

**CIVIC ARTS
COMMISSION AGENDA**

**Monday, June 3, 2013
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 May 6, 2013.

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. Review of the Civic Arts Program and Facilities

COMMUNICATIONS

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

Committee Meetings:

- a. PCAC Post Event Update
- 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: July 1, 2013

UPCOMING AGENDA TOPICS:

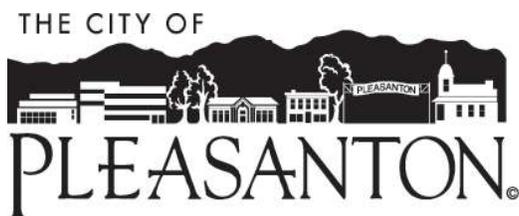
Firehouse Concessions Contract Approval
Review of the Alviso Adobe & Enviro/Historical Prgms
Final Community Grant Reports – (August)
Artistic Design Utility Box Discussion

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
May 6, 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: John Loll, Heidi Massie, Karen De Baca Martens, Stephanie Wedge, and Chairperson Tegan McLane. (Commissioner Wheeler arrived at 7:05pm.)

Commissioners Absent: Sara Nealy.

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

AGENDA AMENDMENTS

None.

MINUTES

1. Approve regular meeting minutes of April 8, 2013

A motion was made by Commissioner De Baca Martens, seconded by Commissioner Massie, to approve the minutes from the April 8, 2013 meeting. **The motion was approved.**

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

Howard Seebach – advised that he had three items he would like for the Commission to consider: 1) that he was looking forward to the signature event scheduled for the upcoming

weekend that will include the placement and playing of pianos; 2) the bell at the Firehouse Arts Center (FAC) still does not have a plaque identifying the artist; and 3) after attending a recent presentation at the FAC by Jerry Allen, he would like the Commission to consider a project of painting electrical boxes at different locations throughout Pleasanton to make them into art objects. He suggested the Commission look for an organization that would be interested in taking on such a project.

Ms. Crose provided Mr. Seebach with information regarding the status of a plaque placement for the bell at the Firehouse Arts Center.

Dolores Bengtson – advised the Commission that a small group of Pleasanton residents has formed an advocacy group for the Alviso Adobe Park who want to make sure that the Cultural Plan Update and Parks and Recreation Master Plan studies include this park and recommends making it an active interpretive cultural park. She noted that the framework for this park is in place but that amenities are lacking to support an active program.

Ms. Bengtson noted that the park amenities are sterile and what is needed are improvements that will include amenities, staffing, etc. Her group is urging the City move forward with a strategic plan for this site and realized that a funding allocation is required.

Ann Faff-Doss – a former curator at the Museum on Main. She agreed with Ms. Bengtson's comments and felt that the Alviso Adobe Park area needed to be more dynamic and engaging in order to attract people to the site. She felt that someone needed to look at this park and make suitable recommendations and asked the Commission to consider these comments.

Kurt Kummer – a former member of the Parks and Recreation Commission advised that the Commission viewed the Alviso Adobe Park as being an exciting and fun place, but feels the goals and potential have not been reached. He urged the Commission to create a strategic plan for the Alviso Adobe.

MATTERS BEFORE THE COMMISSION

4. Recommend Approval of Services Agreement with San Francisco Shakespeare Festival in the amount of \$26,000 for Outdoor Theatrical Production Services

Commissioner Loll requested to be recused from this item because of his involvement with the San Francisco Festival group and left the meeting while the item was discussed.

Ms. Crose advised the Commission that the Community Services Department is requesting approval of the Services Agreement with San Francisco Shakespeare Festival for outdoor theatrical production services for FY 2013/2014. She advised that the contract services would include six (6) performances of professionally produced and performed summertime outdoor theatrical productions.

Ray Katz, San Francisco Shakespeare Festival – thanked the Commission for the past support that has allowed his organization to make theater accessible to everyone.

Commissioner De Baca Martens discussed with Ms. Crose the cost to the City of Pleasanton for the performance that will be provided by San Francisco Shakespeare. Ms. Crose advised that she did not have such information because productions involved a number of City of Pleasanton departments as well as Parks and Recreation department staff time. Commissioner De Baca Martens felt such information should be available from previous years and Ms. Crose indicated that she would be willing to provide such information at a future meeting, and noted that the \$26,000 for the Services Agreement would be taken out of the \$400,000 Civic Arts budget.

Commissioner De Baca Martens discussed with Mr. Katz the auditioning process for the performances. He advised that the casts are in place for the performances, but opportunities are available for locals to participate. Commissioner De Baca Martens suggested such opportunities be posted at local school sites and would like for the San Francisco Festival organization to do outreach and provide a timeline for the auditions. Commissioner Wedge questioned whether teenagers in the plays were local Pleasanton students. Mr. Katz indicated he would be happy to provide information to the Commission, but was unsure if local students were part of the cast. He also advised Commissioner De Baca Martens that he was unable at this time to provide information about future productions.

Chairperson McLane was advised by Mr. Katz that San Francisco Shakespeare Festival did not anticipate any conflicts since they had not been awarded the contract for children's theatrical production services.

Commissioner De Baca Martens indicated she was concerned about approving the Services Agreement when the Commission didn't know what the cost were going to be to the City of Pleasanton and thought this was something that needed to be reviewed. Ms. Crose advised that the Services Agreement was for the Scope of Services to be provided by the San Francisco Shakespeare Festival and not what is being provided by the City. She noted that staff is cognizant of the cost of staff time, but didn't believe it was a tremendous expense. Commissioner De Baca Martens thought the Commission needed to be made aware of such information so they could make appropriate recommendations.

Chairperson McLane felt indirect costs should be kept in mind and the Commission doesn't typically know all of the costs for projects. Additional information about employee and printing costs was provided by Ms. Crose.

A motion was made by Commissioner Massie, seconded by Commissioner Wedge, recommending approval of the Services Agreement with the San Francisco Shakespeare Festival in the amount of \$26,000 for outdoor theatrical production services.

ROLL CALL VOTE:

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

NOES: None

ABSENT: Commissioner Nealy

ABSTAIN: Commissioner Loll

COMMUNICATIONS

There were none.

COMMISSION REPORTS

Committee Meetings

a. PCAC Event Support

Commissioner Massie advised that plans for the event were moving along. The mystery event didn't do as well as had been hoped. She noted that a lot of good coverage has been received in local newspapers, etc. Commissioner Wheeler noted that the pianos are a big draw. Commissioner Loll advised that local Boy Scout troops will be providing service hours, etc.

Ms. Crose noted that response to the pianos has been overwhelming and extending the time they will be on the street has been requested, but approval from the Police Department needs to be received. She advised that the City plans on keeping some of the pianos for use in the future. Ms. Crose hopes that many people will participate in the event and enjoy the entertainment and food that will be available.

b. Parks and Recreation Master Plan Steering Committee

Commissioner Loll advised that the consultants are working on a draft that will be made available to the Committee at the May 30 meeting. He hopes that phase of the process is very interactive, and noted that the facilities portion is interesting because of comments regarding the state of the Amador Theater and the Nature House. Commissioner Loll feels there should be a balance about these facilities and the amenities that are there. He noted that there is a joint workshop planned with the Parks and Recreation Commission and City Council in September.

c. Cultural Plan Update Steering Committee

Commissioner De Baca Martens advised that: 1) the Committee viewed a presentation of public art throughout the world and 2) discussed survey results and where the information from it will be used. She felt it would be interesting to see what happens with the next steps.

Chairperson McLane noted that the Committee discussed the types of art that people participate in and the cultural amenities that people use; i.e. parks, library, etc., and what people like more such as live music.

Commissioner Massie discussed with Ms. Crose the number of survey returns received. Ms. Crose noted that the consultant had felt the survey responses had been acceptable. Commissioner Loll advised that the City's website has a 22-page PowerPoint on the survey results.

Ms. Crose discussed with Commissioner Massie the next steps for the Cultural Plan update, advising that another workshop is planned for June when a rough draft of the Cultural Plan will be shared. Another Steering Committee meeting will also be planned and it is hoped to keep everything on schedule for the Cultural Plan to be reviewed in September or October.

Commissioner Massie discussed with Ms. Crose how information about the workshops had been sent out.

Commissioner De Baca Martens was advised by Commissioner Wheeler that something could be posted at Valley View School to target Latino members of the community with information about the workshop. Commissioner Wedge suggested also putting a poster at the library.

d. Public Art Selection Sub-Committee

Ms. Crose advised that a Sub-Committee meeting is planned for May 24 at which they will be looking for a location for “All Together Now”. She advised that the Harrington’s are suggesting a location at Centennial Park. Ms. Crose noted that a location is still being sought for “Rock, Paper, Scissors”. City Council will be considering the mural recommendation at the June 4 meeting, and at their May 7 meeting will be considering the Poet Laureate and City Grant recommendations and the PCAC contract. She advised that some of the groups that had not been recommended for funding were planning to attend the City Council meeting.

Commissioner De Baca Martens questioned whether a member of the Commission should plan on attending the City Council meetings. Commissioner Loll advised that he would be attending with a boy scouts group.

COMMISSION COMMENTS

A. Commissioner Loll noted that Civic Arts programming is an asset to the community and encouraged people to attend programs and events. He provided information about the upcoming Ramayana production and advised that copies of the Parents and Educators Guide are available.

B. Commissioner Wheeler had questions regarding the items that had been brought to the Commission by members of the public.

C. Commissioner De Baca Martens indicated she would have liked to have learned more from Mr. Kohl and thought there would have been more interest for the visual arts group by people attending the First Wednesday Street Event. She wanted to make sure the Commission supports visual arts. Ms. Crose noted that the City of Pleasanton participates in the First Wednesday Street Party events, but that it is a Pleasanton Downtown Association event.

D. Chairperson McLane discussed: 1) the Alviso Adobe matter that had been discussed during the Public Comment portion of the meeting; 2) felt grant items could be discussed

closer to the next grant cycle; 3) visual arts; and 4) the request made by Mr. Seebach. She suggested these items be considered as future agenda items.

STAFF COMMENTS

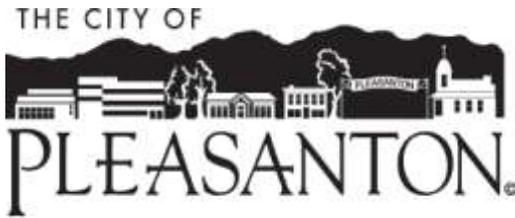
Ms. Crose discussed the upcoming Civic Arts presentation from the Civic Arts Department, budget availability, and other possible items for discussion.

Commissioner De Baca Martens noted that a review of the Civic Arts Facilities and Programs was supposed to be on the agenda for this meeting. Ms. Crose noted that the report had become so lengthy that staff was trying to condense it so that it would not be so overwhelming, and will most likely be on the June meeting agenda. Commissioner De Baca Martens suggested that if it is not available for the June meeting, that perhaps a report could be provided on the Firehouse Arts Center.

Additional information was provided about Ramayana being performed at the Firehouse Arts Center May 10, 11, 12, 17, 18 and 19. Ms. Crose also discussed additional Civic Arts Presents productions.

ADJOURNMENT

There being no further business, the meeting was adjourned at 8:39 p.m.



Civic Arts Commission Agenda Report

June 3, 2013
Item 4

SUBJECT: REVIEW OF THE CIVIC ARTS PROGRAM AND FACILITIES

SUMMARY

The City of Pleasanton's Civic Arts Division has provided arts related programs, activities and events for over twenty years. Initially the Civic Arts Division facilitated and supported Pleasanton Playhouse's theatrical productions as well as the Pleasanton Unified School District's programs at the Amador Theater. Since then, the Civic Arts Division has grown significantly and now offers a wide variety of programming in the performing, visual and literary arts.

RECOMMENDATION

It is recommended that the Civic Arts Commission receive and comment.

FINANCIAL STATEMENT

None

BACKGROUND

The City of Pleasanton's Civic Arts Division has provided arts related programs, activities and events for over twenty years. Initially the Civic Arts Division facilitated and supported Pleasanton Playhouse's theatrical productions as well as the Pleasanton Unified School District's programs at the Amador Theater. Since then, the Civic Arts Division has grown significantly and now offers a wide variety of programming in the performing, visual and literary arts.

During the 1990's, the Civic Arts Division's role and scope was expanded to include leadership, advocacy and strategic planning. As a result, the Civic Arts Commission was established in 1996 and consisted of five (5) members and one (1) alternate. The Civic Arts Commission's role was to advise the City Council in the following areas:

- Review and make recommendation on Public Art projects
- Encourage commercial, public and residential projects to incorporate art within the project's design
- Promote art within the City
- Work with artists and the Pleasanton Cultural Arts Council
- Oversee the development of a City Cultural Plan
- Recommend policies and actions regarding the City's Civic Arts Program
- Guide future direction of cultural enhancement of the City
- Develop facility needs, including the exploration of the need for a performing/visual arts center and gallery

With the assistance of Civic Arts Commission, the City approved and adopted the City's Cultural Plan in 1998. The final document was intended to serve as a vital blueprint for the future development of the community's arts, cultural and heritage assets. A few years later, City staff initiated a "Public Arts Facilities & Feasibility Study". The Study included: a survey of local and regional arts venues; and inventory of potential users; key informant interviews; analysis of current and prospective sites; and case studies of similar art facilities. The final document was approved and adopted in 2001.

In 2007, the City approved and adopted the "Pleasanton Downtown Public Art Master Plan". The final documents outlined five (5) goals:

Create a Public Art Program that

- Enhances Downtown
- Involves and serves diverse residents and visitors
- Values the creative thinking and broad perspectives of artists, sponsors and audiences
- Honor the past and celebrates the future
- Builds upon other civic initiatives

While the City was building its advocacy for the arts and broadening its visioning efforts, it also was increasing its programming and strengthening its support for additional arts facilities. Although initially the City only facilitated and supported Pleasanton Playhouse's theatrical productions and the Pleasanton Unified School District's programs at the Amador Theater, the Civic Arts Division soon began producing an annual holiday production and offering a presenting program known as, "Civic Arts Presents". In addition to the performances at the Amador Theater, Civic Arts also implemented city-wide special events that included "Free Shakespeare in the Park", Hometown Holidays Parade and Tree Lighting Ceremony, and the Youth Music Festival. Civic Arts also expanded their programming to include the children's theater company, "Civic Arts Stage Company", the City Poet Laureate program, environmental education, the visual arts program, summer theater camps and art classes.

In 2008, the City opened the historical and cultural gem, the Alviso Adobe. Two years later, the City opened it's highly anticipated performing arts center and gallery, the Firehouse Arts Center in 2010. With the addition of these two venues, the City is now responsible for the operations and maintenance of the Alviso Adobe Community Park, the Amador Theater and the Firehouse Theater; as well as the Harrington Gallery for visual arts and two (2) large studios at the Firehouse Arts Center, for classes and rehearsals.

DISCUSSION

Currently, the Civic Arts Division is responsible for numerous facilities, activities and events that facilitate a diverse variety of historical, cultural and arts related programming within the Tri-Valley area. Each of these facilities and programs are promoted to the local cities, through a comprehensive marketing plan.

FACILITIES

Amador Theater

The Amador Theater, located on the campus of the Amador Valley High School, is a 591-seat traditional proscenium theater with a full fly system, containing 19 line sets. Despite being built in the 1930's, the theater has been maintained with seating, dressing room, lobby and restrooms updated within the last 25 years. The lighting system and sound system received a major overhaul in 2005.

The Amador Theater is used primarily by the School District, hosting up to (60) P.U.S.D. events, at little or no cost to the District. In addition, the facility is rented to local non-profit cultural groups and organizations. The City does continue to present one program there each year. The Civic Arts Stage Company holiday show performs, offering many youth from the community the opportunity to perform on the "Main Stage." Aside from rehearsals leading up to the "load-in of the show, this production resides for almost a month, in the Amador theater.

Firehouse Arts Center

The newest arts facility in Pleasanton is the Firehouse Arts Center. Opened in September 2010, the Arts Center houses the intimate, 227-seat Firehouse Theater, the 2000 square-foot Harrington Gallery and two (2) large studio/classroom spaces. The Firehouse Theater is a black box theater, with flexible seating. Each year, the City presents a full season of shows in the Firehouse Theater, offering a wide variety of local and professional music and theatrical talent.

Harrington Art Gallery

The Harrington Gallery is a versatile space for visual arts, using moveable walls, pedestals and a comprehensive lighting system to create exhibits with great impact. In addition, main lobby and hallway walls are used for additional art displays. The Reznick and Johnson studios located upstairs are great for art classes, meetings, rehearsals and workshops. These studios are separated by a retractable wall that can be moved to create one large space. The rooms are used primarily for City-sponsored programs and activities. However, on occasion, they are rented to local groups.

PROGRAMS

Theatrical Productions

Currently, there are (2) theater companies and a teen improv troupe that use the Firehouse Theater. Typically, these productions are scheduled prior to any other events each year, as they occupy the most time on the calendar.

Civic Arts Stage Company

In 1999, the City of Pleasanton's Civic Arts Division developed and implemented a children's theatre based program known as the "Civic Arts Stage Company". At that time, all professional, artistic, technical and administrative support was provided by City of Pleasanton staff. As a result of the City producing the "Civic Arts Stage Company" program for over nine years, public interest in programming grew more than the City could accommodate on its own. To address this situation, the City initiated an RFP to begin using an outside contractor to assist with the program in 2008.

Each season, Civic Arts Stage Company presents three children's theater productions. The program aims to engage youth and teens in the process of presenting a theatrical production. A typical season includes a production in October with two casts of about 20 youth performing at the Firehouse Arts Center, a production in December with two casts of approximately 40 youth each, performing at the Amador Theater, and a production in May with two casts of approximately 20 youth that performs once more at the Firehouse Arts Center. Each production is double cast in the interest of allowing more youth in the community to engage in the program.

Each production runs for two consecutive weekends, with one (1) show Friday night, two (2) on Saturday and a Sunday matinee. In addition, there are day-time school performances for each production. Typically the fall and spring shows offer a 9:30am and 11:00am show for two school days and the winter production offers the same times for three school days.

Civic Arts Stage Company also offers classes throughout the school year to support the goal of recreationally engaging youth in the theatrical process. In the fall of 2013, the City of Pleasanton will continue to offer classes in partnership with Bay Area Children's Theater called Young Performers. Young Performers is a processed-based performance class designed to teach participants the basics of theater.

Pacific Coast Repertory Theater

With the advent of the Firehouse Arts Center, the Pacific Coast Repertory Theater was established in 2010. The City determined that a relationship with a semi-professional theater company would be a good addition to the existing programming. City staff met with Pacific Coast Repertory Theatre (PCRT) to discuss options for providing theatrical production services that would include shows geared to more adult audiences to compliment the existing children's theater productions of Civic Arts Stage Company.

The first (2) productions from PCRT in 2011 were quite successful: *Cabaret* and *CHICAGO*. Currently, we have agreed that PCRT will offer three (3) fully staged musicals each season. They hold auditions in the fall for all their shows, with two (2) Actor's Equity contracts and small stipends, when available, to each additional actor. PCRT employs an all-professional production team of designers and directors, some coming with award-winning experience in their field. This past year, PCRT opened their season with a family-friendly musical – *Beauty & the Beast*, incorporating a unique promotional add-on in the form of a "Princess Tea Party with Belle", one of the main characters in the show. The second musical of the season, *RENT*, was a veritable success, selling out all three (3) shows in its final weekend. *She Loves Me* was their final show of the season. The show had a respectable run, receiving complimentary reviews.

Creatures of Impulse

In 2008, a teen theatrical improvisation program "Creatures of Impulse" (COI) was developed by one of the City's very own staff, Mark Duncanson. Currently, teens in the performance troupe audition for a place in the troupe. Auditions are held in May, and sometimes again in the fall if needed.

In addition to performances, the ensembles in "Creatures of Impulse" facilitate youth-to-youth performance workshops and camps, conduct corporate trainings and perform original improv formats. The program also offers teen improv classes throughout the school year in a variety of improvisational aspects including musicals, stage combat, long-form, and exercises/games.

COI performs five main stage performances each season. The following is a typical main stage season:

- Tri-Valley High: The Series: An improvised episodic show
- Nightmare: A horror show
- Holiday Shorts: Holiday themed show
- Improv Face-Off: Improv competition involving three or more groups
- Spring Long-Form: Traditionally an improv musical

The COI troupe also performs numerous shows to serve as fundraisers to pay for their participation in the annual Teen Comedy Festival in Chicago, IL. They have attended and participated in the festival for four consecutive years beginning in 2010. In addition, the Creatures of Impulse Teen Improv Program received the 2012 California Park and Recreation Society's Creating Community Award of Excellence for Youth Development.

Presenting Program

Civic Arts Presents

Outside of the City's theatrical programming, the presenting program consists of a variety of musical performances, lectures, films and comedy acts. In past seasons, musical genres that have graced the Firehouse Arts Center include: Pop/Classic Rock, Tribute shows, Bluegrass, Cabaret, Country, Classical, Acoustic and World Music. The most popular musical performances are Pop/Classic Rock and Tribute Bands.

Comedy performances are part of the Firehouse's monthly "Comedy at Firehouse Arts" series. Every second Wednesday evening of the month, a show is produced featuring one "Opener" and one "Headliner", offering intelligent and witty humor with adult themes, however without profanity.

Museum Lectures

The City has offered the Museum on Main use of the Firehouse Theater for their Ed Kinney Series. Currently every 2nd Tuesday of the month the Museum features a lecture on a topic of interest or an actor portrayal of a prominent historical figure in a program they call: "An Evening with..." Attendance of these events varies, relative to the presented program. The Museum receives free use of the facility and one technician. All other duties are provided by Museum staff and their volunteers.

Library Films

The Firehouse Arts Center teamed up with the Pleasanton Library to present a series of documentary films. Each film presentation was preceded by a short talk by a local personality or expert that related to the topic of the movie. This series was free to the public and the film rental was funded through the Library. This series lasted for one season, but was discontinued because of lack of budget for the rental fee and curator.

Camps and Classes

Summer Drama Camps

The City of Pleasanton's Summer Drama Camp program started in 1996 as a means to engage the local youth in the performance aspect of a musical theater production. The summer camp runs for four (4) weeks at the Amador Theater. The program has grown in popularity often resulting in a waitlist. The City has been able to accommodate additional mini-camps on occasion depending on availability of resources (facility, tech & staff).

During the summer of 2011, staff implemented a "Summer Theater Arts Intensive" camp. This camp was designed to focus on theatrical performance through basic theater practices, scene study, self assessment, and theatrical improvisation. With a minimum of 40 participants needed to implement the Intensives, 83 participants registered the first year the program was offered.

In 2011, staff assessed the summer programs and recognized that the musical performance camp was geared for participants up to the age of 17 years; however, the majority of the campers were ages 8-12. As a result, two (2) additional camps were added in 2012. Summer "Teen One-Acts", is a camp for youth in grades 6th -12th that requires participants to write their own original one-act plays. The "Summer Theater Tech" is a technical theater camp for youth in grades 9th -12th which instructs the participants on basic technical theater skills through hands-

on learning. The Summer Theater Arts Intensive has had significant growth in the last two (2) years. In 2011, there were 83 participants and in 2012, participation grew to 120 participants with a waitlist. Additionally, the Summer Theater Tech Camp designed to teach hands-on stage craft, sound, lighting, and stage management started in 2012. The camp had an enrollment of four (4) campers. Summer Theater Tech Camp currently has an enrollment of two (2) with over one month before the start of the camp.

In 2013, a second Musical Performance Camp has been added and will run concurrently with the existing camp. This is in response to the large waitlists that the musical performance camp has had consistently in the past. So far, the "Aladdin Jr." Musical Performance Camp is full and the "Seussical Jr." Musical Performance Camp has only a few spots left. Both camps are set to begin on July 1, 2013.

Young@ Art

The growing Young @ Art program gives children ages 5 through 11 an opportunity to visit each exhibition to learn about the artists, techniques, and/or theme, discuss the artwork, and then create appropriately related projects in the classroom. At this time there is one Young @ Art session per exhibit. Staff has recently created a new Young @ Art Excursion program planned for this summer, which will especially serve young teens.

Literary Arts

Poet Laureate Program

On November 17, 1998, the City Council approved the Civic Arts Commission's recommendation to create the position of Pleasanton Poet Laureate. The primary role of the Poet Laureate is to provide appropriate poetry at civic events, and promote the appreciation of the literary arts in the community.

These individuals have established a wonderful tradition of poetry readings at the Century House, while using their unique styles in developing new programs for the community. Some of these include television broadcasts and the establishment of the Poetry, Prose and Arts Festival. In 2001, the City's Poet Laureate Program also won an award from the National Conference of Mayors.

Past Poets Laureate include:

Charlene Villella (1999 – 2001)

Jim Ott (2001 – 2003)

Kirk Ridgeway (2003 – 2005)

Cynthia Bryant (2005 – 2007)

Martha Meltzer (2007 – 2009)

Deborah Grossman (2009 – 2011)

Cynthia Bryant (2011-2012)

In addition to the adult Poet Laureate program, the City has two new teen Poets Laureate. This year, the Civic Arts Commission recommended the appointment of Arany Uthayakumar – Amador High School and Diana Fu – Foothill High School for the two Teen Poet Laureate Positions. Both Miss Uthayakumar and Miss Fu were formally appointed to their positions by the City Council on January 15, 2013. In addition, the adult Poet Laureate, Sandra Kay Harrison was appointed by the City Council on May 7, 2013.

Visual Arts/Harrington Art Gallery

The Harrington Gallery opened in September, 2010, during the Grand Opening for the Firehouse Arts Center. Pleasanton Art League, an active non-profit arts organization serving the tri-Valley area, was the first group to be represented in the gallery. A rotating schedule of seven or eight exhibits per year has followed. There are two annual exhibitions; the Pleasanton Art League Members Exhibition, which takes place in the fall and the Firehouse Arts Center's Fresh Works Open Juried Exhibition in the spring. Since Pleasanton Art League has an open membership policy and the Fresh Works Open Juried is open to all artists over 18 who live or work in the greater Bay Area, both exhibits offer opportunities for a large amount of participation and serve a large population. Other exhibitions held at the Harrington Gallery are thematic based on aspects like media, subject matter, age, etc., are invitational, or come as a result of accepting exhibit proposal submissions. Often, large groups such as the National Watercolor Society, California Society of Printmakers, or the California Watercolor Association, submit proposals for their group, in which a previously juried subset of members' artworks are displayed. Occasionally exhibitions are of particular interest to children, as in the Paintbrush Diplomacy International Children's exhibit, the 2012 Off the Charts! High School Art Exhibit and the recent California exhibit. The goal for the Harrington Gallery is to provide a large variety of high quality exhibitions which appeal to a large population, both locally and regionally. There have been landscape, abstract, humorous, surrealist, and musically themed exhibits, to name a few, as well as installations, digital, and conceptual works shown.

There are three additional exhibit spaces within the confines of the Firehouse Arts Center, and they are located in the lobby, hallways on both floors, and the upstairs alcove. These areas are outfitted with a wire hanging system, and artists from both within the community and in the greater Bay Area contract to have a selection of their artwork exhibited in these spaces. These areas allow for more flexibility than the Harrington Gallery, since that is usually planned out for up to two years. They are also areas that experience a great deal of foot traffic as visitors to the theater and students and parents using the classroom are able to visit them even if the gallery is not open. This can benefit the artist, as their works are available for purchase.

All artwork featured in the Harrington Gallery and ancillary exhibit spaces are approved by staff, usually for sale, and insured. Artists pay a nominal entry fee to participate. The City retains 30% of the sale price as commission on sales.

Special Events

Youth Music Festival

The Youth Musical Festival began in 2002 as a live musical showcase with the intent on giving youth and teens an avenue to share their passion for music. In 2010, staff worked to enhance the program by making it more youth-driven, by enlisting the assistance of youth "producers". These producers were teens with a passion in the performing arts. Selected youth producers worked together to plan and implement specific aspects of the festival including administrative duties, set list management, finale production, and stage management.

From 2002 to 2010, the Youth Music Festival performed at the Amador Theater. In 2011, The Youth Music Festival was moved to the Firehouse Arts Center. Staff and audience members alike agreed that the Firehouse Arts Center was a much more appropriate facility given the intimate nature of venue. The Firehouse Theater has proved to be a less intimidating stage for the less experienced young performers. In 2013, the Youth Music Festival will have two (2) holiday-themed performances in the Firehouse Theater in addition to the spring showcase.

JamFest – Teen Concert in the Park

In 2005, “JamFest” was created out of collaboration between the City’s Youth Commission and the teens in the Youth Master Plan Implementation Committee. Those involved agreed that there was not a place for local teen bands to share their music. Organizers identified several local teen bands to play at the inaugural event.

Currently, bands are asked to submit audio and video files to audition for JamFest each year. A panel of City staff and youth work together to select the bands and/or performers. Usually, two (2) to three (3) bands are chosen to share the stage for that year. City staff works with teen volunteers to manage the planning and implementation of the event. JamFest is held annually in May at the Lions Wayside Park bandstand. Traditionally, this is the Friday before the official start to the Pleasanton Downtown Association’s Concerts in the Park. This year, JamFest is scheduled for May 24, 2013 at 7:00 pm.

Open Mics

In 2007, Open Mics started as a project of the teen volunteer group “P-Town Teen Volunteers”. The first Open Mic featured a band scheduled to perform in the last 40 minutes of the evening show. This allowed the first one hour and 20 minutes to be reserved for a variety of spontaneous teen acts including poets, singers, musicians, young comedians, and actors.

During summer 2012, Open Mics were offered twice a month on the Firehouse Arts Center’s Parkside Patio (area adjacent to First Street). The event was also opened up to adults to include a wider range of performers. This year, Open Mics will continue to be offered as part of Firehouse First Fridays. Firehouse First Fridays is a free event where the public is welcomed to the Firehouse Arts Center ‘free of charge’ where they experience the visual and performing arts.

Movies in the Park

The Movies in the Park series began in 2009 as a new way to engage the Pleasanton community during the summer. A family oriented movie is shown each Thursday night at sundown for six (6) consecutive weeks beginning mid-July through mid-August. In addition, City staff facilitates various activities for children and families including relay races, trivia contests, and summer camp style group games before the movies begin each week. The Movies in the Park series is a free event, where families are encouraged to bring their blankets, chairs and picnics and enjoy the movies under the stars at the Amador Valley Community Park.

The 2013 Movies in the Park series features the following films:

- July 11 Dr. Seuss’ The Lorax
- July 18 ParaNorman
- July 25 Brave
- August 1 Hotel Transylvania
- August 8 The Amazing Spider-Man
- August 15 The Avengers

Shakespeare in the Park

For the past 11 years, the City has presented a professional production of a Shakespeare play in the park for the local and surrounding communities. Each year, the City collaborates with an outside contractor to perform for three (3) consecutive weekends in the summer. All performances are free and attract more than 400 – 500 spectators per night. This year, the City in collaboration with the San Francisco Shakespeare Festival, will produce *Macbeth* on Saturday and Sunday evenings, June 29 & 30, July 6 & 7 and July 13 & 14. All performances begin at 7:30pm.

MARKETING

All facets of the arts that the City produces are promoted by a comprehensive marketing plan that includes print media, digital and social media, radio and television. In addition, an online ticketing service, (Seat Advisor ®), provides data that can be used to inform marketing strategies as well as support targeted marketing efforts. Here is a list of the various outlets for marketing that we are currently using:

Print Media

Recreation Activity Guide

Each Activity Guide produced by the Community Services Department contains information promoting Civic Arts programs in the following ways. All classes and camps are listed in detail with pertinent registration information. All Creatures of Impulse and Civic Arts Stage Company shows are listed with audition information and ticket-purchasing information. On page 3 of each Guide, there is an ongoing ad for other Civic Arts events, both in the Firehouse Theater and Amador Theater. Pending availability, additional promotion for the Harrington Gallery and other Civic Arts events can be found on the inside covers of the guide.

Firehouse Arts Center “Season Brochure”

The full season brochure is produced each year and is available in August. It features performances and events that begin in September through May of the following year. The brochure is distributed to 14,000 residents through the Pleasanton Weekly, as well as to all the local businesses in and around the Downtown area which includes the City offices, PDA, Tri-Valley CVB, Pleasanton Chamber of Commerce, and all of the libraries in the Tri-Valley area. The brochure can also be accessed through the Firehouse Arts Center’s electronic newsletters and website. In addition, the City also directly mails the brochure to over 2,500 people on the distribution list. The City’s data that is collected through the ticketing program indicates that over 20% of patrons are getting their information about the Firehouse from the annual brochure.

Newspapers

Prior to each show, staff generates a press release which is sent to all local media in the area which includes: the Bay Area News Group (Contra Costa Times, Tri-Valley Times, Times-Herald, TimeOut Weekend), SF Chronicle, SF Examiner, The Independent, and Pleasanton Weekly. As a result, often editorial staff from these local papers will print the release (or a portion thereof) along with images in an edition of their respective papers. On occasion, the show will be featured or highlighted in the “Good Times”, Top 10 section and/or entertainment insert for that upcoming weekend.

Postcards and Posters

Since the season brochure is produced once annually, follow-up postcards are designed, printed and inserted into the local newspaper as well. Postcards are generated every quarter to help remind residents of the upcoming shows. The first seasonal postcard includes programming for the winter months (November – January), the second postcard features the spring month (March – May), and the third postcard covers the summer months (June – August). The distribution is similar to the brochure, except that none are mailed.

Posters are generated monthly, featuring all shows presented at the Firehouse and the Amador Theater. Measuring 2' x 3', they are displayed in the kiosk on Main Street and also placed outside and around the Firehouse Arts Center. The brochure, postcards and posters are designed by the same graphic artist to promote continuity among our print collateral pieces.

Digital

Firehouse Arts Center Website

The website (firehousearts.org) offers a list of current shows and events, art exhibits, classes and workshops. Different pages include more in-depth information about each show as well as our popular youth programs, Civic Arts Stage Company and Creatures of Impulse. The Events page has been changed to go directly to our ticketing page, thus offering a simpler process for our online patrons. Certain partnerships are highlighted, such as the Museum on Main, Pleasanton Community Concert Band, Convention and Visitors Bureau, Livermore Valley Opera and Pleasanton Art League. In addition, we have a current listing of events on the City of Pleasanton's website with the Community Calendar and Arts Around Town Calendar.

Electronic Newsletter

Newsletters are sent to recipients every two weeks via an online service, *Constant Contact*. They include information on current and upcoming shows offered in the theater, exhibits in the gallery, as well as information on auditions for upcoming Civic Arts Stage Company shows and what's going on in downtown Pleasanton. Recipients have "opted in" to the list serve in the process of purchasing a ticket online and can also sign up independently through the website. Continued positive feedback shows that our patrons enjoy receiving the newsletter, are happy with the frequency and love the videos! Staff is currently targeting over 9,000 recipients, who can "opt out" at any time.

Bay Area News Group

Through an agreement with Bay Area News Group (BANG), the City receives print and internet based advertisements and e-mail newsletter blasts. The print advertisements are displayed in the TimeOut Entertainment magazine section which is inserted into the Thursday's edition of the regional East Bay papers. These include the Contra Costa Times, the Oakland Tribune, the Valley Times and the Mercury News. The frequency of the City's advertisement is approximately three times per month. The size of the current ads is 1/3 of a page.

The City also periodically generates email newsletter blasts through Bay Area News Group on months that feature a significant amount of shows and events. There are over 16,000 recipients that receive this service through BANG's database which are sent approximately 6-8 times per year. The City has experienced 5,625 "opens" over this past year. This means that the recipient actually opened and read some portion of the email.

In addition, BANG also offers online advertising on their San Jose Mercury News and Contra Costa Times websites. The online advertisement is a “sliding billboard” style, and runs for 10 days per month in a fixed position on their website. The City often uses this type of advertisement to promote upcoming shows. The City’s ads have seen 108,919 impressions, which is the number of online news readers who might have seen the ad, while on one of the BANG’s website.

Online Calendars

The City also promote the various shows through an online service called “*Full Calendar.com*”. This service offers an extensive distribution of key information about each show to a number of entertainment and cultural websites throughout the Bay Area. There are a few local websites and a few “niche” websites that do not allow access to “fullcalendar.com”, such as the Pleasanton Patch or California Bluegrass Association, in which case the information is entered manually.

Social Media

Facebook & Twitter

As with most social media outlets, daily posts and monitoring are essential. The Firehouse Arts Center’s Facebook page posts information and comments about upcoming shows at the Firehouse Arts Center and the Amador Theater, along with information or community events, i.e., The Big Draw, 1st Wednesdays, Concerts, etc. Each post on Facebook is automatically sent to Twitter as well. For each new performer, the City attempts to connect with the performer’s Facebook page by “liking” it, and encourage the performer to reciprocate. This is also a great platform for people to share their thoughts and experiences at the Firehouse. In order to get additional exposure, the City also has a small advertisement that is featured on Facebook, which costs \$11.00 per day. The data that the City has received as a result of its social media efforts on Facebook and Twitter indicate that the City has: 1,460 fans that “like” the Firehouse Arts Center’s Facebook page; Friends of Fans = 630,043; People Talking About This Page = 73; and the Weekly Total Reach = 65,809.

Customer Service

Box Office and Print-at-Home Tickets

The box office staff is often the first contact that patrons have with the Firehouse Arts Center. The staff are informed on upcoming shows, gallery exhibits as well as other general information about the City (where to eat, where their donation brick is located, nearby book store etc is.). They share in the responsibility of brochure distribution and gathering marketing information from ticket buyers. With the City’s ticketing software (SABO), staff is able to analyze data that has been captured through ticket sales. When patrons order tickets via the website, phone or in-person, they are asked how they heard about the show. The top two (2) methods for hearing about a particular show are “word of mouth” and the “Season Brochure”.

A large percentage of ticketholders print their tickets at home. The Print @ Home tickets include the ticket information, directions to the theater and parking, ad space for our sponsors as well as upcoming shows. At this point, 51% of all ticket sales are made online.

Radio and Television

Tri- Valley TV

Tri-Valley TV offers the Lucky Fan Contest to drive fan registration and promote their contest partners. Tri Valley TV produces ten (10) spots for partners, like the Firehouse Arts Center, that are participating in the Lucky Fan Contest. TV30 viewers go to TV30's website to register to enter the contest. Names are drawn and winners are announced on air as well as TV30's Facebook page. The Firehouse is announced each time a (FAC ticket) winner is selected on all stations (TV28-30), and these promotions run several times daily on all channels, as well as TV30's Facebook page.

In 2011, we participated in the Pleasanton Downtown Association's/Comcast Spotlight Television Advertising, which included ninety 30 minute television spots (per month) that were broadcast on five (5) television stations and seen by viewers in Pleasanton, Dublin, Livermore, San Ramon and Sunol.

Inside City Limits (Comcast Special Series)

Inside City Limits is a half hour, weekly arts and entertainment series. Inside City Limits concentrates on capturing cultural and ethnic diversity that are explored through the arts. They interviewed City staff in fall 2011 and again in the spring of 2012. The show focused on the history and upcoming programming of the Firehouse Arts Center, as well as local businesses.

"Bay Area Drop-in" – (KTSF Channel 28)

"Bay Area Drop-in" is a multi-lingual look at specific Bay Area cities and what they have to offer. In 2012, the show filmed an episode on Pleasanton and interviewed staff about history and programming at the Firehouse Arts Center.

KKIQ Radio – (Tri-Valley and beyond)

In fall 2012 staff purchased on air advertising and offered ticket giveaways for shows such as ASIA and Bobby Kimball,

Other Radio partners such as – KALW – San Francisco and KSCU – Santa Clara University have also been utilized for ticket giveaways.

CIVIC ARTS - SEASON 2013/2014

As mentioned previously, the City has approved Service Agreements with Bay Area Children's Theatre and Pacific Coast Repertory Theatre which has allowed staff to schedule all theatrical programming for the coming season. This includes the following shows:

Civic Arts Stage Company Season

School House Rock – September 11 – September 20, 2013

Wonka - December 13 – December 22, 2013

Secret Garden - February 28 – March 9, 2014

Pacific Coast Repertory Theatre Season

TBA - November 8 – November 24, 2013

A Chorus Line - January 24 – February 9, 2014

Music Man - May 2 – may 18, 2014

Creatures of Impulse

- Nightmare - October 24 – 26, 2013
- Holiday Shorts - December 5 & 6, 2013
- Face-Off - March 20 – 22, 2014
- The Musical - April 24 – 26, 2014

This in turn has allowed us to identify the weekend dates that are available for programming music and comedy. This year saw the initiation of a focus group, tasked with recommending specific performers that could appear in the Firehouse Theater as part of the 2013-14 Season. The focus group was able to provide information to staff based on their viewing experiences in the Firehouse and provide suggestions as to what they would like to see in the coming season.

Some of the recommended acts that are confirmed at this point include:

- Gypsy Soul - October 4, 2013
- December People - December 13 & 14, 2013
- Stringfever - April 4, 2014
- Theatre of Illusion - April 11, 2014

ALTERNATIVE ACTION

Any other action as determined by the Civic Arts Commission.

Submitted by:

/s/
Rob Vogt
Recreation Supervisor