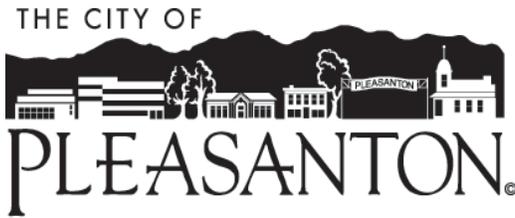
C. Commissioner De Baca Martens also thanked Commissioner Hess and advised that she has appreciated her art perspective.

STAFF COMMENTS

Ms. Crose thanked Commissioner Hess for her service and dedication on the Commission. She advised that she had just received an email from Tina Wagner thanking the Commission for listening to everyone who had spoken earlier in the meeting on item 5. Additional information was provided about the Mark Duncanson Award and the CPRS Award for Creatures of Impulse.

ADJOURNMENT

There being no further business the meeting was adjourned at 10:35 p.m.



Civic Arts Commission Agenda Report

March 4, 2013
Item 6

**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 take 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 2013/2014 Operating Budget for the Civic Arts category of the Community Grant Program and an additional \$416.07 in unspent funds from the FY 2011/2012 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 2013/2014 FUNDING CYCLE

Application Process

Application Packets were available online beginning December 7, 2012, with applications due on January 21, 2013, by 5pm. The appropriate City commissions reviewed and evaluated the applications in February, 2013. The FY 2013/2014 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 7, 2011, 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.

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

Analysis of Project Applications

The review/evaluation process for the FY 2013/2014 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 twenty (20) 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 nine (9) different agencies were received by the January 21, 2013 deadline, totaling \$75,438 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 seven (7) 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. This discussion might well take place in the broader context of an effort to both update the City's Cultural Plan, and further define the goals and objectives of the City's Community Grant Program.

The available funding (\$40,000 plus a carry-over of \$416.07) represents approximately 53% of the total requests (\$75,438).

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

Cantabella Children's Chorus
Production of Benjamin Britten's Noye's Fludde

Requested Funding: \$7,500
Average Recommended Funding: \$3,142
Tentative Votes: 4-0

The proposed project involves collaboration between several organizations to produce a one-of-a-kind children's opera. Two performances will be held in Livermore and two in Pleasanton and will be preceded by an opera camp. Grant funds will be used to underwrite nearly 44% of the salary burden for the stage director, set director, costume designer and Pleasanton musicians. It will also underwrite 69% of the cost for music royalty and rental expenses for the choristers and instrumentalists. It will also support 50% of their professional artist fees and underwrite 1/6th of their publication and printing costs.

Staff Comments:

All documents were attached, budget information was filled out correctly and the organization has indicated clearly how grant funds will be used. With a request of \$7,500 and estimated Pleasanton residents served at 300, the average cost per resident is \$25.00.

Livermore Valley Opera
Opera at the Firehouse

Requested Funding: \$4,000
Average Recommended Funding: \$1,583
Tentative Votes 3-1

The proposed project will provide a professional opera program at the Firehouse Arts Center to include one evening performance for a general audience. Grant funds will be used to fund singers and instrumentalists, staging equipment, props, and marketing support.

Staff Comments:

All documents were attached; budget information was filled in correctly. The facility has not been secured yet, the application addresses that; however, from a staffing perspective that is a concern. With a request of \$4,000 and estimated Pleasanton residents served at 150, the cost per resident is \$26.00.

Livermore Valley Opera
Student Opera Performance Program

Requested Funding: \$7,500
Average Recommended Funding: \$3,579
Tentative Votes: 4-0

The proposed project will bring professional singers to Pleasanton classrooms to introduce and demonstrate opera. Free student tickets will also be offered to attend the student performance at the Bankhead in October 2013 and March 2014. Grant funds will be used to pay fees to the professional singers and pianists. A small portion will pay a temporary contracted project manager.

Staff Comments:

All documents were attached. While the applicant stated all the sources they were going to seek funds from for this grant, they did not indicate how much of that funding would be allocated directly to this grant. Staff understands there has been confusion over the wording in the budget area of the application and assumes the applicant misunderstood the needed information in the

“Amount Committed” section of the budget tab in the application. With a request of \$7,500 and estimated Pleasanton residents served at 700, the cost per resident is \$10.71.

Pacific Chamber Symphony	Requested Funding:	\$7,500
Assembly Program for PUSD Elementary Schools	Average Recommended Funding	\$3,833
	Tentative Votes:	4-0

The proposed project will allow one flute, clarinet, trumpet, violin, and cello quintet to perform two back-to-back assemblies for each public elementary school. Funding will be used to pay 6% of the salary for the Music Director. The remaining grant amount will cover the fees of the professional musicians, music arranger and printing of the educational packet.

Commissioner Questions:

A commissioner has indicated that they would like a “progress” report from the applicant on the status of the same titled grant from FY 2012/2013. Another commissioner has asked the applicant to answer the question about whether or not all funding sought from other sources was committed to specifically serving Pleasanton schools.

Staff Comments:

All documents were attached. In the text of the application, the applicant indicated that some funds would be spent for the printing of educational packets; however in the budget section of the application there is no indication of what amount will be allotted for this expenditure. With a request of \$7,500 and estimated Pleasanton residents served at 2,500, the cost per resident is \$3.00.

Pacific Chamber Symphony	Requested Funding:	\$7,500
Clinics for Music Students: Matinee Performance	Average Recommended Funding:	\$1,071
	Tentative Votes:	3-1

The proposed project will allow Pacific Chamber Symphony to present a free weekday daytime one hour matinee performance at the Amador Theatre of one of the main concert programs for music students and low income seniors in the community. The performances will also include instructional clinics for the music students. Funds will support 6% of the salary for the Music Director, the fees for the musicians and soloists and production expenses including rental fees associated with the Amador Theatre.

Commission Questions:

A commissioner has indicated they are confused by the projected number of residents served. The application states 800. The Amador Theatre holds close to 600. It is unclear from the application if there will be unduplicated residents for the clinics. Another commissioner has asked for clarity on what the applicant will do with funds from other sources if this grant is not funded by the City. A commissioner has asked if there has been an attempt at collaboration with the schools and the senior community to assure attendance at this performance. A question has also been asked to indicate how many clinics are planned.

Staff Comments:

All documents were attached. The Amador Theatre has not been secured yet, from a staffing perspective that is a concern. With a request of \$7,500 and estimated Pleasanton residents served at 800, the cost per resident is \$9.38.

Pacific Coast Repertory Theatre
PCRT/Firehouse Arts Center
Equipment Enhancement

Requested Funding: \$6,000
Average Recommended Funding: \$314
Tentative Votes: 1-3

This grant would fund the purchase of five (5) additional wireless “hair” microphones for PCRT to use exclusively at the Firehouse Arts Center

Commissioner Questions:

A commissioner has asked for the clarity on the following questions: The lifespan of one of these microphones and who would be responsible for maintenance and replacement of these microphones?

Staff Comments:

All documents were attached. 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 one microphone would cost. PCRT has been a contractor for the Firehouse and is currently operating in a rental capacity; however, they are being recommended by the RFP selection committee to be the theatrical production company for the Firehouse Arts Center for FY 2013/2014. With a request of \$6,000 and estimated Pleasanton residents served at 6,000 the cost per resident is \$1.00.

Pleasanton Community Concert Band
Program and Audience Enhancement

Requested Funding: \$7,500
Average Recommended Funding: \$2,771
Tentative Votes: 4-0

The grant application states that by funding this grant, participation and audience numbers will increase and community awareness will grow for this organization. Monies received for this program will cover the costs of digitizing all existing photographic and text history, purchasing sheet music, publication of a 40th anniversary CD and booklet, peripheral percussion instruments, new business cards, guest soloist(s), publicity support and equipment repair and maintenance.

Commissioner Questions:

A question was raised by a commissioner as to whether or not additional funding sources were being sought. A commissioner would also like to see the band size/number of members over the last few years.

Staff Comments:

All documents were attached. The funding sources section of the budget information was filled out incorrectly. It appears to show that no other funding is being sought. As with a previous applicant, staff is to assume that this section was unclear. Question #2 of the application asked the applicant to state how their project relates to the Cultural Plan; in their answer to question 2 the applicant did not make their answer to this readily apparent. With a request of \$7,500 and estimated Pleasanton residents served at 5,000, the cost per resident is \$1.50.

The Gatehouse Academy for Gifted Education, Inc	Requested Funding:	\$2,938
enGAGE! Summer Enrichment Camp	Average Recommended Funding:	\$1,567
	Tentative Votes:	4-0

The project seeks to fund the purchase of Shimpo potters wheels, MIDI keyboards and clay to be used in visual arts and music technology courses offered at the enGAGE! Summer Enrichment Camp.

Commissioner Questions:

A commissioner has asked for more information on the total camp size, where the camp is held and whether or not this camp is officially affiliated with the PUSD.

Staff Comments:

All documents were attached. Budget information is filled out correctly. With no indication of where the camp is held, it is difficult to determine if the facility has been secured for this program. With a request of \$2,938 and estimated Pleasanton residents served at 108, the cost per resident is \$27.20.

Tri-Valley Repertory Theatre	Requested Funding:	\$7,500
Sound Microphones	Average Recommended Funding:	\$560
	Tentative Votes:	1-3

This project will enable the organization to purchase ten (10) Shure ULXP4 microphones, receivers and transmitters so that they may be able to continue to meet FCC requirements.

Commissioner Questions:

The following questions have been raised by a commissioner: What is the life span on these microphones and what is the plan for funding replacement and maintenance?

Staff Comments:

A second page to this organizations budget was missing; however, after staff contact they supplied the page and staff uploaded it on their behalf. This organization showed clearly how much each mic costs and indicated in the budget information how much of the organizations own funds will be used to cover the costs of purchase. With a request of \$7,500 and estimated Pleasanton residents served at 1668, the cost per resident is \$4.50.

Tri-Valley YMCA	Requested Funding:	\$7,500
Arts Education as a Vehicle for Asset Development	Average Recommended Funding:	\$4,000
	Tentative Votes:	4-0

This organization seeks to increase arts education in their afterschool and summer programming as a way to address the unmet need of diminishing art programs in schools. The participants will experience works of art in live form, create and perform art and be assessed according to state arts education standards. Funding for this program will cover the hiring of a 15 hour a week coordinator to focus on arts education.

Staff Comments:

All documents were attached. Budget information was filled out. It appears that from the budget information that there are some organizations that have already committed to fund this program. With a request of \$7,500 and estimated Pleasanton residents served at 498, the cost per resident is \$15.06.

Valley Concert Chorale	Requested Funding:	\$4,000
50 th Anniversary: Carmina Burana	Average Recommended Funding:	\$500
	Tentative Votes:	2-2

This project consists of the production of a choral concert, “Carmina Burana” to be held in March 2014. The concert will include multiple choruses, orchestra, soloists, and possibly dancers. The performance will be held at the Bankhead Theater. Grant funds will be used to offset the costs of printing and publicity associated with this project and to help pay for the estimated \$11,000 costs of professional orchestras and soloists.

Commissioner Questions:

The application states that the applicant believes at least half the audience at the performance will be from Pleasanton. With the event being held in Livermore, a commissioner has asked how the organization determines that information.

Staff Comments:

All documents were attached and the budget information was filled out correctly. With a request of \$4,000 and estimated Pleasanton residents served at 250, the cost per resident is \$16.00.

Valley Concert Chorale	Requested Funding:	\$6,000
50 th Anniversary: Choral Master Classes	Average Recommended Funding:	\$3,200
	Tentative Votes	4-0

Funds for this project will cover the costs of an American Choral Composer to conduct master choral classes and workshops in mid-May 2014 at Amador Valley and Foothill High schools. There will also be a joint choral concert May 16-18, 2014 with Valley Concert Chorale.

Staff Comments:

All documents were attached and the budget information was filled out correctly. There appears to be a date set for the concert and fees associated with the rental of a facility, but no facility

confirmed yet. With a request of \$6,000 and estimated Pleasanton residents served at 6,000, the cost per resident is \$1.00.

ALTERNATIVE ACTION

Any other action as determined by the Civic Arts Commission.

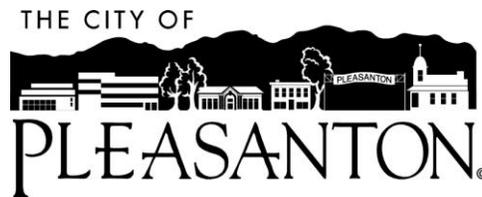
Submitted by,

/s/

Michele Crose
Civic Arts Manager

Attachments

1. Evaluation Criteria for FY 2013/2014 Community Grant Program
2. FY 2013/2014 Community Grant Applicant Presentation Schedule
3. Civic Arts Community Grants Tally Sheet



**Evaluation Criteria for
FY 2013/14 Community Grant Program
(Civic Arts and Youth Categories)**

1. Need

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

2. Benefit

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

3. Funding

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

4. Alternative Funding Sources

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

5. Eligibility

- a. Are the agency/organization staff/volunteers qualified and have the capacity to provide the activity/service?

- b. Does the agency/organization appear to be able to achieve the stated goals and outcomes?
- c. Does the request provide a new service in Pleasanton?
- d. Are the project outcomes and evaluation process identified and reasonable?

6. Community Support and Collaboration

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

7. Civic Arts Commission Priorities

- a. 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.

8. Youth Commission Priorities

- a. In evaluating applications for this category, the Youth Commission will consider 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.

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 2013/2014 Community Grant Applicant Presentation Schedule

March 4, 2013

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

Some agencies have been asked to present its application before the commission and answer questions by the Commission if applicable.

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:

**(Please note the Civic Arts Commission meeting is scheduled to start one hour before its regularly scheduled time at 6pm to accommodate the presentations.)*

Presentation Schedule

Presentation Time	Agency	Project	Requested Funding
6:10 pm	Cantabella Children's Chorus	Production of Benjamin Britten's Noye's Fludde	\$7,500
6:20 pm	Livermore Valley Opera	Student Opera Performance Program	\$7,500
6:30pm	Pacific Chamber Symphony	Clinics for Music Students: Matinee Performance	\$7,500
6:40pm	The Gatehouse Academy for Gifted Education, Inc.	Engage! Summer Enrichment Camp	\$2,938
6:50pm	Pleasanton Community Concert Band	Program and Audience Enhancement	\$7,500
7:00pm	Tri-Valley YMCA	Arts Education as a Vehicle for Asset Development	\$7,500
7:10pm	Valley Concert Chorale	50 th Anniversary: Choral Master Classes	\$6,000

