

**CIVIC ARTS COMMISSION
WORKSHOP AGENDA**

**Monday, May 5, 2014
4:00 P.M.**

**City Hall Conference Room
200 Old Bernal Ave., Pleasanton, CA 94566**

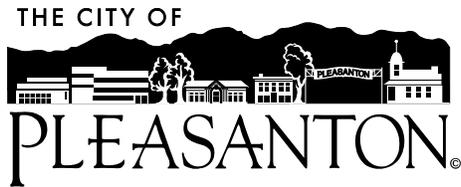
- 1. Welcome and Overview of Agenda**
- 2. Update on Commission Goals**
- 3. Update on Cultural Plan**
- 4. Community Grant Process Discussion**
- 5. City Public Art Projects including Utility Boxes and Main St Green Park**
- 6. Wrap-up & Next Steps**

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 AGENDA**

**Monday, May 5, 2014
7:00 P.M.**

City Council Chamber, 200 Old Bernal Avenue

CALL TO ORDER

- Pledge of Allegiance
- Roll Call

AGENDA AMENDMENTS

MINUTES

1. Approve regular meeting minutes of March 3, 2014.

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations – Recognition of Commissioner McLane
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.

COMMUNICATIONS

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

Committee Meetings:

- a. PCAC 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: June 2, 2014

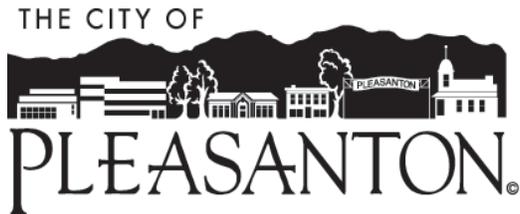
UPCOMING AGENDA TOPICS:

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Civic Arts Commission Minutes

City Council Chamber – 200 Old Bernal Avenue, Pleasanton, CA
March 3, 2014 – 7:00 p.m.

CALL TO ORDER / PLEDGE OF ALLEGIANCE

Chair Tegan McLane called the meeting to order at 7:07 p.m. The Pledge of Allegiance to the flag was recited.

Roll Call

Commissioners Present: John Loll, Sara Nealy, John Steenman, and Chair Tegan McLane.

Commissioners Absent: Sandra Jellison, Heidi Massie, Olivia Scrivner, Judy Wheeler, and Chairperson Stephanie Wedge.

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

AGENDA AMENDMENTS

There were none.

MINUTES

A motion was made by Commissioner Nealy seconded by Commissioner Steenman, to approve the minutes of February 3, 2014. **The motion was approved unanimously.**

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations

Chairperson McLane officially welcomed Commissioner Steenman to the Commission. Chair McLane provided him with his Commissioner's certificate.

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

There were none.

4. Recommendation to Allocate Community Grant Funds for Fiscal Year 2014/2015

Ms. Crose reviewed the Community Grant Funding process with Commissioners, advising that all Commissioners had reviewed/evaluated the grant applications on ZoomGrants and information from that process has been provided for them at this meeting.

A total of 12 applications from ten (10) different agencies had been received by the deadline of January 27, 2014, for funding requests totaling \$85,000. Ms. Crose reminded the Commission that the available funding of \$40,097.67 includes a carry-over of \$97.67 from a previous year, and represents approximately 47% of the total requests.

Commissioners were advised that since the Commission had requested to hear presentations from only new agencies, representatives from other agencies were in attendance should they have a need to be provided additional information about any of the grant applications.

Chair McLane opened the meeting for presentations.

Good Gospel Music Corp. – Cynthia Davis Knox – advised that as a 501(c)(3) the organizations intent is to present gospel to the community. Currently they have done two successful events in Livermore that has enabled them to provide donations to the Tri-Valley Haven Food Bank. The organization provides varying talents that would like to bring gospel music to the community; however, they are in need of additional support.

Commissioner Nealy asked how the organization measured their success and for information about their staffing issues. She was advised by Ms. Knox that success was measured through the quality of their programs, and staff issues were more related to communication and advertising.

Commissioner Steenman discussed with Ms. Knox the strengths of the organization and the number of attendees they anticipated for their programs. Ms. Knox advised that it is challenging trying to reach people within the community and push through the obstacles associated with trying to move forward. Program attendees have been approximately 75 people that include the artists. She advised that the organization hopes to increase their numbers through better advertising.

Commissioner Loll discussed the people who attend and are involved with non-profit endeavors. He asked Ms. Knox to provide information about the organization and the group that started it and the number of Board members they had.

Ms. Knox advised that she started the organization in 2000 through the creation of goodgospelmusic.com when she traveled with other gospel groups. She then looked at ways of being able to give back to her own community, and hopes she will be able to give back to Pleasanton just as much as she has received from it. Additionally, she provided Commissioner Loll information about the performers and Livermore studio that the organization works with.

Chair McLane asked about funding alternatives and how the organizations events would move forward if funding was not received through this grant process. Ms. Knox advised that the organization will continue to provide performances, but in order to be more successful, they need funding to help them better advertise and communicate with the local communities. She

discussed possible advertising through KKIQ. Chair McLane asked about partner organizations that this group works with.

Livermore Valley Performing Arts Center, Arthur H. Barinque and Catherine Ndungu-Case – reviewed with the Commission some of the questions he had received via email regarding the organization’s grant application:

- **The Commission’s Criteria** – Mr. Barinque noted that the Arts in the Schools project is a collaborative effort of two arts organizations – Cheza Nami Foundation and LVPAC, and the project will be engaging a wide range of participants from schools that includes: teachers, staff, and students.
- **Need in Pleasanton for specific funding request** – He advised that there is a need for schools to provide additional educational enrichment in the arts, especially cultural performing arts. Limited budgets do not allow schools to partake in unique educational enrichment opportunities. The Arts in the Schools programs makes educational enrichment opportunities accessible to students providing free, unique, interactive, on-site cultural performing arts assemblies.
- **Define the proposed clients/participants** – Students in Pleasanton will benefit by receiving educational enrichment in cultural performing arts and will gain knowledge in conjunction with teacher curriculum and state academic standards in the areas of social studies, history, and performing arts.
- **Number of Pleasanton residents to be served (non-duplicative)** – projected to be approximately 4,000.
- **Past organizational challenges and how you addressed them** – Calendaring and scheduling with schools and partnering organization is the most difficult.
- **Success or impact of past funding** – This is the first time the organization has requested funding from the Pleasanton Community Grant program.

Commissioner Nealy discussed with Mr. Barinque how students were allowed to interact during the assemblies. She was advised that students participated by singing, dancing, and drumming, and viewing the clothing of the different cultures. The experience is highly active and the organization has a track record of collaborating with other organizations.

Commissioner Loll was advised by Mr. Barinque that this organization has been providing school outreach programs for approximately three years, and provides as many assemblies as funding allows. He also advised that the programs are provided free to the schools.

Chair McLane questioned how the program would be adjusted if funding was not received. Ms. Case advised that the aim is to provide ten assemblies, but adjustments would likely be made depending on the funding received.

Chair McLane asked about the relationship of Chez Nami with LVPAC and was advised that LVPAC is responsible for the bookings and Chez Nami the programming.

Chair McLane closed the meeting for presentations at 7:32 p.m. and opened it for comments from other agencies.

Lawrence Kohl, Pacific Chamber Symphony – informed the Commission that his group has developed a team approach and additional contacts that will make things more secure for the group and the City of Pleasanton.

Commissioner Loll discussed with Mr. Kohl school outreach that had been done during the past year. Mr. Kohl advised that the new team hopes to seek out additional funding to help with this, and that some options are available now the team is in place.

Commissioner Nealy congratulated Mr. Kohl on the 25th Anniversary of this group.

David Judson, Pacific Coast Repertory Theatre – thanked the Commission for past support. He provided information about attracting new audience members and how they handle and use things to attract all ethnic backgrounds. He shared with the Commission concerns regarding lack of equipment at the Firehouse Arts Center (FAC), answered questions regarding collaborations and equipment costs, and advised that their recent “Chorus Line” program at the Firehouse Arts Center had been sold out.

Commissioner Loll expressed his concerns regarding the grant proposal from this group, noting that grant funding was for applications that would benefit the community, and did not see the connection with their application. He suggested Pacific Coast Repertory Theatre consider providing free programs, work with another organization on a signature event, or start an internship program that partners with schools, etc.

Mr. Hudson provided information about the groups’ apprenticeship program and their partnering with other groups. He commented on additional microphone equipment they felt was needed at FAC, that would encourage more people to attend programs, and noted that free seats had been provided during the recent Chorus Line program at local schools – something they hope to do with all of their programs.

Commissioner Nealy discussed the Commission’s desire to provide funding for programs that empower students and not for capital expenditures.

Ms. Crose provided the Commission with information regarding City owned wireless microphones, that there were seven (7) at FAC and one (1) at the Amador Theater. She added that City programs never require more than this number of microphones.

Jim Schmidt and Nikolas Nackley, Livermore Valley Opera – Mr. Schmidt responded to concerns that had been raised regarding administrative issues of this organization and advised that everything has now been rectified. More professionals have been hired and the organization is on track for reaching more students than had been anticipated. Mr. Nackley discussed outreach being done and how they will bring opera to students for free through funding provided and an assembly-based program that engages students. He advised that Livermore Valley Opera hopes to reach over 8,000 students this semester and will engage students in a one-act opera. The Commission was provided information about new programs being developed and the continuance of existing programs.

Mr. Schmidt provided information about a Student Night event offered free to students and teachers at which information packets are provided to attendees.

Commissioner Steenman questioned how many years Livermore Valley Opera has requested funding from the City of Pleasanton and how programs have changed over those years. Mr. Schmidt advised that this is the fourth year the group has requested funding, and the programs have changed by being made available to students through assemblies. He noted that two private schools have paid a small fee for the program, and Livermore Valley Opera hopes this will continue.

Kathleen Breedveld, Tri-Valley Repertory Theatre - provided information about the use of interns by this group. She noted that she had been under the impression that budget forms had been turned-in and accepted for the group by City of Pleasanton staff. She reiterated some of the concerns raised by Mr. Judson regarding the need for additional wireless microphones at FAC. Ms. Breedveld noted that equipment purchased with grant funding would be used collaboratively with Pacific Coast Repertory Theatre.

Commissioner Loll indicated he had the same concerns regarding the grant request from this organization as he did for the one from Pacific Coast Rep. He was aware of the use of student interns by Tri-Valley Repertory Theatre and the great programs that both repertory theatres provided, but was concerned about allocating grant fund monies for something that did not benefit the community.

Chair McLane closed the meeting for comments at 8:00 p.m.

Ms. Crose confirmed for the Commission that Pleasanton Community Concert Band did not have a representative attend the meeting; however, after staff and another organization reached out to the PCCB during the meeting, a representative arrived shortly thereafter. Ms. Crose also confirmed all agencies had been notified multiple times about the meeting. She reaffirmed for the Commission that there was a total of \$40,097.67 in Community Grant Funds available to be allocated.

Chair McLane confirmed with Ms. Crose that all grant applicants had met all requirements of the process, had met meeting guidelines for previous years, and that everything had been verified. Ms. Crose confirmed that all had complied.

Commissioners agreed to review and comment on each application individually.

Good Gospel Music Corp.

Commissioner Nealy commented on the Good Gospel Music Corp applications and thought some things in the organization needed further development. She felt they should be encouraged to come back for funding when the organization is stronger, but that the Commission and staff should consider offering them some guidance and support to become stronger, such as collaborating with other groups and becoming involved in the PCAC signature event.

Commissioner Steenman indicated he was interested in seeing new projects/programs/diversity and how they could benefit the whole community. He also wanted to learn more about how groups have put past funding to use, and felt that some groups lacked organizational structure and had difficulty following-through with grants.

Commissioner Loll felt the grant process was awkward, but liked the idea of being able to pool programs/projects. He felt the focus was to see what can best benefit from the grant, and whether the funds will be put to the best use for the community.

Chair McLane agreed with comments from other Commissioners and indicated that she was interested in learning how organizations try to attract people to the arts, and would like to see more people at the table.

Pacific Chamber Symphony

Commissioner Steenman felt that since other groups were providing programs for elementary school students he would prefer limiting the grant funding amount for Pacific Chamber Symphony, and use the funds in other areas. Commissioner Loll felt Commissioner Steenman's point was well made, but the Pacific Chamber Symphony program was a good program and projected a synergy within the clinics. Commissioner Nealy agreed and thought there was benefit to having continuity of programs.

Commissioner Steenman questioned why the programs were for elementary students. Chair McLane indicated she liked the assembly programs and the fact that Pacific Chamber Symphony was planning to visit all elementary schools.

YMCA

Commissioner Nealy commented on the YMCA program being undeveloped and not beneficial. Commissioner Loll disagreed and thought it was a well-run program by the YMCA, an agency noted for building curriculum and lasting programs. Commissioner Steenman agreed the program seemed to be lacking in the priorities the Commission had set, however, he felt the YMCA was a good organization that helped a lot of young children. Chair McLane noted that they would be using art to help build a program that will serve a number of low-income children.

Pacific Coast Repertory Theatre/ Tri-Valley Repertory Theatre

Commissioner Nealy felt the City should provide additional wireless microphones if they desire for more musical performances to be provided at the Firehouse Arts Center. Chair McLane disagreed, and felt it was the cost of doing business for the organizations.

Ms. Crose discussed the difficulty for the City of anticipating what all groups are in need of for specific programs. She provided information on what other groups have been doing, and noted that wireless microphones were not a high priority for the FAC at this time.

Commissioner Loll indicated that he would be voting for zero funding for both of these organizations, and would like to see more collaboration efforts. He felt there had to be other sources of funding for these groups for equipment.

Commissioner Steenman indicated he was not comfortable funding for musical equipment and would like to see funding for equipment for the FAC.

Livermore Valley Opera – Student Outreach

Commissioner Steenman would like for funds to be used for a new program. Chair McLane indicated she could change her vote based on information that had been provided earlier by the organizations representatives.

Commissioner Nealy thinks the program is valuable and offers continuity to students, and the quality of having professions present to students is powerful. Commissioner Loll agreed that Livermore Valley Opera outreach programs are valuable and is in favor of this successful program. Chair McLane noted that the group had made an effort to comply.

Livermore Valley Opera – At the Firehouse Arts Center

Commissioner Loll liked the program because it is in a public venue.

Commissioner Steenman felt that a limited number of people would be served by the program and was concerned on how the community would benefit from it. Chair McLane agreed.

Commissioner Nealy felt it was important for the community to be exposed to opera and would encourage LVO to reach out to students, etc. to get them to come to events as a way of broadening the number of people that attend opera programs.

Valley Concert Chorale

Commissioner Loll was concerned about the lack of growth with the organization and was suggesting reducing the funding amount, and suggested they look at doing more things.

Commissioner Steenman thought the application was good, but was concerned that a limited number of people would be served by the program. He commented on the Chorale falling short of previous year's projections and the high cost per resident served.

Chair McLane liked that the group was trying to attract younger people, and Commissioner Nealy felt the group would be good participating in a signature event.

Commissioner Nealy again commented on the good qualities of the Good Gospel Music Corp. and hoped that the City of Pleasanton could help them promote their programs, but didn't feel they should be funded. She felt they would be good as part of a signature event. Commissioners Steenman and Loll agreed and encouraged the organization to continue with their good work. Chair McLane felt this was a tough choice for the Commission.

Commissioner Loll provided information about the Pleasanton Cultural Arts Council's Signature Event, noting that it was not being funded by this grant program. He encouraged other organizations to participate in this event.

After reviewing all of the grant applications, the Commission made the following funding recommendations:

\$ 7,500.00	-	Pleasanton Cultural Arts Council, Big Draw Chalk Festival 2014
\$ -0-	-	Good Gospel Music Corp. Good Gospel Music
\$ 500.00	-	Valley Concert Chorale, Concert Support
\$ 6,000.00	-	Livermore Valley Opera, LVO Student Outreach
\$ 1,500.00	-	Livermore Valley Opera, Opera at the Firehouse
\$ -0-	-	Pacific Coast Repertory Theatre, Capital Improvement
\$ 3,550.00	-	Pleasanton Community Concert Band, Audience & Program Enhancement
\$ 5,049.00	-	Pacific Chamber Symphony, Middle/High Clinics and PCS Matinee
\$ 3,498.67	-	Pacific Chamber Symphony, Asembly Program for PUSD
\$ 7,500.00	-	Livermore Valley Performing Arts Ctr, Arts in the School with Cheza Nami
<u>\$ 5,000.00</u>	-	Tri-Valley YMCA, Cultural Arts Exploration for Kids
\$ -0-	-	Tri-Valley Repertory Theatre, Rehearsal & Performance Keyboards/Mics
\$40,097.67	-	Total Allocated Funding

Commissioners discussed Pleasanton Community Band with information being provided by Commissioner Loll. Additionally, they discussed the cost-effectiveness of projects and the number of people that are being reached. Commissioners then reviewed the stated goals for this funding cycle.

Chair McLane felt it would be helpful for more outreach to be done to adults rather than students, since they would better meet the needs of the Commission's stated goals.

Commissioner Nealy felt the Commission may want to continue to support groups that would eventually become involved in a signature event.

A motion was made by Commissioner Loll, seconded by Commissioner Steenman, to approve the following funding allocations, and forward a recommendation to City Council for their review and consideration:

\$ 7,500.00	-	Pleasanton Cultural Arts Council, Big Draw Chalk Festival 2014
\$ -0-	-	Good Gospel Music Corp, Good Gospel Music
\$ 500.00	-	Valley Concert Chorale, Concert Support
\$ 6,000.00	-	Livermore Valley Opera, LVO Student Outreach
\$ 1,500.00	-	Livermore Valley Opera, Opera at the Firehouse
\$ -0-	-	Pacific Coast Repertory Theatre, Capital Improvement
\$ 3,550.00	-	Pleasanton Community Concert Band, Audience & Program Enhancement
\$ 5,049.00	-	Pacific Chamber Symphony, Middle/High Clinics and PCS Matinee
\$ 3,498.67	-	Pacific Chamber Symphony, Asembly Program for PUSD
\$ 7,500.00	-	Livermore Valley Performing Arts Ctr, Arts in the School with Cheza Nami
<u>\$ 5,000.00</u>	-	Tri-Valley YMCA, Cultural Arts Exploration for Kids
\$ -0-	-	Tri-Valley Repertory Theatre, Rehearsal & Performance Keyboards/Mics
\$40,097.67	-	Total Allocated Funding

ROLL CALL VOTE:

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

Commissioners discussed with Ms. Crose items that were being readdressed and how they should be brought to the attention of City Council.

COMMUNICATIONS

Ms. Crose advised that responses had been received from Pleasanton Community Concert Band, Livermore Valley Opera, and Pacific Coast Repertory Theatre to the letter drafted by Commissioner McLane and sent out from the Commission.

COMMISSION REPORTS

- a. **Park and Recreation Master Steering Plan Committee** - Commissioner Loll advised that he was unable to attend the last Committee meeting. Ms. Crose advised that some questions and concerns had been raised regarding dog parks, but the Master Plan had been seen in a favorable light. Commissioner Loll commented on the report and felt that the consultants had missed the mark regarding service needs in the City of Pleasanton. He was amazed at the comments made pertaining to programming.
- b. **Cultural Plan Update Committee** - Ms. Crose advised that Draft #2 has been received and at first glance everything appears to be good. Staff will review the Plan and make necessary changes before it is forwarded to others for review. A joint meeting with City Council could take place sometime in April.
- c. **Public Art Selection Sub-Committee** - no report.
- d. **Pioneer Cemetery Master Plan Oversight Committee** - no report.

COMMISSION COMMENTS

- A. Commissioner Steenman commented on the granting process. He was also surprised to see how Commissioners had voted on the applications that were visible on the screen by the applicants. Commissioner Loll found how applications had been calculated by staff to be awkward. Ms. Crose advised that staff would review this before the next grant application process.
- B. Commissioner Loll provided information about the PCAC “Big Draw” event and suggested Commissioners mark their calendars. Local press will be involved and pianos will again be dropped off on Main Street. PCAC has also added information about the event to Facebook and Twitter.
- C. Commissioner Loll noted that the recent Chorus Line production had been terrific and Secret Garden is now playing at FAC.

STAFF COMMENTS

Ms. Crose provided the following:

- A. Information about the Big Draw event, noting that this was a partnership event between PCAC and the City of Pleasanton. City staff will be helping at this event and the City is assisting with advertising and marketing.
- B. Thanks to the Commission for their hard work with the grant process and ZoomGrants.

ADJOURNMENT

There being no further business, a motion was made to adjourn the meeting at 9:58 p.m.