

REGULAR MEETING OF THE
CULTURAL AFFAIRS COMMISSION
CULVER CITY, CALIFORNIA

May 13, 2014
7:00 P.M.

Call to Order & Roll Call

Chair Koosed called the meeting of the Cultural Affairs Commission to order at 7:06 P.M.

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

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Pledge of Allegiance

The Pledge of Allegiance was led by Rusty Citron.

Chair Koosed acknowledged Councilmember Clarke in the audience.

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Public Comment - Items Not On the Agenda

Chair Koosed invited public input.

The following member of the audience addressed the Commission:

Rusty Citron announced the 75th Anniversary of *Gone with the Wind* on September 22 at The Culver Studios; he thanked the City for assistance; and discussed the permanent home for The Actors Hall of Fame.

Discussion ensued between Mr. Citron and Commissioners regarding the September 22 event; a proclamation; additional events; publicity for the event; the Google grant; the non-profit status of the organization; restoring dramatic arts education in schools; the event as a fundraiser for Dramatic

reorganizing information and questions; the City's standard RFP template; clarification that the questionnaire is separate from the Executive Summary; the narrative for the questionnaire regarding the scope of services; the total response; abbreviating the document to make it more user friendly; incorporating Commissioner comments into the final draft; researching musical artists that satisfy the taste of the City's current demographic; radio promotion; regional marketing; current media contacts; advantages to consistently having the event at the same location; a suggestion to consider other days and times; conflicts with other performances at the same time; providing information on recent City demographics to the producer; additional revenue raising activities; food and beverage vendors; partnerships with Culver City businesses; the City's permitting process; attracting new and repeat visitors to the City; differentiating the festival from those of neighboring cities; selection and focus; suggesting an impact report on business in the downtown area; appreciation for including staff, Commission and City Council participation in the evaluation process; how to incorporate consideration of the date and time into the process; satisfaction surveys and evaluations; documenting the concert; artist agreements; possible duplication with Fiesta La Ballona; work of the subcommittee; leaving the door open to other suggestions; consistency; the original twice per week format of the festival; and possible Commission feedback on returned proposals.

MOVED BY COMMISSIONER WILLIAMS, SECONDED BY VICE CHAIR KLEIN AND UNANIMOUSLY CARRIED, THAT THE CULTURAL AFFAIRS COMMISSION RECOMMEND THAT THE CITY COUNCIL: APPROVE THE REQUEST FOR PROPOSALS FOR PRODUCTION SERVICES FOR THE 2015 SUMMER CONCERT SERIES AND AMENDMENTS TO THE RFP MADE BY THE COMMISSION.

Martin Cole, Assistant City Manager/City Clerk, expressed appreciation to the subcommittee for their efforts and discussed next steps in the process.

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Item A-2

by the City of Long Beach at the Museum of Latin American Art.

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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 Staff

Susan Obrow, Special Events Coordinator, reported on the recent Veterans Memorial Auditorium Lunch Forum for Culver City based theatre companies with a subcommittee of the Foundation; a similar forum planned for music and dance representatives; building consensus from local groups on what is necessary to improve the facility; she announced a delightful Productions presentation of Aladdin Jr. in VMA May 16-18; upcoming Culver City grantee performances; and she discussed use of the Kirk Douglas Theatre for grant performances.

Christine Byers, Public Art and Historic Preservation Coordinator, reported that the Public Art Subcommittee was scheduled to meet on May 27 to review an item relating to a permanent public artwork at 5901 Green Valley Circle.

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Items From Commissioners

Commissioner Williams suggested bringing more culture into the Cultural Affairs Commission meetings.

Martin Cole, Assistant City Manager/City Clerk, indicated that staff would await City Manager direction before moving forward; noted that the new position would spend much time catching up; and he acknowledged that staff took Commissioner

Adjournment

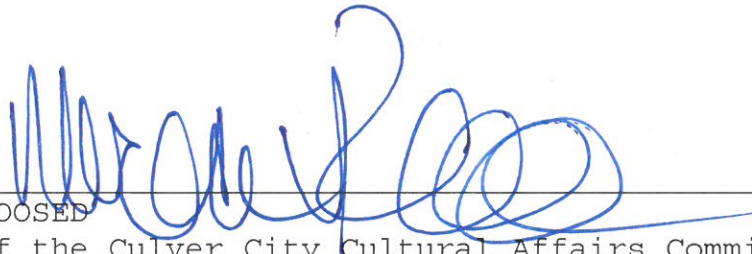
There being no further business, at 8:53 P.M., the Cultural Affairs Commission adjourned its meeting to a meeting to be held at 7:00 P.M. on June 10, 2014 in the Mike Balkman Council Chambers at City Hall.

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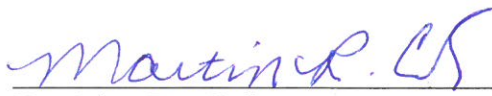
SECRETARY of the Cultural Affairs Commission

APPROVED 06.10.2014



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

15 SEP 2014

Date