

Culver City

REGULAR MEETING: APRIL 10, 2007
CULTURAL AFFAIRS COMMISSION

Presiding: Vice Chair Luther Henderson III

Call to Order
7:00 p.m.

The Vice Chair called the meeting to order at 7:00 p.m.

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Roll Call

Present: Ronnie Jayne; Luther Henderson, III; and Clement Hanami.

Absent: Chair Deen and Commissioner Smashey.

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Pledge of Allegiance

The Pledge of Allegiance was led by Mim Shapiro.

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Staff Present Christine

Byers, Public Art & Historic Preservation Coordinator; and Susan Obrow, Performing Arts Coordinator & Special Events Producer.

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Public Comment for Items Not on the Agenda

None.

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Item #C-1

Agenda Posting

Moved by Commissioner Jayne, seconded by Commissioner Hanami and unanimously carried, to receive and file the Secretary's Report regarding the agenda posting for this meeting.

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Item #C-2

March 13, 2007 Meeting Minutes

Public Art & Historic Preservation Coordinator Christine Byers summarized several additions that Commissioner Smashey

had requested in the minutes.

Moved by Commissioner Jayne, seconded by Commissioner Hanami and unanimously carried to approve the revised minutes of March 13, 2007.

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Item #A-1

**Overview of Proposed FY 2007-2008 and FY 2008-2009
Cultural Affairs Budget and Work Programs**

Ms. Byers provided a summary of the material of record noting that the budget was still preliminary as it had not yet been reviewed by the City Manager, and staff salaries had not been included as the figures were not yet available. She stated that project areas paid out of the Art Fund included Fund Administration, Performing Arts Grants and Maintenance of Artwork, with maximums based on projected annual deposits of approximately \$300,000 each year for FY 2006-07 and 2007-08. She noted that if this amount varies, the budget for these work programs would be adjusted accordingly.

Ms. Byers explained that projected revenues for the Art Fund include payments from The Culver Studios and the Rush Pacifica project at 9300 Culver Boulevard. She noted that the historical /cultural and live performance components for the Town Plaza Expansion would become its own project area within the Art Fund. Fund Administration pays for much of the overhead, office supplies, the part-time public art intern, and Commission expenses. \$10,000 has been requested for each fiscal year for a contract historic preservation specialist to work with staff in reviewing projects on an as-needed basis in light of compliance with the California Environmental Quality Act.

Ms. Byers reported that the updated city-wide historical structures survey would not be started this fiscal year so staff is requesting that the money be carried over to the next fiscal year. She clarified that projects related to public art are a significant portion of the proposed FY 2007-2008 and these include anticipated maintenance and conservation costs, as well as additional artwork for Culver City's west end. She reported that staff is including the costs of a one-day symposium on Architecture as Art in FY 2008-2009 and the ongoing speaker series, The Art of... which is supported by both the Redevelopment Agency and Cultural Affairs. The FY

2007-2008 budget totals \$889,998 with almost \$400,000 earmarked for the historical/cultural and live performance components for the Town Plaza Expansion project. The proposed FY 2008-2009 budget is approximately \$380,000.

Performing Arts Coordinator & Special Events Producer

Susan Obrow clarified that staff salaries would include funding for a performing arts intern. She proposed keeping the same funding for each fiscal year for Children's Cultural Programming and for the Culver City Music Festival, both funded by the Redevelopment Agency. Staff is requesting an increase for ARTWALK Culver City, funded by the Art Fund. She noted that \$5,000 was budgeted to the Cultural Affairs Foundation for miscellaneous legal fees connected to starting the foundation and for a grant writer.

Ms. Obrow reported that Music in the Chambers would continue with the same professional quality of the program. She announced a jazz program proposed for the west side of Culver City at the Culver Event Center to model Music in the Chambers and she noted that staff is proposing a budget of \$20,000 per year for this program to cover additional production assistance. In an effort to be prepared when new opportunities arise, staff has requested \$10,000 for special events such as when the Los Angeles Philharmonic came to Culver City last year.

Ms. Byers reported on a new temporary children's art program to beautify construction sites that would be coordinated through the local school arts curriculum.

Commissioner Jayne suggested adding a column to the budget with current fiscal year expenses to help Commissioners better gauge expenses in the future.

Ms. Obrow explained that they could not project what the Cultural Affairs Foundation might receive in the next two years, so staff put together a budget of what monies would be expended but not what would be received.

Commissioner Hanami questioned whether staff had a goal for what the grant writer would achieve.

Ms. Obrow anticipated that staff would have the time to work

toward one grant per year but she noted that their primary focus needed to be on the work programs. She indicated that they had identified a grant writer who would be able to help them and they anticipated bringing in \$10,000 per year for various programs.

Commissioner Hanami expressed support for the temporary children's art program and suggested calling it the youth art program so that high school students would not mind participating.

Responding to Commissioner Hanami, Ms. Obrow explained that the proposed jazz program would guide people to the west side of Culver City and they would hopefully patronize local businesses between sets performed by distinguished players. She noted that it could end up that larger venues would be required for everything that they are doing.

Responding to Commissioner Jayne, Ms. Obrow indicated that the jazz performances were planned for the fall.

Vice Chair Henderson supported having a two-year budget and he suggested investigating whether there had been an increase in sales taxes, business taxes, licenses and permits in the area as a result of Music in the Chambers and the Culver City Music Festival.

Ms. Obrow indicated that staff had developed a survey that they used for Music in the Chambers and will also be using for other events. Results were still being compiled but she felt they would be very helpful in gauging whether attendees are spending time and money in the area.

Vice Chair Henderson noted increases to Culver City revenue and he felt the programs being offered paid for themselves by helping draw people to the city. He added that the city's cultural activities had received good press in The New York Times and Los Angeles Times which also made a tremendous difference.

Ms. Obrow proposed that restaurants also participate in survey taking in order for the city to gain a fuller picture of the economic impact of the programs.

Vice Chair Henderson noted that the city had done much with downtown and he felt that could be measured through an examination of sales tax revenues to provide a tangible benefit aside from cultural enrichment in the city.

Commissioner Hanami acknowledged how challenging it is to get accurate information and he pointed out that the three jazz events in a year would likely not create a huge impact on sales taxes but he suggested that a city-wide survey could be useful to measure overall economic impacts. He observed that the publicity they had received for the city was priceless.

Responding to Commissioner Hanami's comment about the proposed Architecture as Art symposium, Ms. Byers acknowledged that Architecture as Art is a somewhat controversial subject but she pointed out that other cities had adopted similar language about architecture in their public art ordinances. She added that there has been an evolution and architects are increasingly designing the public art components for their own buildings. She viewed the issue as a chance to expose the voices of Culver City's architectural community or to partner with outside architects and organizations to examine where the parameters of architecture end and art begin.

Commissioner Hanami felt that visual art as a whole is fascinating and architecture could be part of that. He noted the debate on the issue ten years ago and felt that people were more open to the idea now.

Commissioner Hanami suggested including MOCA and not skewing too much toward architecture.

Vice Chair Henderson reiterated his suggestion to get statistics about revenues for a specific area to give a feel for the growth in the area. He felt that if they could capture that they could do more on the west side of Culver City.

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Public Comment

None.

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Receipt of Correspondence

None.

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Items from Staff

Ms. Obrow reported on recent past events and upcoming events. She noted that staff would be doing a survey and putting together a list of area restaurants for *All Strings Considered*, a children's event scheduled for April 28, 2007.

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Items from Commissioners

Commissioner Jayne commented that Culver City was hip and she looked forward to visiting her house in Italy in May.

Vice Chair Henderson was pleased with the programs Cultural Affairs had produced in the last fiscal year and he commended staff for an outstanding job in making Culver City a cultural mecca. He felt it was an important enhancement to the way of life in Culver City and very positive for all residents.

Responding to Vice Chair Henderson, Ms. Byers reported that the budget would be reviewed in May by City Council.

Vice Chair Henderson encouraged residents to attend the budget hearings and show support for cultural activities in Culver City.

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8:10 p.m.

Adjournment

Moved by Commissioner Hanami, seconded by Commissioner Jayne and unanimously carried, to adjourn the meeting at 8:10 P.M. to the next regular meeting on Tuesday, May 8, 2007 at 7:00 P.M. in the Mike Balkman Council Chambers, City Hall.

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Cultural Affairs Commission

April 10, 2007

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SUSAN DEEN, CHAIR

KRISTI CALLAN
Minutes Reporter