



Culver CITY

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GAYLE SMASHEY, SECRETARY
CHRISTINE HARDIN
MARLA KOOSSED
MAUREEN MCGLYNN

CULTURAL AFFAIRS FOUNDATION BOARD REGULAR SEMI-ANNUAL MEETING AGENDA Wednesday, September 19, 2012

PUBLIC COMMENT

The Cultural Affairs Foundation Board will listen to the public on any item on the agenda or item of interest that is not on the agenda. The Cultural Affairs Foundation Board 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 Foundation Board, 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 Board.

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., FOUNDATION BOARD MEMBERS 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 Foundation meetings occur semi-annually in January and July of each year. Foundation Agenda information is available 72 hours before each meeting. To view the Cultural Affairs Foundation meeting agendas 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

AGENDA
Cultural Affairs Foundation Board
Semi-Annual Meeting

September 19, 2012
4:00 p.m.
Patio Conference Room, Third Floor
City Hall

CALL TO ORDER & ROLL CALL:

John Nachbar, CEO
Arleen Chikami, Chair
Leslie Jones, Acting Vice Chair
Gayle Smashey, Secretary
Christine Hardin
Marla Koosed
Maureen McGlynn

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT – Items Not On the Agenda

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 March 21, 2012 Semi-Annual Meeting. **Approve Minutes.**
- C-2.** Receive and File Financial Statements for Fiscal Year 2011-2012 and for March 16, 2012-September 14, 2012. **Receive and File.**

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

- 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. **Elect Officers.**

A-2. Update on Fundraising for Cultural Affairs Programming. ***Approve Recommendations.***

PUBLIC COMMENT - Items Not On the Agenda (Continued)

ITEMS FROM STAFF

ITEMS FROM BOARD MEMBERS

ADJOURN

**Next Cultural Affairs Foundation Board
Regular Meeting
City Hall
March 20, 2013**

Upcoming Public Meeting Tentative Schedule --October 2012

Date	Day	Time	Location
<i>City Council</i>			
<i>October 1, 8, 22</i>	<i>Monday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>Parks & Recreation Community Service Commission</i>			
<i>October 2</i>	<i>Tuesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>Civil Service Commission</i>			
<i>October 3</i>	<i>Wednesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>Cultural Affairs Commission</i>			
<i>October 9</i>	<i>Tuesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>Times and dates may be changed.</i> <i>Meetings may be added or changed</i>			

City of Culver City, California
Cultural Affairs Foundation Board Agenda Item Report

Meeting Date: 09/19/12		Item Number: <u>A-1</u>	
AGENDA ITEM: Introduction of New Members of the Board of the Culver City Cultural Affairs Foundation, Review of Duties of Officers and Election of Officers.			
Contact Person: Jeremy Green, Management Analyst		Phone Number: (310) 253-5859	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Cultural Affairs Commission Notification Email List (9/14/12)			
Department Approval: Martin Cole (9/12/12)		City Manager Approval: Martin R. Cole for John M. Nachbar (09/12/12)	

RECOMMENDATION:

That the Culver City Cultural Affairs Foundation Board (the “Board”) introduce the new board members of the Cultural Affairs Foundation, review the duties of officers and elect officers.

BACKGROUND/ DISCUSSION:

INTRODUCTION OF NEW MEMBERS:

The Foundation’s 501(c)(3) status requires the existence of a Board of Directors. The Board of Directors consists of eight (8) members as follows:

- 1) Each member of the Cultural Affairs Commission shall appoint one member to the Board;
- 2) The Chair and Vice-Chair of the Commission shall each serve as a member to the Board; and
- 3) The City Manager of the City of Culver City, or a person designated by the City Manager, shall serve as the Chief Executive Officer (the “CEO”) of the Foundation.

The five appointed members of the Board shall serve a maximum of two terms, for so long as the Commissioner who appointed that member remains on the Commission, for up to eight years.

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According to the Foundation's Bylaws, an individual must live, work or own property or a business within Culver City or have a special, widely-recognized interest in improving cultural affairs of the community or region in order to be eligible for appointment to the Board.

Staff and the CAC specifically addressed the following four criteria when discussing Board nominations at the March 2006 Cultural Affairs Commission meeting:

- 1) Commitment to supporting cultural and historic preservation programs in Culver City;
- 2) Ability to make connections to private foundations for possible grants;
- 3) Experience serving on a Board of Directors for a non-profit, fundraising organization;
- 4) Capacity for cooperation and collaboration to create the most effective working panel possible; and,
- 5) Availability to attend semi-annual Board meetings of the Foundation and to accept responsibility for preparation for those meetings.

The overall composition of the Board reflects the diversity of Culver City's larger community. The original slate of Board members was appointed by the Cultural Affairs Commission four years ago, during the August 8, 2006 meeting.

DISCUSSION:

Board Member Renae Williams Niles was originally appointed by Cultural Affairs Commissioner Ronnie Jayne in August, 2004 and was reappointed by her for her second term in 2008. Having served her full eight years, Ms. Jayne has been termed out, as has Ms. Niles. We thank Renae Williams Niles for her full term of service and hope that she will continue to champion cultural programs in Culver City for years to come.

Ms. Jayne has been replaced by Ms. Regina Klein, who was appointed to the Cultural Affairs Commission on July, 2012. Ms. Klein will make her appointment to the Foundation Board at a future Cultural Affairs Commission meeting.

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The Amended Bylaws, approved by the Foundation on October 27, 2010 and the City Council on January 24, 2011 (Attachment 1), state that the Chair and Vice Chair of the Cultural Affairs Commission shall also be members of the Foundation Board (Article III, Section 2.B.) Because the Commission officers change in July of each year, there may be new members to the Foundation Board on an annual basis.

On Tuesday, July 10, 2012, The Cultural Affairs Commission met and elected Gayle Smashey as the Chair and Marla Koosed as the Vice-Chair of the Commission, replacing the former Commission Chair, Ronnie Jayne, and former Commission Vice Chair, Marlyn Musicant, as Foundation Board members.

REVIEW OF DUTIES OF OFFICERS:

As stated in Article V of the Foundation Bylaws, the primary duties of the officers are as follows: The Chairperson shall preside at all Board meetings; the Vice Chairperson shall preside at meetings in the absence of the Chairperson; the Secretary shall provide notice of all Board meetings and maintain a set of minutes of all Board meetings; the Treasurer, at least semi-annually, shall submit a written report reflecting the current financial condition of the Foundation and shall prepare a year-end financial statement prior to the end of the fiscal calendar detailing the financial status of the Foundation; the CEO shall be a non-voting member of the Board and shall oversee day-to-day activities of the Foundation. All of these officer duties shall be assisted by the City Manager or his designee, which is typically Cultural Affairs staff.

ELECTION OF OFFICERS:

The Bylaws state that “each officer other than the CEO shall be regularly elected at the Semi-Annual Meeting of the Board designated by the Board in a resolution. Each officer shall assume office upon election.”

At the October 27, 2010 Foundation Board meeting, the Board approved a resolution that designated September as the annual meeting date to elect officers.

Each office is for a two year period. Chair Arleen Chikami and Secretary Gayle Smashey were elected at the September 2011 meeting and will hold their offices for another year.

Two offices need to be filled: Vice Chair and Treasurer.

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With the departure of Ms. Klatzker at the March 21, 2012 meeting, the position of Vice Chair was vacant and the Board elected Ms. Leslie Jones as Acting Vice Chair.

With the departure of Renae Williams Niles, the Treasury position is also vacant.

Procedure: Chair Chikami will request a nomination, with a majority consensus required for appointment for each of the offices.

FISCAL ANALYSIS:

There is no fiscal impact associated with this action at this time.

ATTACHMENTS:

None.

MOTION:

That the Cultural Affairs Foundation Board:

1. Appoint _____ as the Vice Chair;

AND

2. Appoint _____ as Treasurer.

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Cultural Affairs Foundation Board Agenda Item Report**

Meeting Date: 09/19/12	Item Number: A-2
AGENDA ITEM: Update on Fundraising for Cultural Affairs Programs.	
Contact Person: Susan Obrow, Cultural Affairs 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: Cultural Affairs Commission Notification Email List (09/14/12);	
Department Approval: Daniel Hernandez (09/14/12)	City Manager Approval: Martin Cole for John M. Nachbar (09/14/12)

RECOMMENDATION:

That the Cultural Affairs Foundation Board (Foundation Board) approves a modified fundraising plan, implemented through the Cultural Affairs Foundation (Foundation), to facilitate future cultural programming.

BACKGROUND:

Due to the Culver City Redevelopment Agency's (Agency) dissolution on February 1, 2012, pursuant to AB 1x 26, funding was eliminated for Cultural Affairs Division staff, as well as for the following Agency-driven programs:

- *Culver City Music Festival*
- *Made in Culver City*
- *Music in the Chambers*
- *Rainbow Day*
- *Speak Easy*

On March 21, 2012, the Foundation Board met and approved a community fundraising plan to include individual donors and business sponsorships.

Subsequently, in May 2012, the Cultural Affairs Division was restructured and staff was reassigned to different City departments, retaining some responsibilities for Cultural Affairs programs including the administration of the Foundation. Management Analyst Jeremy Green was reassigned to the City Clerk's wing of the City Manager's Office and continues to provide administration of the Foundation. Christine Byers continues her work as the City's Public Art and Historic Preservation

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Coordinator and she has been assigned additional responsibilities within the City's Transportation Department. Susan Obrow, The City's Special Events Coordinator, was reassigned to the Parks, Recreation and Community Services Department. She continues to manage the Culver City Performing Arts Grant Program and facilitate City-sponsored performances. Her new full-time responsibilities include managing Veterans Memorial Building and the rental operation for Veterans Memorial Complex. Also, the Cultural Affairs Commission and the Foundation are under the purview of the Parks, Recreation and Community Services Department with shared staff responsibilities.

DISCUSSION:

The Art in Public Places Program Fund has not been affected by the City's financial crisis and continues to provide funding for the Public Art, Historic Preservation and Performing Arts Grant Programs. Over 90 pieces of public art have been commissioned through the City's Art in Public Places Program, the most recent of which is Tony Tasset's RAINBOW which will be unveiled in October at Sony Pictures Studios. The City's Performing Arts Grant Program is robust and many performances, which are co-promoted by the staff, are presented throughout the City. However, staff resources have been reduced and so has the capacity to fundraise and produce cultural events. Specifically, the Special Event Coordinator's new work load within the Parks, Recreation and Community Service Department requires daily, focused attention on the management of Veterans Memorial Building and the rental operation.

The cultural event programs developed and produced by the Agency were meant to stimulate activity in specific project areas. That work, now concluded, successfully attracted visitors and residents to those areas. Fortunately, the cultural landscape of Culver City has developed over the last decade with the revitalization of Downtown Culver City, enhanced by the success of Center Theatre Group at the Kirk Douglas Theatre and The Actors' Gang at the Ivy Substation; the blossoming of more than a dozen art galleries in the Culver City Art District on the east side; and the cultural activities of Brasil Brasil Cultural Center and reDiscover Center on the west side. The Mayme A. Clayton Library and Museum, The Wende Museum and the Jazz Bakery all have plans for exhibition and performance spaces in Culver City. Also, there is a new opportunity now for Veterans Memorial Building to be recognized as a cultural venue as well as a community facility. This is a milestone moment for the City since 2013 marks a decade since the City's Community Cultural Plan was approved by the City Council and implemented. The next Community Cultural Plan will reflect necessary re-imagining in light of the City's financial challenges and its current cultural landscape.

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RECOMMENDATIONS FOR NEXT FUNDRAISING PHASE

Grant Opportunities

At this time, and for the foreseeable future, the Special Events Coordinator will have limited staff resources and time to oversee grant applications for specific cultural event programs. Rather than focus on those tasks, staff is exploring opportunities within Veterans Memorial Building for cultural events to be presented, co-presented or booked. Concurrently, planning is underway for the Foundation contracted grant writer to prepare an application for the National Endowment for the Arts "Our Town" grant, due in 2013. The grant application process would involve all three staff members and, if the grant is received, the grant would provide more funding for the City's next Community Cultural Plan process.

Individual Donation Campaign

In summer 2012, staff oversaw a non-aggressive individual donor campaign for the five programs which lost funding. The campaign was promoted on a new web page for the Foundation and at each of the four performances at *Culver City's Boulevard Music Summer Festival*. Currently, the Foundation has received the following donations:

General Support	\$970
<i>Music in the Chambers</i>	\$331
<i>Culver City Music Festival</i>	\$530
<i>Rainbow Day</i>	\$ 0
<i>Made in Culver City</i>	\$250
<i>Speak Easy</i>	\$100

TOTAL	\$2,181
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Staff recommends that the fundraising campaigns for *Rainbow Day* and *Speak Easy* be concluded at this point since it is unlikely that they will be produced again. Similar programs will be presented through the Culver City Performing Arts Grant program at Veterans Memorial Building and in venues throughout the City. Donors of *Speak Easy* would be contacted and provided the opportunity to redirect their donations. Also, although the future of the annual summer music series has not been determined, staff recommends that an individual donation campaign continue for the series, as well as for *Made in Culver City* and *Music in the Chambers*.

The individual campaign would be promoted through the following ways:

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- City Website
- City Cable Slides
- City twitter and Facebook accounts
- City eblast
- Press release to local media outlets

The Special Events Coordinator will supervise that promotion as time and resources allow.

Restaurant Fundraiser

The owners of City Tavern and Rush Street in Downtown Culver City have offered to donate a percentage of the proceeds to the Foundation during the Happy Hour scheduled at both restaurants on October 12, 2012. There will be limited staff time and resources involved in this fundraiser and staff will share the responsibilities of promoting this event using the tools noted above.

Foundation Board Fundraising

The Foundation Board has the opportunity to consider additional ways in which its members can actively promote the mission of the Foundation, provided that they do not depend on staff resources, including viral campaigns, other restaurant fundraisers or group reservations at cultural events with prospective donors.

SUMMARY

Cultural Affairs programming and staffing is in transition and these recommendations and decisions may be re-evaluated at subsequent Foundation Board meetings.

FISCAL ANALYSIS:

The fundraising campaign would be developed for the Foundation and implemented and maintained by available City staff. A portion of proceeds received from contributions would be allocated to administrative costs associated with each program. As per the Bylaws of the Foundation, all income would be provided to the Foundation and subsequently placed into the appropriate City fund.

ATTACHMENTS:

None

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MOTION:

That the Cultural Affairs Foundation Board:

1. Approve that the Cultural Affairs Foundation concludes fundraising campaigns for *Rainbow Day* and *Speak Easy*.

AND

2. Approve an expanded fundraising role for members of the Cultural Affairs Foundation Board.