REGULAR (SEMI-ANNUAL) MEETING OF THE CULTURAL AFFAIRS FOUNDATION BOARD, CULVER CITY, CALIFORNIA

September 17, 2014
4:00 P.M.

Call to Order & Roll Call

The meeting of the Cultural Affairs Foundation Board was called to order at 4:08 P.M.

Present: Marla Koosed, Chair
Leslie Jones, Vice Chair*
Jeannine Wisnosky Stehlin, Secretary**
Regina Klein
Ashley Rodgers

*Vice Chair Jones joined the meeting at 4:12 P.M.
**Member Wisnosky Stehlin exited the meeting at 6:13 P.M.

Absent: Celeste Anlauf (excused)
Andrew Lachman (excused)

Staff: Christine Byers, Public Art and Historic Preservation Coordinator
Susan Obrow, Special Events Coordinator

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Pledge of Allegiance

The Pledge of Allegiance was led by Thomas Small.

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Public Comment - Items Not On the Agenda

Chair Koosed invited public comment.

The following member of the audience addressed the Foundation Board:

Jim B. Clarke reported that the Culver City Centennial Celebration Committee was actively soliciting organizations to participate in the Centennial; he asked the Foundation to consider what kind of role it wanted to take, either as individuals or as an organization; he provided activity forms; discussed coordination of events; subcommittee sign ups; and he clarified that the time period for Centennial celebrations is from September 2016 through September 2017.

Discussion ensued between staff, Members and Mr. Clarke regarding Centennial Committee meetings; 501(c)(3) status; the bank account; current outreach; solicitation of projects and events; having a logo contest with the schools; posters; communication; providing a list of projected events and activities by the end of the year; open meetings; establishing a tentative calendar; and website and email information.

Vice Chair Jones joined the meeting at 4:12 P.M.

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Consent Calendar

Item C-1

Meeting Minutes

MOVED BY MEMBER RODGERS AND SECONDED BY MEMBER KLEIN THAT THE CULTURAL AFFAIRS FOUNDATION BOARD APPROVE THE MINUTES OF THE JUNE 18, 2014 REGULAR MEETING.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: RODGERS, KLEIN, KOOSED, WISNOSKY STEHLIN
NOES: NONE
ABSENT: ANLAUF, LACHMAN
ABSTAIN: JONES

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Action Items

Item A-1

Introduction of New Members of the Board of the Culver City Cultural Affairs Foundation, Review of Duties of Officers, and Election of Officers

Christine Byers, Public Art and Historic Preservation Coordinator, introduced the item, provided a brief summary of the material of record and background on Andrew Lachman.

Susan Obrow, Special Events Coordinator, provided background on Celeste Anlauf.

Chair Koosed reported that Member Lachman had expressed interest in serving as Vice Chair.

Member Rodgers indicated interest in serving as Treasurer.

Discussion ensued between staff and Board Members regarding clarification about protocol for appointments; eligibility of Members already holding another Board office; guidelines for running meetings; the extensive experience of Mr. Lachman; and familiarity with government activities and procedures.

Member Wisnosky Stehlin indicated interest in serving as Vice Chair.

Additional discussion ensued regarding filling positions left vacant by those who no longer serve on the Board; procedures; and bylaws.

Martin Cole, Assistant City Manager/City Clerk was consulted via telephone and he clarified that the position of Secretary could be filled during the meeting if it became vacant.

MOVED BY VICE CHAIR JONES AND SECONDED BY MEMBER WISNOSKY STEHLIN THAT THE CULTURAL AFFAIRS FOUNDATION BOARD ELECT ASHLEY RODGERS TO SERVE AS TREASURER FOR 2014-2015. THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: JONES, KLEIN, KOOSED, RODGERS, WISNOSKY STEHLIN
NOES: NONE
ABSENT: ANLAUF, LACHMAN

MOVED BY VICE CHAIR JONES AND SECONDED BY MEMBER RODGERS THAT THE CULTURAL AFFAIRS FOUNDATION BOARD ELECT JEANNINE WISNOSKY STEHLIN TO SERVE AS VICE CHAIR FOR 2014-2015. THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES:	JONES, KLEIN, RODGERS, WISNOSKY STEHLIN
NOES:	NONE
ABSTAINED:	KOOSED
ABSENT:	ANLAUF, LACHMAN

Discussion ensued between staff and Members regarding duties of the Secretary; Member interest; and consensus to wait for the next meeting to allow for a full board before appointing a Secretary.

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Item A-3
(Out of Sequence)

1) Approval of Financial Reports of the Cultural Affairs Foundation to June 30, 2014; (2) Approve the Schedule of Disbursements to June 30, 2014

Christine Byers, Public Art and Historic Preservation Coordinator, provided a summary of the material of record.

Discussion ensued between staff and Members regarding the matching gift from Symantec; employee matching programs; and contributions earmarked for the Music Festival.

MOVED BY MEMBER RODGERS AND SECONDED BY MEMBER KLEIN THAT THE CULTURAL AFFAIRS FOUNDATION BOARD:

1. REVIEW AND APPROVE THE FINANCIAL INFORMATION TO JUNE 30, 2014; AND,

2. APPROVE THE SCHEDULE OF DISBURSEMENTS FOR THE PERIOD UP TO JUNE 30, 2014.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES:	JONES, KLEIN, KOOSED, RODGERS, WISNOSKY STEHLIN
NOES:	NONE
ABSENT:	ANLAUF, LACHMAN

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Item A-4

Presentation of Fiscal Year 2014/2015 Adopted Budget for Cultural Affairs, Work Program Priorities and Available Staff Resources

Chair Koosed discussed the structure of the Foundation and the Commission; approved work plans by the City; and temporary public art installations.

Christine Byers, Public Art and Historic Preservation Coordinator, provided a summary of the material of record.

Susan Obrow, Special Events Coordinator, discussed her responsibilities which include managing Veterans Memorial Building, enhancing the stage in Veterans Memorial Auditorium, managing the Performing Arts Grant Program, and providing administrative services for the entertainment, marketing and sponsorship elements of Fiesta La Ballona.

Christine Byers, Public Art and Historic Preservation Coordinator, discussed administration and staffing; the budget; the Cultural Trust Fund; and the Creative Economy Report (CER).

Discussion ensued between staff and Members regarding the CER, the differences between the CER and any future update to the Cultural Plan, and how the results of the CER may inform future cultural plans; identifying creative businesses in the City; evaluating what is available in the City as it relates to economic development; justification for Cultural Affairs staff; quantifying the value of Cultural Affairs in the City; data gathering; the role of policy; clarification that the Commission has input into the work program and the Foundation does the fundraising; programming vs. policy; defining the role of the Foundation; establishing a timeline; the 10 year review of accomplishments from the previously adopted Cultural Plan; internal vs. external review; information provided to new Commissioners; updating the Community Cultural Plan; the Subcommittee; time committed to the update; restrictions on staff time; impacts of putting together meetings on staff time; and the use of a consultant for the CER.

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Item A-2
(Out of Sequence)

Consideration of: (1) the Creation of a Subcommittee Related to the Foundation Board's Relationship with the Culver City Chamber of Commerce and Appointments to Existing Subcommittees and any Newly Created Subcommittee(s)

Chair Koosed reported that she would no longer be serving as the Chamber of Commerce designate, she would not be available to serve on the Ad Hoc Foundation Mission and Purpose Subcommittee, and she suggested holding consideration of appointments until a full board is available.

Christine Byers, Public Art and Historic Preservation Coordinator, provided a summary of the material of record.

Discussion ensued between staff and Members regarding a Chamber of Commerce subcommittee; the California Budget Project; the monthly Chamber of Commerce Nonprofit Committee meetings; the need for a representative to serve as the face of the Foundation; non-profit Chamber members; Chamber subcommittees; other Chamber meetings and networking events; having different Foundation members cover different events; the official contact; meeting content; competition for grants; creating partnerships; concern with Members switching in and out depending on the topic; establishing a designate and alternates; the importance of the networking opportunities; a suggestion to appoint three Members to a Chamber Subcommittee; sharing meeting responsibilities; mixing with for-profit members; and meeting minutes for the non-profit meetings.

MOVED BY MEMBER RODGERS AND SECONDED BY MEMBER KLEIN THAT THE CULTURAL AFFAIRS FOUNDATION BOARD: CREATE THE AD HOC CULVER CITY CHAMBER OF COMMERCE SUBCOMMITTEE.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: JONES, KLEIN, KOOSED, RODGERS, WISNOSKY STEHLIN
NOES: NONE
ABSENT: ANLAUF, LACHMAN

MOVED BY MEMBER JONES AND SECONDED BY CHAIR KOOSED THAT THE CULTURAL AFFAIRS FOUNDATION BOARD: APPOINT MEMBERS KLEIN, RODGERS AND WISNOSKY STEHLIN TO SERVE ON THE AD HOC CULVER CITY CHAMBER OF COMMERCE SUBCOMMITTEE.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: JONES, KLEIN, KOOSED, RODGERS, WISNOSKY STEHLIN
NOES: NONE
ABSENT: ANLAUF, LACHMAN

MOVED BY MEMBER RODGERS AND SECONDED BY VICE CHAIR WISNOSKY STEHLIN THAT THE CULTURAL AFFAIRS FOUNDATION BOARD: APPOINT MEMBER LACHMAN TO THE AD HOC 2013-2014 FUNDRAISING CAMPAIGN AND EVENTS SUBCOMMITTEE.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: JONES, KLEIN, KOOSED, RODGERS, WISNOSKY STEHLIN
NOES: NONE
ABSENT: ANLAUF, LACHMAN

After discussion, Members agreed that appointments to the 2013-2014 Ad Hoc Foundation Mission and Purpose Subcommittee be deferred to the December 2014 meeting.

Member Klein distributed information from The Taproot Foundation and she recommended changing the name of the Subcommittee to the Foundation Mission and Capacity Building Subcommittee in order to access available capacity building resources.

Discussion ensued regarding including the distributed information in the December staff report; deadlines; the original request that the Subcommittee be staffed; the importance of allowing the full Board to consider the matter; assistance of the pro bono expert; staff oversight; sun setting of the Foundation; the mission to seek out grant funding; continued application for grants; the challenge of applying for grants without staff assistance; and clarification that consideration of appointments to the Ad Hoc Foundation Mission and Purpose Subcommittee be deferred to December with information on The Taproot Foundation provided by Member Klein included in the staff report.

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Item A-5

Consideration of (1) Reports from the Board's Ad-Hoc Subcommittees: Foundation Mission and Purpose Subcommittee, Fundraising Campaign and Events Subcommittee, Public Relations Subcommittee, and Veterans Memorial Auditorium Fundraising Subcommittee; (2) Report from Board Members Attending the Culver City Chamber of Commerce Meetings and Events in July 2014; and, (3) Discussion of the Reports and Potential Approval of Recommendations and/or Provide Direction

Susan Obrow, Special Events Coordinator, provided a report from the Veterans Memorial Auditorium Fundraising Subcommittee; reported receipt of portable dance mirrors, professional acoustic orchestra shells and multiple portable microphone systems from the Veterans Memorial Building (VMB) budget; discussed the idea of temporarily enclosing the stage; adding a barrier for the lip of the stage; exit signage and announcements; chairs; capacity of the stage; the Cultural Trust Fund; the need for a new stage lighting system, film screen and DVD/Blu-Ray projector; fundraising; lighting quotes; professional stage electricians; the tour of the space by former Board Member Renae Williams; recent applications for VMB rooms but not on the stage; and scheduling the next lunch forum for Culver City-based, non-profit music organizations.

Vice Chair Wisnosky Stehlin expressed hope that in the future there would be more applications to use the stage.

Member Rodgers provided an update on the Public Relations Subcommittee noting that Maureen McGlynn would continue to work on the logo design pending rebranding and focusing on the Foundation mission.

Discussion ensued between staff and Members regarding use of the Foundation logo on letterhead; the color of the logo; approval of the original logo; and staff agreement to forward Foundation letterhead to Member Rodgers.

Chair Koosed discussed the Fundraising Campaign and Events Subcommittee and the proclamation for Arts and Humanities month.

Discussion ensued between staff and Members regarding publicizing Arts and Humanities month; solicitation of Foundation donations for Arts and Humanities month; the grant performance by the Society for the Activation of Social Space Through Art and Sound at the Baldwin Hills Overlook on October 5; Foundation support of the Arts and Humanities month proclamation; Dine and Donate; money generated and effort expended; creating a City-wide event; Giving Tuesday; the draft of the appeal letter and form; working with the Chamber, the Downtown Business Association and others in an attempt to get businesses to sign on; timing of the fundraiser; the end of year appeal letter; individuals who had previously donated; outreach; staff involvement; e-blasts; cable announcements; the Subcommittee; concentrating on Chamber members for Giving Tuesday; taking advantage of momentum; deadlines; concentrating on the Downtown Business Association; a Chamber letter encouraging giving to non-profits; viable options; posting signage; participating restaurants; press releases; and the architecture talks.

Vice Chair Wisnosky Stehlin indicated the need to leave the meeting and exited at 6:13 P.M.

Further discussion ensued between Board Members and staff regarding modeling Giving Tuesday after Dine and Donate; information from the California Community Foundation; the architecture talks; scheduling; gross profits; underwriting; timing; production components; City staff; tentative dates; adjustments as additional information becomes available; arranging a series of events; public relations; concern with having to change dates; and a suggestion to carry non-time sensitive information to the December meeting when a full Board is available.

Christine Byers, Public Art and Historic Preservation Coordinator, indicated that the report from the Foundation Mission and Purpose Subcommittee would be continued to the December Foundation Board meeting.

Chair Koosed discussed listing the Cultural Affairs Foundation in the Chamber of Commerce Guide; concern with the potential for excessive phone calls and questions being sent to Ms. Byers; and the deadline for submission.

Discussion ensued between staff and Members regarding the link to the website; the long URL; direction to the City website; and a suggestion to list the address and phone number for the City.

MOVED BY MEMBER JONES AND SECONDED BY MEMBER RODGERS THAT THE CULTURAL AFFAIRS FOUNDATION BOARD:

1. APPROVE A PROCLAMATION PRESENTED BY THE CITY COUNCIL AT THE OCTOBER 13, 2014 MEETING FOR ARTS AND HUMANITIES MONTH WITH PUBLICITY VIA VARIOUS SOCIAL MEDIA AND CITY EMAIL OTIFICATION, AND;

2. MOVE FORWARD WITH THE GIVING TUESDAY EVENT AS APPROACHED WITH THE OUTREACH LETTER AND DONATION FORM WITH ANTICIPATED REFINEMENTS MADE BY STAFF AND THE SUBCOMMITTEE, AND;

3. MOVE FORWARD WITH THE ARCHITECTURE TALKS FOCUSING ON TALKS ON JANUARY 25, 2015 AND FEBRUARY 23, 2015 WITH POTENTIAL ADJUSTMENTS TO THE DATES, AND;

4. LIST THE FOUNDATION IN THE CULVER CITY CHAMBER *GUIDE* WITH CHAIR KOOSED TO CONTACT THE CHAMBER TO PROVIDE THE DETAILS, AND;

5. MOVE FORWARD WITH THE YEAR END APPEAL LETTER DRAFTING AND SENDING OUT TO REGULAR DONORS, AND;

6. DEFER FOUNDATION MISSION AND PURPOSE SUBCOMMITTEE ITEMS TO THE DECEMBER MEETING WITH THE TAPROOT INFORMATION INCLUDED IN THE REPORT, AND;

7. CARRY ALL ITEMS FROM THE CHAMBER SUBCOMMITTEE TO THE DECEMBER MEETING.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: JONES, KLEIN, KOOSED, RODGERS, WISNOSKY STEHLIN
NOES: NONE
ABSENT: ANLAUF, LACHMAN

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Public Comment – Items Not on the Agenda

Chair Koosed invited public comment.

No speaker cards were received and no speakers came forward.

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Items from Staff

Christine Byers, Public Art and Historic Preservation Coordinator, distributed copies of her new business cards with updated contact information, noting that she would be emailing out new rosters with new contact information.

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Items from Members

None.

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Adjournment

There being no further business, at 6:34 P.M., the Cultural Affairs Foundation Board adjourned to a meeting to be held at 4:00 P.M. on December 10, 2014 in the Cathedral Conference Room at City Hall.

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Martin L. Cole

Martin Cole
CITY CLERK of Culver City, California
EX-OFFICIO CLERK of the City Council of Culver City, California AND SECRETARY OF THE CULTURAL AFFAIRS FOUNDATION BOARD.

APPROVED 12/10/2014

MARLA KOOSED
CHAIR of the Culver City Cultural Affairs Foundation Board

Minutes Preparation: Kristi Callan