



Culver CITY

THE GARDEN ROOM,
VETERANS MEMORIAL AUDITORIUM
4117 OVERLAND AVENUE
CULVER CITY, CALIFORNIA 90230
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MARLA KOOSSED, Chair
REGINA KLEIN, Vice Chair
SUSAN ANDERSON, Commissioner
MICHELLE BERNARDIN, Commissioner
JOHN B. WILLIAMS, Commissioner

CULTURAL AFFAIRS COMMISSION SPECIAL MEETING AGENDA TUESDAY, NOVEMBER 19, 2013

PUBLIC COMMENT

The Cultural Affairs Commission will listen to the public on any item on the agenda or item of interest that is not on the agenda. The Cultural Affairs Commission cannot legally take action on any item not scheduled on the agenda. Such items may be referred for administrative action or scheduled on a future agenda.

If you wish to speak to the Commission, please complete a Speaker's Card and present it to the Secretary before the agenda item is called. You will be called to the podium by name when it is your turn to speak to the Commission.

PUBLIC COMMENT FOR ITEMS ON THE AGENDA

Persons wishing to speak on agenda items will be called at the time the agenda item is brought forward. Comments will generally be limited to five minutes per speaker; however, a three-minute limit may be declared by the Chair from time to time for agenda items for which many Speaker Cards have been submitted.

NOTE: AT OR ABOUT 11:00 P.M., COMMISSIONERS WILL DETERMINE WHETHER TO CONTINUE WITH DISCUSSION OF REMAINING ITEMS ON THE AGENDA OR TO CARRY SOME/ALL OF THE ITEMS OVER TO A FUTURE MEETING DATE.

PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

A total of twenty minutes shall be devoted to audience participation at the beginning of the agenda. Speakers will be called on in the order cards were received by the Secretary. If additional time is needed, the Chair will allow for some at the end of the agenda.

When the Secretary calls your name, please advance to the podium, state your name and city of residence. Speakers must limit their comments to five minutes in length. A three-minute time limit may be declared by the Chair if there are a large number of individuals desiring to address the Commission.

CELL PHONES AND OTHER DISTRACTIONS

Use of cell phones, pagers and other communication devices is prohibited while the Commission meeting is in session. Please turn all devices off or place on a silent alert and leave the Chambers to use. During the meeting, please refrain from applause or other actions that may be disruptive to the speakers and the conduct of City business.

MEETING INFORMATION

Cultural Affairs Commission meetings are regularly scheduled for the second Tuesday of every month. Commission Agenda information is available 72 hours before each meeting.

Cultural Affairs Commission meetings can be viewed live on Channel 35 by most Comcast subscribers. Meetings are also broadcast on the City's Radio Station AM 1690. To view the commission meetings on line please visit <http://www.culvercity.org/webcast>.

ALD

Assisted Listening Devices are available through Cultural Affairs staff.



Agendas are
available on the web @
www.culvercity.org

**SPECIAL MEETING
AGENDA
Cultural Affairs Commission**

THE GARDEN ROOM, VETERANS MEMORIAL AUDITORIUM
4117 OVERLAND AVENUE
CULVER CITY, CALIFORNIA 90230

Tuesday, November 19, 2013
7:00 p.m.

CALL TO ORDER & ROLL CALL:

**Chair Marla Koosed
Vice Chair Regina Klein
Commissioner Susan Anderson
Commissioner Michelle Bernardin
Commissioner John B. Williams**

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT – Items Not On the Agenda

RECEIPT OF CORRESPONDENCE

CONSENT CALENDAR *Note: Consent Calendar items are considered to be routine in nature and may be approved by one motion. Public requests to discuss Consent Calendar items must be filed with the Secretary before the Consent Calendar is called.*

C-1. Minutes of the October 8, 2013 Regular Meeting. ***Approve minutes.***

ACTION ITEMS *Public requests to discuss Action Items must be filed with the Secretary before the item is called.*

A-1. Consideration of a Statement Regarding the Pending Hiatus of the 2014 Town Hall Meeting. ***Provide Comments and Approve Statement.***

A-2. Consideration of a Recommendation from the Ad Hoc 2014 Performing Arts Grants Program Subcommittee and a Recommendation to the City Council Related to the 2014 Performing Arts Grants Program Awards. ***Make Recommendation to City Council.***

PUBLIC COMMENT - Items Not On the Agenda

ITEMS FROM STAFF

ITEMS FROM COMMISSIONERS

ADJOURN

**Next Cultural Affairs Commission Meeting
Mike Balkman Council Chambers
December 10, 2013
7:00 PM**

Upcoming Public Meetings Tentative Schedule

Date	Day	Time	Location
City Council			
<i>November 25, 2013</i>	<i>Monday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>December 9, 23 2013</i>	<i>Monday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
Parks and Recreation Commission			
<i>December 3, 2013</i>	<i>Tuesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
Planning Commission			
<i>November 20, 2013</i>	<i>Wednesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>December 11, 2013</i>	<i>Wednesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
Civil Service Commission			
<i>December 4, 2013</i>	<i>Wednesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
• Regularly scheduled meetings may be canceled and Special Meetings may be called • Times and dates may be changed. • Meetings may be added or changed			

REGULAR MEETING OF THE
CULTURAL AFFAIRS COMMISSION
CULVER CITY, CALIFORNIA

October 8, 2013
7:00 P.M.

Call to Order & Roll Call

Chair Koosed called meeting of the Cultural Affairs
Commission to order at 7:02 P.M.

Present: Chair Marla Koosed
Vice Chair Regina Klein
Commissioner Susan Anderson
Commissioner Michelle Bernardin
Commissioner John B. Williams

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Pledge of Allegiance

The Pledge of Allegiance was led by Mim Shapiro.

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Public Comment – Items Not On the Agenda

Chair Koosed invited public input.

No cards were received and no speakers came forward.

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Receipt of Correspondence

None.

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Consent Calendar

Item C-1

Meeting Minutes – September 13, 2013

MOVED BY COMMISSIONER ANDERSON, SECONDED BY COMMISSIONER BERNARDIN AND UNANIMOUSLY CARRIED, THAT THE CULTURAL AFFAIRS COMMISSION APPROVE THE MINUTES OF THE SEPTEMBER 13, 2013 REGULAR MEETING AS SUBMITTED.

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Public Comment – Items Not On the Agenda (continued)

Chair Koosed invited public input.

The following member of the audience addressed the Commission:

Warren Brand, Branded Arts, provided background on himself and he discussed combating graffiti vandalism with public art, including upcoming projects.

Discussion ensued between staff, Commissioners and the speaker regarding clarification that Mr. Brand had curated over 30 murals at former car dealership site at Washington/National; MOCA's *Art in the Streets* exhibition; outreach and education; encouragement to provide additional information via Mr. Brand's website on featured artists and their works; visual documentation; the CAC's Public Art subcommittee; collaboration; pooling resources; plans for a documentary; plans to work with schools; the goal of Mr. Brand to be an ambassador for non-profits, artists, galleries and communities; repurposed items; encouragement to have the artists work with students; the Kenny Scharf mural on the side of the Davis Brothers' Tire building; process and protocol; a suggestion to collaborate with the Culver City Arts District; the CAC annual Town Hall; CCUSD; a suggestion that Mr. Brand work with Arts for All; agreement from staff to work with Mr. Brand; the Culver City Chamber of Commerce; repurposed art at Culver City High School; and documentation of the demolition.

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Action Items

Item A-1

Consideration and Discussion of Tentatively Scheduled Items for Cultural Affairs Commission Meetings in the Fourth Quarter of 2013 and the First Quarter of 2014

Chair Koosed expressed concern regarding the ability of the Commission to carry out its duties on behalf of the public; she expressed appreciation to Martin Cole for his efforts at increasing the effectiveness of staff; concern with decisions made without the Commission's input; CAC meeting location; the importance of including the Chair or Vice Chair in agenda-setting; she requested a monthly agenda meeting with the Chair, Vice Chair and staff; discussed effective use of time; the importance of teamwork and collective wisdom; the 2013-2014 Work Plan and budget; the ordinance; and laying out a six-month strategy for meetings.

Discussion ensued between staff and Commissioners regarding the rationale for the timetable; involvement of the Chair and Vice Chair in setting future agendas; the importance of discussion and dialogue; staff remedies to the situation; feedback; prior practice; clarification that items proposed are tentative; subcommittee meetings; the four pillars of Cultural Affairs: The Community Cultural Plan, Historic Preservation, The Performing Arts Grants, and the Public Art Program; the need for a new process with the changes in resources; allowing for input into the City's budget by Commissions earlier in the process; information necessary to prioritize items; public art; the development process and the budget process as dictating the timeline;; efficiency; the Cultural Affairs Foundation; the partial shutdown of the Federal government; the Brown Act; the CAC Public Art subcommittee; understanding the expectations of Commissioners and staff; Commission contributions; support for a blueprint of items to be accomplished over the next year and a long-range plan; changes based on external factors; discretionary items and required items; ongoing communication with staff;

review of budget work plans; and the need for background information to allow for comparisons.

Martin Cole, Assistant City Manager, provided a summary of the staff report.

Susan Obrow, Special Events Coordinator, discussed the Performing Arts Grants process.

Christine Byers, Public Art and Historic Preservation Coordinator, discussed upcoming public art agenda items; the annual Town Hall meeting; the genesis of this event; placing items in context; the development process; and the amount of work and preparation necessary for Town Hall meetings.

Martin Cole, Assistant City Manager, discussed the Cultural Plan and the importance of the Town Hall meeting; timing of the meeting; context; and the Ad-Hoc Community Cultural Plan Update subcommittee.

Additional discussion ensued between Commissioners and staff regarding the original choice of January for the Town Hall meeting; a suggestion to have the subcommittee meet to review the goals and process for the Town Hall meeting; the ten-year plan and the opportunity to look forward; suggestions from the last Town Hall meeting; continuing the process rather than starting over; the Art Fairs calendar; a suggestion that the Town Hall meeting be held in February; thinking beyond the second Tuesday of each month; having a Town Hall more than once per year; economic development; community input regarding programs; programming and the budget process; reviewing the Community Cultural Plan which has been updated every year; effects on the work programs; effectiveness of the process; the CAC Community Cultural Plan subcommittee; staff time; changes to the format of the Town Hall meeting as a result of current economic situation of the City; a suggestion to postpone the Town Hall meeting; a suggestion that the Ad Hoc Community Cultural Plan Update Subcommittee and staff work to make a statement to the community regarding the postponement; changing players in the art community; incorporating suggestions; involving the Foundation Board in the Town Hall meeting; increasing communication between the two bodies and holding a joint meeting; the value of examining the format; a suggestion to survey arts groups to see what they would like to see in a Town Hall meeting; a suggestion that the Subcommittee return in November with a

draft statement on how the Commission would like to move forward; clarification on the grant process; a suggestion to make an announcement regarding the Town Hall meeting at the November meeting when grant applicants would be present; and encouragement to everyone to attend Commission and/or subcommittee meetings.

MOVED BY COMMISSIONER BERNARDIN, SECONDED BY COMMISSIONER ANDERSON AND UNANIMOUSLY CARRIED, THAT THE CULTURAL AFFAIRS COMMISSION DIRECT THE AD HOC 2014 CULTURAL PLAN UPDATE SUBCOMMITTEE TO RETURN IN NOVEMBER WITH A DRAFT STATEMENT FOR CONSIDERATION BY THE COMMISSION FOR POTENTIAL ISSUANCE IN DECEMBER REGARDING THE TOWN HALL MEETING WITH THE TOWN HALL MEETING POSTPONED PENDING RECONSIDERATION OF THE FORMAT.

Additional discussion ensued between staff and Commissioners regarding the value of Town Hall meetings and public input; the January agenda; and a joint meeting of the Commission and the Foundation.

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Items From Staff

Christine Byers, Public Art and Historic Preservation Coordinator, announced the Los Angeles Antiques, Art + Design Show would be held from October 9-13; provided an update on public art at The Willows Community School; and discussed the upcoming meeting of the CAC Public Art subcommittee.

Susan Obrow, Special Events Coordinator, thanked the Ad Hoc 2014 Performing Arts Grants subcommittee; announced upcoming performing arts grantee performances; discussed the many cultural meetings and events taking place at Veterans Memorial Auditorium; and she thanked Commissioner Williams for donating a Schafer and Sons baby grand piano to Veterans Memorial Building

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Public Comment – Items Not On the Agenda

Chair Koosed invited public input.

No cards were received and no speakers came forward.

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Items From Commissioners

Vice Chair Klein encouraged everyone to go see artwork at LAX Airport by Culver City resident Joyce Dallal.

Commissioner Bernardin announced a presentation by Eric Sims on the metamorphosis of the Culver Theater to the Kirk Douglas Theatre at the regular Culver City Historical Society meeting on October 16, and she requested an update on the request from the CCUSD Board regarding a new meeting space.

Martin Cole, Assistant City Manager, indicated that the issue remained open with additional conversation at the most recent School Board/City Council Liaison meeting.

Responding to Chair Koosed, Martin Cole, Assistant City Manager, indicated that the City would be considering a proclamation declaring October as National Arts and Humanities month on October 14.

Chair Koosed encouraged everyone to participate in the Cultural Affairs Foundation fundraiser at Pitfire Pizza on October 23; she invited everyone to go see *Oy* at The Actors' Gang as well as the Los Angeles Antiques, Art + Design Show; she reported that there had been an article about IndieCade in the Los Angeles Times Calendar section; and she thanked Martin Cole for his assistance.

Commissioner Anderson reported that the Ad Hoc Subcommittee to Re-envision Cultural Affairs in a Post-Redevelopment Environment had met twice and was moving forward.

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Adjournment

There being no further business, at 9:37 P.M., the Cultural Affairs Commission adjourned its meeting to a meeting to be held at 7:00 P.M. on November 19, 2013 in the Mike Balkman Council Chambers at City Hall.

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SECRETARY of the Cultural Affairs Commission

APPROVED _____

MARLA KOOSSED
CHAIR of the Culver City Cultural Affairs Commission
Culver City, California

I declare under penalty of perjury under the laws of the State of California that, on the date below written, these minutes were filed in the Office of the City Clerk, Culver City, California and constitute the Official Minutes of said meeting.

Martin R. Cole
CITY CLERK

Date

**City of Culver City, California
Agenda Item Report**

Meeting Date: November 19, 2013		Item Number: <u>A-1</u>	
CULTURAL AFFAIRS COMMISSION AGENDA ITEM: Consideration of a Statement Regarding the Pending Hiatus of the 2014 Town Hall Meeting.			
Contact Person/Dept.: Martin R. Cole, Phone Number: (310) 253-6628 Assistant City Manager			
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Meetings and Agendas – Cultural Affairs Commission (11/14/13)			
Department Approval: Martin R. Cole (11/14/13)			

RECOMMENDATION:

Staff recommends the Cultural Affairs Commission review and finalize the Statement *“Re-Envisioning Culver City’s Cultural Affairs Commission Town Hall Meeting”* regarding the pending Hiatus of the 2014 Town Hall Meeting.

BACKGROUND:

At the Cultural Affairs Commission (CAC) meeting of October 8, 2013, the CAC determined to cause a statement (Statement) related to the pending hiatus of the 2014 Town Hall Meeting to be prepared. The Ad Hoc 2014 Subcommittee on the Community Cultural Plan (Subcommittee) was directed to prepare/review the statement and make recommendations to the CAC at the November CAC meeting with the goal of distributing the Statement shortly after CAC approval thereof.

DISCUSSION:

To facilitate a discussion by the Subcommittee, staff prepared a draft Statement to provide a foundation for such discussions. As part of the review by the Subcommittee, Subcommittee members expressed general approval of the draft Statement prepared by staff. The Subcommittee also shared their views regarding the need to provide sufficient information to the community, but to balance that need for information with a concise Statement (there were concerns that a long Statement may discourage readers from reading the Statement in its entirety and that major points might get “buried”).

City of Culver City, California
Agenda Item Report

With these two basic important goals in mind, staff has prepared the attached Statement that attempts to meet those goals. The proposed Statement remains concise (one page in length), retains some important historical points, and highlights the main issues (to avoid them being “buried”).

FISCAL ANALYSIS:

Preparation and distribution of the Statement as recommended does not create a fiscal impact for the City.

ATTACHMENTS:

1. Proposed Statement

MOTION:

That the Cultural Affairs Commission:

1. Approve the Statement related to the pending hiatus of the 2014 Town Hall Meeting; and,
2. Request the Statement be distributed via the City's e-mail notification system, placed on the City's website, and made available in hard copy format at locations throughout City facilities.

MEETING DATE: November 19, 2013

AGENDA ITEM: **Consideration of a Statement Regarding the
Pending Hiatus of the 2014 Town Hall Meeting.**

ATTACHMENTS

	<u>Pages</u>
1. Proposed Statement	1

Re-Envisioning Culver City's Cultural Affairs Commission Town Hall Meeting

Dear Fellow Supporters of the Arts in Culver City:

As you may know, the City Council established the Cultural Affairs Commission in 2001 to serve as an advocate for artistic and historic preservation activities and programs in Culver City and to recommend policies and practices to the City Council. Since adopting its first Community Cultural Plan (Plan) in 2003, utilizing funds from the City's Cultural Trust Fund (formerly "Art Fund") and with major support from the former Culver City Redevelopment Agency, over the past 10 years Culver City has become known as a community where the arts and culture are an integral part of the "place" that is Culver City.

The Cultural Affairs Commission has held an annual Town Hall meeting, traditionally in January, to review the Plan's accomplishments, to address any gaps, and to provide the opportunity for public input and interaction. For the reasons outlined below, the **Town Hall Meeting will not be held in January of 2014**, so that the Commission can focus its efforts on recommending new strategies to the City Council.

The 2012 dissolution of Redevelopment Agencies throughout California, which included the Culver City Redevelopment Agency, drastically reduced available funding for cultural programming and staffing. In this new era, the City Council has wrestled to maintain a baseline of cultural programming/staffing while the City looks for alternative sources of support.

Beginning in July 2013, the Commission has undertaken a review on the state of the arts and culture in Culver City in this new, post-redevelopment environment. The Commission has determined to place the 2014 Town Hall Meeting on hiatus so staff and the Commission can focus on the ongoing review, including work with the Culver City Cultural Affairs Foundation in its efforts to find new sources of funding. This hiatus also allows staff to focus on other time-sensitive projects, including efforts related to historic preservation, public art projects, and the City's performing arts grants.

We want to assure the community that the Commission sees value in elements of the Town Hall Meeting. As the review progresses, we'll be certain to keep the community informed.

Thank you for your contributions toward building and maintaining a culturally vibrant Culver City and for your support and input as we move forward!

**City of Culver City, California
Agenda Item Report**

Meeting Date: November 19, 2013		Item Number: <u>A-2</u>
CULTURAL AFFAIRS COMMISSION AGENDA ITEM: Consideration of a Recommendation from the Ad Hoc 2014 Performing Arts Grants Program Subcommittee and a Recommendation to the City Council Related to the 2014 Performing Arts Grants Program Awards.		
Contact Person/Dept.: Susan Obrow/ Parks, Recreation, and Community Services Department Phone Number: (310) 253-6628		
Fiscal Impact: Yes ☒ No ☐ General Fund: Yes ☐ No ☒		
Public Hearing: ☐ Action Item: ☒ Attachments: ☒		
Public Notification: Meetings and Agendas – Cultural Affairs Commission (11/13/13); Sony Pictures Entertainment (10/25/13), 2014 Performing Arts Grants Program Applicants (10/22/13)		
Department Approval: Martin R. Cole (11/12/13)		

RECOMMENDATION:

The Ad Hoc 2014 Culver City Performing Arts Grants Program Subcommittee (Subcommittee) recommends that the Cultural Affairs Commission (CAC) (1) consider the recommendation of the Subcommittee and (2) make a recommendation to the City Council regarding the 2014 Performing Arts Grants Program (2014 PAGP) grant awards.

BACKGROUND:

Culver City's Performing Arts Grants Program was established in 1994. The Culver City Municipal Code (CCMC) stipulates that no more than 25% of the money deposited into the Cultural Trust Fund in the prior fiscal year be available for "performing arts" in the current fiscal year. In Fiscal Year 2013/2014, \$40,000 have been allocated and \$15,000 is expected to be allocated from a contribution made in 2013 by Sony Pictures Entertainment (for a total available allocation of \$55,000 for the 2014 PAGP).

On July 10, 2013 the CAC considered and approved the 2014 Notice of Funding Availability (NOFA) during its regularly scheduled meeting.

During the week of July 29, 2013, staff issued the NOFA. The NOFA advised applicants that awards would be in the \$1,000 - \$5,000 range, and grant requests should be for less than 50% of the applicant's projected proposal costs. The NOFA was posted on the City's web site, and notices were distributed electronically to

City of Culver City, California
Agenda Item Report

former applicants as well as to networking organizations in the theatre, dance, and music communities. A current list of possible performance venues in Culver City was also posted on the City's web site.

On August 8, 2013 staff held a workshop in the Uruapan Room at Veterans Memorial Building during which the grant guidelines, the application, and possible performance venues were reviewed in detail. The application deadline was September 12, 2013.

On October 16, 2013, applications were reviewed by a Peer Review Panel. Five distinguished panelists were joined by Subcommittee Members Regina Klein and John B. Williams. The Subcommittee members attended as observers and an additional resource for questions.

The 2014 Performing Arts Grant Peer Review Panel Members were:

- | | |
|----------------------|---|
| • Lucy Pollak | Theatre Publicist-Lucy Pollak Public Relations |
| • Bradley Rand Smith | Playwright /Culver City Resident |
| • Emily Wanserski | Managing Director-Heidi Duckler Dance Theatre |
| • Catherine Rotunno | Sony Pictures Entertainment /Culver City Resident |
| • David Young | Principal Bass-Los Angeles Opera/
Culver City Resident |

DISCUSSION:

Sixteen applications were submitted. Following review by staff, binders of applications were sent to panelists in advance of the Peer Review Panel meeting. The panelists were also provided a score sheet for each applicant. The following three scoring criteria were identified in the NOFA:

- Artistic excellence of proposed project (50 points);
- Realistic budget and diversified funding base (25 points); and,
- Outreach programs to the Culver City community (25 points).

Staff opened the review panel discussion by providing a brief overview of the grants program's history, guideline changes, and discussion of the three review criteria listed above.

After the overview, each application was reviewed with its corresponding supplemental material in alphabetical order. Staff provided updated information and then the panelists rotated in leading the discussion of the applications. Each panelist had the opportunity to ask questions and then offer comments to the group. This was followed by panelists providing scores in each of the three categories,

City of Culver City, California
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resulting in an overall average score for that applicant. Only the five panelists provided scores during the peer review session.

Upon completing review of the individual applications, the sixteen applicants scores were tallied which resulted in a ranking of the applications from highest to lowest. Averaged total scores for all sixteen ranged from 99 to 59. The panel recommended that those applicants with average scores of 90 and above should receive 90% of their requested funding. The panel recommended that applicants with scores between 80 and 89 should receive approximately 80% of their requested funding, and that those applicants with scores lower than 80 should each receive \$1,500 to demonstrate support for their proposals.

The panel's recommendation was reviewed by the Subcommittee immediately following the panel meeting. The Subcommittee was satisfied with the scoring as determined by the Panel.

The overall quality of the proposals was excellent this year. The total amount recommended for awards is \$55,000. A breakdown of amounts requested and recommended for award is included as Attachment 1. Staff will work closely with the grant recipients on their promotional plans for their performances. Marketing options for grantees provided by the City include:

- City Website Promotion
 - o Home Page
 - o Arts & Culture Page
 - o Community Calendar
- Time Warner and Verizon Fios Cable Television Promotion
 - o Slide
 - o Electronic Meeting Crawler
- Email Blasts
 - o City eblasts
 - o Sony Pictures Entertainment Eblast
- Public Meeting Announcements
 - o Announcements at City Council and Cultural Affairs Commission Meetings

A brief summary of the sixteen applicants (ranked from highest to lowest) is attached (Attachment 2.) The City Council will consider the Commission's recommendation for grant awards on Monday, December 9, 2013.

FISCAL ANALYSIS:

The total amount available for the 2014 PAGP awards is \$55,000. The funding includes monies from the Fiscal Year 2013/2014 Art in Public Places Program (Cultural Trust Fund) budget in the amount of \$40,000, as allocated pursuant to the

City of Culver City, California
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CCMC, and a projected \$15,000 from the 2013 contribution from Sony Pictures Entertainment.

ATTACHMENTS:

1. Overview of 2014 Performing Arts Grant Request Amounts.
2. Peer Review Panel Summary of Recommendations.

MOTION:

That the Cultural Affairs Commission:

1. Consistent with the recommendation from the Ad Hoc 2014 Culver City Performing Arts Grants Program Subcommittee, recommend to the City Council that 2014 Performing Arts Grants Program awards be allocated as outlined in the staff report.

OR

2. Recommend to the City Council that 2014 Performing Arts Grants awards be allocated as amended.

MEETING DATE: November 19, 2013

AGENDA ITEM: **Consideration of a Recommendation from the Ad Hoc 2014 Performing Arts Grants Program Subcommittee and a Recommendation to the City Council Related to the 2014 Performing Arts Grants Program Awards.**

ATTACHMENTS

	<u>Pages</u>
1. Overview of 2014 Performing Arts Grant Request Amounts	1
2. Peer Review Panel Summary of Recommendations.	2-8

ATTACHMENT 1

Overview of 2014 Performing Arts Grant Request Amounts

			2014	2014	2014
		2014	Panel	Grant Amount	Grant Amount
		Grant	Total	Recommended	Recommended
<u>Applicant</u>	<u>Discipline</u>	<u>Request</u>	<u>Score</u>	<u>by Panel</u>	<u>By Ad Hoc Subcommittee</u>
The Actors' Gang	Theatre	\$ 5,000.00	97.00	\$ 4,500.00	\$ 4,500.00
Benita Bike's DanceArt Theatre	Dance	\$ 1,950.00	79.00	\$ 1,500.00	\$ 1,500.00
Center Theatre Group	Theatre	\$ 5,000.00	79.00	\$ 1,500.00	\$ 1,500.00
Culver City Chamber Orchestra	Music	\$ 7,000.00	86.00	\$ 4,000.00	\$ 4,000.00
Culver City Public Theatre	Theatre	\$ 5,000.00	99.00	\$ 4,500.00	\$ 4,500.00
Culver City Symphony Orchestra	Music	\$ 5,000.00	93.00	\$ 4,500.00	\$ 4,500.00
Donna Sternberg & Dancers (Dancessence)	Dance	\$ 5,000.00	96.00	\$ 4,500.00	\$ 4,500.00
Jazz Bakery Performance Space	Music	\$ 5,000.00	98.00	\$ 4,500.00	\$ 4,500.00
Lineage Dance Company	Dance	\$ 5,000.00	89.00	\$ 4,000.00	\$ 4,000.00
LA Doctors Symph. Orch.	Music	\$ 3,900.00	59.00	\$ 1,500.00	\$ 1,500.00
LA Women's Theatre Festival	Theatre	\$ 5,000.00	71.00	\$ 1,500.00	\$ 1,500.00
No Limits Theatre Group	Theatre	\$ 5,000.00	97.00	\$ 4,500.00	\$ 4,500.00
Rogue Artists	Theatre	\$ 5,000.00	67.50	\$ 1,500.00	\$ 1,500.00
Society for the Activation of Social Space Through Art and Sound (SASSAS)	Music	\$ 5,000.00	90.00	\$ 4,500.00	\$ 4,500.00
Vox Femina Los Angeles	Music	\$ 5,000.00	95.00	\$ 4,500.00	\$ 4,500.00
We Tell Stories	Theatre	\$ 5,000.00	88.00	\$ 3,500.00	\$ 3,500.00
		\$ 77,850.00		\$ 55,000.00	\$ 55,000.00

ATTACHMENT 2

2014 PERFORMING ARTS GRANT PROGRAM PEER REVIEW PANEL SUMMARY OF RECOMMENDATIONS

The following is an overview of the sixteen applicants (ranked from highest to lowest) with panel summary comments:

Culver City Public Theatre, Inc.

Proposed Project:	Free summer theatre performances for children and adults.
Performance Venue:	Dr. Paul Carlson Memorial Park
Proposed Date:	July 19-20, 26-27, August 2-3, 9-10, 16-17, 23-24
Panel Score:	99
Grant Request \$5,000	Recommended Award \$4,500

Comments: Panelists were impressed with the application and noted the devotion necessary for this style of theatre. They praised the company's plays for children and noted that these free performances could spur family interest and participation in theatre. It was noted that the theatre company had developed a good online funding network and publicity campaign and that they were reaching approximately 3000 people each summer. Panelists encouraged the company to clarify the payment to actors and the concession revenue in future grant applications.

The Jazz Bakery Performance Space

Proposed Project:	Jazz Performance featuring world-class artists and Los Angeles native The Billy Childs Quartet.
Performance Venue:	Kirk Douglas Theatre
Proposed Date:	June 12, 2014
Panel Score:	98
Grant Request \$5,000	Recommended Award \$4,500

Comments: Panel Members agreed that the Jazz Bakery is a treasure and should be supported. They were enthusiastic about the project proposal, featuring pianist and composer Billy Childs, and the use of the Kirk Douglas Theatre as the venue. Panelists praised the organization's addition of an Executive Director and encouraged the company to increase its presence in the Culver City area with effective marketing for this performance. Specifically, they

recommended that the organization establish a partnership with the Culver City Unified School District to educate students and build future audiences.

No Limits Theatre Group, Inc.

Proposed Project:	The premiere of <i>Silent No More</i> , an original production featuring No Limits alumni and their families
Performance Venue:	Kirk Douglas Theatre
Proposed Dates:	June 15, 2014
Panel Score:	97
Grant Request \$5,000	Recommended Award \$4,500

Comments: Panel Members praised the organization's mission and program and noted its distinguished success. They were moved by the human experience of the work and responded favorably to the proposal of an original play titled *Silent No More* which focuses on families impacted by the hearing loss of a child. The proposal is for a single performance, and panelists encouraged the organization to employ its positive connections to the City to attract a substantial audience.

The Actors' Gang

Proposed Project:	An adaptation of <i>A Midsummer Night's Dream</i> for all ages
Performance Venue:	Media Park
Proposed Dates:	Saturdays and Sundays August 2014
Panel Score:	97
Grant Request \$5,000	Recommended Award \$4,500

Comments: The panel noted that arts education and outreach to families is a part of The Actors' Gang's regular programming. There were comments on the success and popularity of this free, annual program and that the 10 free performances would attract an estimated 2500 audience members. They noted that Media Park is a good venue for the performances and that the company performs excellent outreach to the Culver City community. The panel recommended that more budget detail be added to future applications and that the artistic documentation include a DVD from one of the summer performances.

Donna Sternberg & Dancers (Dancesence, Inc.)

Proposed Project:	Five to six choreographers from different cultural backgrounds will create and perform dances using the same piece of music.
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Performance Venue: Ivy Substation
Proposed Dates: September 5-6, 2014
Panel Score: 96
Grant Request \$5,000 **Recommended Award** \$4,500

Comments: The proposal, which combines dance, science, and music, was enthusiastically praised by the panel. They found it to be a unique concept and an excellent opportunity to bring these three fields together. They surmised that this performance could attract new and diverse audiences. Panelists also supported the addition of post-performance discussions to clarify the ideas and specifically recommended that the organization use the application form to explain how the scientific ideas would be integrated into the performance.

Vox Femina Los Angeles

Proposed Project: A preview of *Half the Sky: Hear Our Voices*, the second part of Vox Femina's two-year concert series, featuring music by American composers
Performance Venue: Culver City Presbyterian Church
Proposed Date: March 16, 2014
Panel Score: 95
Grant Request \$5,000 **Recommended Award** \$4,500

Comments: Panel members observed that this organization was very respected in the choral community, and they supported the proposal which features the premiere of a new commission by Los Angeles composer Jenni Brando. The performance will also include text compiled from personal statements by past and present Vox Femina singers. It was noted that the organization presents eclectic musical programming that it is comprised of a diverse group of women and that it is volunteer driven. Panelists encouraged the organization to continue using online marketing techniques for its performances and they recommended that they research other musical venues in Culver City to draw new audiences.

Culver City Symphony Orchestra

Proposed Project: A chamber music concert, featuring classical and 20th Century compositions
Performance Venue: Kirk Douglas Theatre
Proposed Dates: June 14, 2014
Panel Score: 93
Grant Request \$5,000 **Recommended Award** \$4,500

Comments: The panel commended the orchestra for its proposal to present work at the Kirk Douglas Theatre and encouraged the group to continue to stretch and move forward. They praised the leadership's plan to present more

provocative work to a traditional classical music audience. They suggested that the opportunity to present at the Kirk Douglas Theatre could result in more supporters, a larger audience base, and more general publicity. They encouraged the orchestra to develop ongoing programs with the Culver City Unified School District and to research opportunities with West Los Angeles College.

Society for the Activation of Social Space Through Art and Sound

Proposed Project:	A free performance of original site-specific work by three local composers		
Performance Venue:	Baldwin Hills Scenic Overlook		
Proposed Dates:	May 2014		
Panel Score:	90		
Grant Request	\$5,000	Recommended Award	\$4,500

Comments: Panelists noted that the group was commissioning local artists and that this new music has a following. Members of the panel commented positively on the surprise factor that happens with site-specific work. They encouraged SASSAS to continue its marketing efforts within the Culver City community for this performance. Further, they recommended for future applications that the group provide an artistic sample which better demonstrates the musical performances.

Lineage Dance Company

Proposed Project:	<i>Arc of Evolution – The Path of Loss</i> explores what is gained when we experience loss and how those changes bring new insights and hope in our lives.		
Performance Venue:	Ivy Substation		
Proposed Dates:	September 6, 2014		
Panel Score:	89		
Grant Request	\$5,000	Recommended Award	\$4,000

Comments: The dance performance would explore what is gained when loss is experienced and how those changes bring new insights and hope. Panelists supported the proposal; however, there was concern that the subject matter could be difficult for the audience. They recommended that, since the company was a second year grantee, it could begin to establish deeper connections to the Culver City community. They also felt that including a pre- and post-performance discussion might be beneficial for the audience.

We Tell Stories

Proposed Project: Seven free, 45-minute performances for family audiences presented in conjunction with the County's summer reading program
Performance Venue: Culver City Julian Dixon Library
Proposed Dates: June 25, July 2, 9, 16, 23, 30 and August 6, 2014
Panel Score: 88
Grant Request \$5,000 **Recommended Award** \$3,500

Comments: The panel commented on the company's long-standing relationship with the Culver City Unified School District's elementary schools and the Culver City Julian Dixon Library. Panelists praised the efforts to promote reading, engage young audiences, and provide accessibility to children who may not otherwise be able to attend performances. Panelists also expressed concern that the plays lacked sophistication and encouraged the company to review that aspect. Further, it was noted that the request was in excess of 50% of the program budget and that the artistic documentation was dated and did not reflect the quality of the work.

Culver City Chamber Orchestra

Proposed Project: *A Night in Vienna* concert.
Performance Venue: Veterans Memorial Auditorium
Proposed Date: January 4, 2014
Panel Score: 86
Grant Request \$7,000 **Recommended Award** \$4,000

Comments: There was an enthusiastic response from the panel for the artistic merits of the proposal. They were impressed with the idea of presenting this particular music and incorporating dancers in the production. Panelists surmised that this performance could be attractive to diverse audiences in the Culver City community and beyond and urged the organization to develop an outreach plan to promote this concert as well as the organization throughout the year. Panelists observed a lack of infrastructure in the organization and a weak funding base. Further, it was noted that the request was in excess of 50% of the program budget.

Benita Bike's DanceArt Company

Proposed Project: Interactive dance outreach performance designed to awaken people to the spiritual, emotional, and intellectual value of dance and art.
Performance Venue: Culver City Senior Center

Proposed Dates: June 1, 2014
Panel Score: 79
Grant Request \$1,950 **Recommended Award** \$1,500

Comments: The panel discussed the proposal for this dance company to present a new piece in Culver City at the Culver City Senior Center. Panelists praised the company's commitment to presenting free performances which educate the general public about modern dance. They noted that the company had longevity and its dancers were often recent graduates who were starting their careers. Panelists praised the founder for providing dancers with performance fees. Panel members expressed concern with the outreach plans for the performance at the Senior Center. They strongly recommended that the company develop a publicity plan for the wider Culver City community to ensure that a diverse and multi-generational audience attends the performance.

Center Theatre Group

Proposed Project: Discount ticket program for Culver City residents to attend productions of *I'll Go On* and *different words for the same thing*
Performance Venue: Kirk Douglas Theatre
Proposed Dates: January 10 - February 9, 2014 and May 4 - June 1, 2014
Panel Score: 79
Grant Request \$5,000 **Recommended Award** \$1,500

Comments: Panel members were supportive of a ticket discount program for Culver City residents and recognized the artistic quality of the two productions which would be offered. The plays selected for this discount are Samuel Beckett's *I'll Go On*, performed by Barry McGovern, and the world premiere of *different words for the same thing* by Korean-American Kimber Lee. Panelists felt that the request for the discount ticket program and the artistic documentation were disconnected from the actual artistic proposal. Panelists also noted that the number of tickets offered would directly correspond with the amount of the grant award. Panelists recommended that Center Theatre Group offer these discounts as an on-going program to the Culver City community on its own. The panel urged the organization to prepare a specific outreach plan for the community to effectively market this ticket discount program.

Los Angeles Women's Theatre Festival

Proposed Project: An evening of solo artists featuring multi-disciplined and ethnically diverse women
Performance Venue: Ivy Substation
Proposed Dates: September 5, 2014

Panel Score: 71
Grant Request \$5,000 **Recommended Award** \$1,500

Comments: The panelists commented on the group's longevity as well as its diverse performers and programming. They recognized the difficulty of promoting solo performances; however, the panelists expressed confidence that if the company developed a marketing plan, focused on the Culver City community, that the one-night production could attract a full house.

Rogue Artists

Proposed Project: *Hyperbole: bard* is an original, family-friendly performance that recreates a collection of William Shakespeare's most famous scenes through clowning, masked movement, puppets, and original music
Performance Venue: Dr. Paul Carlson Memorial Park
Proposed Dates: June 28, 2014 at 11am and 3pm
Panel Score: 67.5
Grant Request \$5,000 **Recommended Award** \$1,500

Comments: Panel members supported the idea of bringing Shakespeare to young audiences in a park setting and recommended that the organization improve its marketing to the Culver City community this year. Panelists expressed concern that there was a lack of vision evident in the application. They also noted that the artistic sample was not compelling enough and that it did not show the level of artistry implied in the application. The panel recommended that the organization provide a DVD that is more indicative of their best work in future applications.

Los Angeles Doctors Symphony Orchestra

Proposed Project: A concert featuring ballet music
Performance Venue: Veterans Memorial Auditorium
Proposed Dates: November 16, 2014
Panel Score: 59
Grant Request \$3,900 **Recommended Award** \$1,500

Comments: The group's long-standing tenure in the community, the dedication of the musicians, and the organization's philanthropic efforts were all noted by the panel. Panelists suggested that bolder choices for programming may attract new audiences and encouraged the organization to increase its audience appeal through program selections and marketing.