

MEETING DATE: September 26, 2011

AGENDA ITEM : Consideration of Creating, Providing a Charge and Target Return Date, and Appointing Two Council Members to an Ad-Hoc Subcommittee on a Proposed Motion Picture Museum in Culver City.

ATTACHMENTS

	<u>Pages</u>
1. Excerpt from the Minutes of the City Council meeting of June 25, 2011	1-2
2. Motion Picture Museum Information	3-4

June 27, 2011

Public Comment
(continued)

The following members of the audience addressed the City Council:

Paul Condran, Equipment Maintenance Manager, introduced several staff members and reported on their participation in a voluntary Fleet Certification Recognition Program.

Chekesha Palmer requested that Code Enforcement Section 1109.215 written in 1965 be revisited in order to change the requirement that ice cream trucks remain 300 feet from public schools and parks to 50 feet.

Matthew Hetz, Culver City Symphony Orchestra, provided a run down on their recent season and he thanked the City for their support.

Nancy Goldberg requested that a discussion be agendized regarding establishing a Motion Picture and Television Museum in Culver City.

Karlo Silbiger reported that the Culver City Democratic Club had voted to form an ad hoc committee to investigate the feasibility of establishing a Motion Picture and Television Museum in Downtown Culver City; and he discussed the Summer Concert Series.

Discussion ensued between the City Council and staff regarding the responsibility and funding for festival marketing.

Mollie "Lee" Welinsky requested that the City Council agendize a discussion regarding creating a committee to investigate the feasibility of establishing a Motion Picture and Television Museum in the City.

Steven Gourley thanked the City for allowing the use of the Council Chambers for the middle school mock trial; and he echoed previous requests to create an ad hoc committee to explore the museum idea.

June 27, 2011

Public Comment
(continued)

Ross Hawkins provided background on himself and expressed support for the establishment of an ad hoc committee to explore the feasibility of a Motion Picture and Television Museum on Parcel B.

Darryl Cherness urged the City Council to agendize a discussion regarding creating an ad hoc committee to explore the feasibility of establishing a Motion Picture and Television Museum on Parcel B.

Discussion ensued between the City Council and staff regarding agendizing a discussion of an ad hoc committee to consider the museum concept; location of the museum; existing entitlements; economics and feasibility; noticing interested parties; other local museums; and consensus to agendize the discussion.

Gary Silbiger spoke in support of establishing a Motion Picture and Television Museum to raise the profile of the City.

Meghan Sahli-Wells discussed establishing a Motion Picture and Television Museum in the City on Parcel B.

Pam Pitti-Turner spoke in support of establishing a Motion Picture and Television Museum in Culver City.

At this time, Mayor O'Leary reported receiving calls in support of the museum concept noting that the City would take the idea seriously and carefully consider the idea.

Martin Cole, Assistant City Manager/City Clerk, read written comments submitted by:

Amy Cherness
Bill Wynn

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Motion Picture Museums of Los Angeles

1. THE HOLLYWOOD MUSEUM

1660 N. Highland Ave.
Hollywood, CA 90028
<http://TheHollywoodMuseum.com>

- 35,000 SF (Max Factor building)
- After 12 years of coordinating economic feasibility studies, selecting and negotiating for different sites, developing funding and support from the entertainment industry and community, the Hollywood Entertainment Museum opened in October 1996.
- The historic Max Factor building was purchased by real estate developer Donelle Dadigan, who invested over \$7 million to restore, repair and stock the museum. Museum establishment, growth and maintenance rely on contributions from individuals such as Francis Ford Coppola, Johnny Grant, and Shirley MacLaine. Additionally, Dadigan spends more than \$1,000,000 of her own money annually to support the museum.

2. MUSEUM OF TELEVISION AND RADIO (PALEY FOR MEDIA CENTER)

465 North Beverly Drive
Beverly Hills, CA 90210
<http://www.paleycenter.org/visit-visittla>

- The Paley Center is an enormous media organization with roots in New York and California. They receive most of their material as donations, but also hold many large scale events for foundations, networks & production companies, resulting in lofty revenues.

3. WARNER BROS MUSEUM

Part of the Warner Bros Studio Tour
<http://www.burbank.com/story/Warner-Brothers-Museum/78053>

- Funded by Warner Bros studio.

4. THE LOS ANGELES MUSEUM

Proposed New Museum: 150,000 SF (work in progress)
<http://www.hollywoodmuseum.com/newmuseum.html>

After 10 years on Hollywood Blvd., Hollywood Entertainment Museum closed July 2006 because it had outgrown its' space. The Board of Directors decided to actively pursue a new Museum to grow from 33,000 SF to 150,000 SF expanding its mission and Education Center. A proposal to do a planning study of the Los Angeles Museum in downtown Los Angeles is being circulated to identify funding for this effort.

- Vision - To offer a comprehensive overview of the diverse social panorama with which this nation's most populous community (Los Angeles) is identified.
- Will showcase: Architecture/Interior Design, Art, Entertainment, Fashion, Music, Video Games, Graphic Arts, Culinary Arts, Technology, Industrial Design, Toys, Tourism, Visual and Performing Arts.

- Old Museum: 33,000 SF (closed in 2006) – The Community Redevelopment Agency of the City of Los Angeles committed \$4 million in pre-development and site acquisition funds for Hollywood Entertainment Museum. Proctor & Gamble donated the Max Factor Collection and a significant cash donation to the Museum; actress Edie Adams donated the Ernie Kovacs Collection; and the Hollywood Miniatures, a series of six sets designed in the 1940s, were added to the Museum's archives.

5. ACADEMY MUSEUM OF MOTION PICTURES (AMMP)

150-250,000 SF(work in progress, 8 acre campus to be located just south of Sunset & Vine)
<http://www.moviemuseum.org/about/index.html>

- Vision - To create a place to celebrate and explore how film has reflected and shaped world culture, and to help us all better understand what the movies have meant – and continue to mean – in our lives.
- The museum will be open year-round and become a landmark attraction for Hollywood and the greater Los Angeles area, a place for watching and learning about film and filmmaking, for exploring film's relationship with the greater world and for listening to stories told by filmmakers themselves.
- \$350 million (from the Los Angeles Community Redevelopment Agency)
- Funding sources: tax increment & other incentives as part of the Hollywood Redevelopment Project under the Community Redevelopment Agency of Los Angeles
- Additional funding from the Academy and donations.