



**Cultural Affairs Budget (Proposed) - FY 2015-16
(Cultural Trust Fund - CTF)**

Based on Total Payments to CTF of \$200,000 in FY 2014-15

CULTURAL TRUST FUND (Formerly ART FUND)		FY 2014-15 Adopted	FY 2015-16 Proposed	Change from Previous Year	Estimated FY 2014-15 Appropriation Available for Carryover as Unencumbered Funds	Notes
41300502	PZ502 Fund Administration (Max. 15% of \$200,000) Office Expenses - 512100 Printing and Binding - 512200 Departmental Special Supplies - 514100 Training & Education - 516100 Conferences & Conventions - 516500 Special Events & Meetings - 516600 Memberships & Dues - 516700 City Commission Expenses - 517000 Subscriptions - 517100 Advertising and Public Relations - 517300 Other Contractual Services - 619800 IT Equipment (Hardware) - 732150 IT Equipment (Software) - 732160	\$60,000 \$2,000 \$1,000 \$4,000 \$0 \$4,000 \$2,000 \$2,000 \$5,000 \$100 \$3,000 \$35,000 \$900 \$1,000	\$30,000 \$0 \$0 \$0 \$0 \$0 \$1,500 \$2,000 \$100 \$250 \$26,150 \$0 \$0	(\$30,000) (\$2,000) (\$1,000) (\$4,000) \$0 (\$2,000) (\$500) (\$3,000) \$0 (\$2,750) (\$8,850) (\$900) (\$1,000)	\$19,500 \$2,000 \$1,000 \$3,500 \$0 \$1,500 \$500 \$2,000 \$100 \$2,000 \$5,000 \$900 \$1,000	Includes AFTA and Arts of LA dues; BMI, SESAC and ASCAP licenses. Includes Grant Panel honorarium of \$100/panelist Includes \$25,000 for Cultural Corridor Coordinator if NEA awards grant and other contract assistance as needed
41300614	PZ614 Performing Arts (Max. 25% of \$200,000) Performing Arts Grant Program Summer Concert Series PZ876 Cultural Facility Enhancement	\$100,000 \$50,000 \$50,000 \$10,000	\$50,000 \$50,000 \$10,000	(\$50,000) \$0 (\$50,000) \$0	\$30,000 \$0 \$30,000 \$0	Supplemented by additional funding from SPE (\$15,000 for PAG & \$2,000 for summer concerts) Program support from volunteer, City Manager's Office and summer intern Program managed by City Manager's Office staff Allows for research phase only due to lack of adequate staff resources; SPE to augment CTF allocation with \$10,000
41300634	PZ634 Art Maintenance (Max. 5% of \$200,000)	\$60,000	\$10,000	(\$50,000)	\$60,000	Includes funding for sculpture conservator to complete annual inspections and routine cleaning/maintenance of City-owned artworks.
41300676	PZ676 Temporary Art Displays and Exhibits	\$0	\$30,000	\$30,000	\$0	Includes costs associated with one or more temporary installations, programming, outreach and consultant fees
41300822	PZ822 Historic Designation Plaques	\$5,000	\$0	(\$5,000)	\$5,000	Per CCMC 15.05.100 et seq. City to provide plaques for "Landmark" and "Significant" designated structures.
41300824	PZ824 Art Conservation (Restoration) Program	\$60,000	\$100,000	\$40,000	\$85,000	Includes restoration of Don Merit's artwork at Transportation; permanent enhancement of The Lion's Fountain; relocation and/or restoration of zoetropes; restoration of quotation courtyard & fountain
41300954	PZ954 Historic Preservation Consulting Services	\$10,000	\$10,000	\$0	\$0	For on-call preservation consulting services to include those relating to City's Historic Preservation Program.
41300959	PZ959 Community Cultural Plan (Creative Economy Report)	\$50,000	\$0	(\$50,000)	\$50,000	For FY 14-15 and FY 15-16 these funds are designated for the completion of a Creative Economy Report
Totals		\$ 355,000	\$ 240,000	\$ (115,000)	\$ 249,500	

To: Cultural Affairs Commission of Culver City
From: Len Dickter, Commissioner
Date: April 2nd 2015
Subject: Statement for April 2015 Public Meeting Packet

In June 2014, I had the privilege of becoming a Cultural Affairs Commissioner. As outlined in my nomination bid, my goal in joining the Commission was to bring my decades of expertise at the crossroads of arts, culture and business to bear for the continued economic as well as civic development of Culver City.

As a writer, Creative Director and filmmaker who has worked on commercial, social and arts-based projects on an international basis, for organizations as august as the United Nations, Government of Germany and City of London, I passionately believe that arts and commerce play complimentary roles in the strength of a community.

When they are properly aligned, a creative economy flourishes that benefits all within its sphere, generating increased profit, education, recognition and opportunity worth many times the original investment required. Likewise, it can become far more inclusive, moving the definition of "culture" from the narrow pursuit of a certain class to one that opens doors for all citizens, of all ethnicities, backgrounds and socioeconomic means.

Given that much of Culver City's growth is powered by the creative enterprises that call it home — film, television, architecture, advertising, marketing, design, music, theater and culinary arts to name but a few — I saw the Cultural Affairs Commission and its remit as being on the vanguard of the city's future. One that parallels the dynamic changes happening in the City of Los Angeles, as witnessed by its recent Otis Report on the Creative Economy, which proves how the economic health of LA is uniquely improved when it knits arts and business into a greater whole.

I was further bolstered in this belief by the incredible groundwork performed by our Chairperson, Marla Koosed, who shares a similar vision, and by the record of my fellow Commissioners, which reflects their commitment to create positive, meaningful change via their public service.

However, almost immediately upon taking my seat on the Commission, it became clear that we face several grave challenges, the most important of which is staffing. When redevelopment funding ended in 2012, the Commission's budget was slashed to the point that only the most basic tasks could be actioned, with many important items left off the agenda for the long term. Critically, this was accompanied by a complete loss of full time staff, resulting in a further backlog of essential work, and no ability for the Commission to consider other worthwhile projects or initiatives.

While we are all grateful to have Christine Byers returned to us last year as a full time staff member, it is sadly not enough. With administrative items alone taking up 70% of her time during certain months, Ms. Byers cannot be expected to effectively handle all of the Commission's current workload, let alone the backlog of items left untouched since 2012. When you add to this the rising number of new commercial developments and new projects proposed by Commissioners to fulfill our remit, our position is untenable. Simply put, we are not getting enough accomplished, be it on the Commission or our Foundation, which is equally impacted by our lack of resources.

This is all the more glaring because no other Commission was left as poorly funded or staffed as Cultural Affairs, even though none of them have the same opportunity to contribute to our economy. While other Commissions only spend funds, we have the unique ability to exponentially create revenue via projects that can increase tourism, business investment, retail traffic and promotion, public transport receipts, corporate and family relocation, etc. In short, Cultural Affairs has the power to be a driver of the city's creative economy, resulting in a net gain many times more than the low amount of investment it requires.

I am writing this letter because now is the time to act. If Cultural Affairs is left unsupported, significant aspects of the city's future health and prosperity will be affected. However, if we are funded and nourished, we can not only remove the backlog of tasks that are becoming ever more vital — including maintenance of public art and historic preservation efforts already in place, and enforcement/updating of key ordinances — but work in tandem with the entire business community of Culver City to grow our creative economy at speed. This simply requires the following:

- A pledge by the City Manager to closely assess the amount of time our one staff member spends on admin tasks, with a plan to reduce that burden to no more than 20% of her time per month
- Securing contract personnel to assist Ms. Byers in removing the backlog of work over a defined period, thereby ensuring that our existing public art and historic preservation work is safe, while also providing the resources necessary to properly manage current projects
- Granting of funds to allow a Culver City-specific Creative Economy report to be produced, which will become our guide to identifying opportunities that will generate the most profit, recognition and appeal for our business as well as private citizens. Such a report is also crucial to the establishment of a new Community Cultural Plan, which is long overdue
- A promise from the city that if Cultural Affairs can prove its business case, the revenue it generates from creative economy projects will be first used to increase full time staff commiserate to our need

While our burgeoning Cultural Trust Fund is able to support much of the above, taking welcome pressure off the city's General Fund, it may be that certain limitations in the municipal code need to be readdressed to better assist the Commission's work. One example is the rule prohibiting any full time staff, present or future, to be paid via the Cultural Trust Fund. It is odd to me that a fund established for the improvement of Culver City's cultural legacy cannot be used for the full administration costs related to that mission, including the essential long term staff required. However, if there is a fair reason that prevents this, I am confident we can find other solutions, such as a pledge to reimburse any additional funds with revenue earned through creative economy projects.

I hope this letter helps to better explain the vital role of the Cultural Affairs Commission, the economic as well as social good it has the power to create in Culver City, and the urgent need to reconsider the support it receives. Again, if immediate steps are not taken to allow the Commission to perform its tasks, we will only fall farther behind, with our city losing incalculable profit and opportunity as a result.

In short, the City Council created the Cultural Affairs Commission for reasons that are even more relevant and necessary today, given the rapid expansion of growth and possibility that has come from economic redevelopment. I look forward to playing a useful role in resolving the urgent issues we currently face, and working in collaboration with all parties — government, business and private — to effect solutions that are in the best interests of all.

Yours sincerely,



Len Dickter
Cultural Affairs Commissioner

Regina Klein
4174 Madison Avenue
Culver City, CA 90232

April 8, 2015

**Re: Culver City Cultural Affairs Commission:
Challenges and Opportunities pertaining to fiscal year 2015/2016**

Dear Fellow Cultural Affairs Commissioners and Interested Parties,

Budget decisions for the upcoming fiscal year will direct the capacity and course of the Cultural Affairs Commission (C.A.C.), as well as that of the Cultural Affairs Foundation.

2015 was ambitiously labeled “The Can Do” year by C.A.C. Commissioners, who were re-assured that, with the reinstatement of one dedicated and capable, full-time staff member, both the Commission and the Foundation would return to its pre-2012-levels of productivity and impact.

Unfortunately, this was not to be the case, as the **backlog of projects and its workload burden** (much related to public art priorities) has meant that several subcommittees and projects continue to remain tabled.

Thus, Commissioner and Foundation board member’s generosity of expertise and time were not used effectively, while a myriad of opportunities, including partnerships, programming, marketing, grants and other valuable resources were without the support to move forward.

I can only imagine the exhaustion, perhaps the frustration, felt by the **one staff member** charged with efficiently supporting public meetings (coordination, preparation, reporting), individual and group communications/requests, assisting newly appointed commissioners, etc. A debt of gratitude is due to that stretched individual (Christine Byers), also as known as the **Public Art & Historic Preservation Coordinator**.

Moving forward (2015/16): From my perspective in serving on the Cultural Affairs Commission, the Foundation, and subcommittees (including the “tabled” Cultural Plan Update and Town Hall), all planning and progress must **consider an adequate level of staffing that meets the varied and different needs/goals of two separate bodies -- the commission and foundation**.

The Cultural Plan of 2003, which provided a 10-year plan of action items pertaining to six adopted goals for community benefit, requires updating to properly reflect current needs and opportunities. The established goals set the framework for the Cultural Affairs Commission and the Foundation’s efforts, and contributed greatly to Culver

City's vitality and image. In fact, the 2003 plan and the annual accomplishments informed and inspired me to serve on the C.A.C.

The **Six Goals** are as follows:

- 1.) ***To Nurture and Promote Culver City's Resources for Life Long Learning through the Arts and Culture;***
- 2.) ***To Strengthen Culver City's Arts and Creativity Image, capitalizing on and strengthening its legacy of Film History, Cultural History, Public Art and Historic Preservation;***
- 3.) ***To Facilitate the Development of Diverse Arts and Cultural Facilities;***
- 4.) ***To Develop a Network of Cultural Resources Throughout Culver City;***
- 5.) ***To Support Culver City's Arts and Cultural Organizations and Artists;***
- 6.) ***To Establish the Infrastructure and Funding to Support ongoing Cultural Development in Culver City***

The goals above provided impetus for the annual **C.A.C. Town Hall** (also tabled), and would have provided the context for an annual plan, with a reflective timeline and budget, and annual review/report of accomplishments.

Importantly, having an annual strategic plan, timeline and report are essential for successful fundraising, as evidenced by the Cultural Affairs Foundation's sluggish record of achievement. Effective and ongoing communications and stewardship activities are required to find and keep donors and funding agencies.

Recommendation of appropriate staffing to support the varied functions of the Commission and Foundation: To maximize resources and opportunities, including Culver City's fast approaching ***Centennial***, and collaboration with other commissions, community and cultural organizations, local corporations, etc., the Cultural Affairs Commission and Foundation require support beyond the capacity of its current staffing and volunteers. Essential project management, coordination, communication (website, social media, outreach/marketing materials), etc., require specific skill sets, but all functions require administrative support.

Please consider adding the staffing necessary and appropriate to the Cultural Affairs Commission and Foundation, so that we might meet goals, such as those listed above, to best achieve Culver City's cultural and economic potential in 2015/16 and beyond.

Onward and upward (with your support),

Sincerely,

Regina

Regina Klein, Vice Chair, Cultural Affairs Commission
Member, Cultural Affairs Foundation
City of Culver City

CHAIR KOOSD FY 2015/16 CAC BUDGET STATEMENT

The Cultural Affairs Commissioners were appointed to serve in an advisory capacity, to be the voice of the community in our respected fields on behalf of the City Council. It is our mandate to oversee the Art in Public Places and Historic Preservation Ordinances; to fulfill the goals of the Community Cultural Plan (adopted in 2003) and to alert City Council if our mandate is in jeopardy.

As a three-year, backlog of projects and an extensive work program compete for priorities of limited staff resources against present day and urgent City needs, the Commission is hindered in its ability to serve as appointed.

The CAC has been defunded at a level that makes it impossible to run programs, work on ordinance updates, or to update and enact the community cultural plan. The result is that subcommittee work is held-up, potential community benefit opportunities remain dormant, and Commissioners are unable to fulfill the oath they took.

CAC HISTORY

The staff/dept. ratio when the CAC was created in 2001 had 2 full time staff and 2 part time staff. Then in 2007 a third full time staff member was added to accommodate the additional needs and work load of the Foundation and related CAC programming. Several of the job tasks below require critical thinking, knowledge and history that currently cannot be delegated to interns or contract staff.

Last year the CAC made recommendations to the City Council and City Manager requesting 2 full time staff at minimum for this calendar year. The Commission asked for 2 because the Commission and Foundation's work require, at minimum, 2 full time people. For FY 2014/15 we were given 1 full time person, the Art in Public Places and Historic Preservation Coordinator, and 1 PRCS staff member, the Special Events Coordinator, allotted 20% of the time exclusively focused on the performing arts.

CAC STAFFING

The current job description of the Cultural Affairs Coordinator/Staff is not realistic for one full time person with responsibilities of:

- 1-Implement and continue the Art in Public Places Ordinance as it relates to the development process
- 2-Implement and continue the Historic Preservation Ordinance as it relates to the development process and manage random nominations, i.e. Culver Ice Arena
- 3-Oversee and maintain City and Developer owned Public Art collection, approximately 100+ works, contracts, etc. **(back-logged since Spring 2012)**
- 4-Administrative duties/tasks for CAC and CAF
- 5-Maintain and update CAC and CAF website **(last update 2012)**
- 6-Creative Economy report structure/implementation **(delayed since Oct. 2014)**
- 7-Historic Preservation Ordinance revision/update as it continues to be on hold for over 2 years, implementing an outdated ordinance on an as-needed basis requires more time and staff resources **(on hold since 2012)**
- 8-Community Cultural Plan revision, was adopted in 2003 when redevelopment funds were available **(on hold since spring 2013 to resume after Creative Economy report completed)**
- 9-Temporary Art Exhibitions/Installations **(on hold since Spring 2012)**
- 10-100th Anniversary programming **(at risk, staffing required)**
- 11-NEA grant administrative oversight, if City gets grant **(at risk, staffing required to oversee marketing coordinator position)**
- 12-Take advantage of interns, explore grant opportunities, which may benefit the City and Community, i.e. Bloomberg Grant, etc., as they both require additional staff oversight.

12 (cont.)-These programs would allow our Cultural Trust Fund dollars be spread further, have more impact thus creating more value for the City and its brand. **(on hold since Spring 2012)**

13-The Town Plaza component for Parcel B has a cultural programming element, who will oversee and/or administer this on behalf of the City?
(at risk, staffing required)

DIFFERENCES IN CULTURAL AFFAIRS DIVISION

Why does the CAC require additional staff and the other Commissions don't?

Other commissions don't run programs, don't do the project related work and related reports combined with administrative duties. Cultural Affairs has the Art in Public Places and Historic Preservation ordinances, the Community Cultural Plan and related programs with 1 person to oversee all vs. an entire department that oversees PRCS programs for example.

FY 2015/16 CAC BUDGET RECOMMENDATION

The Cultural Affairs Commission requires either 1 additional full time person or 2 part time contract staff (at minimum) until funding can be found for full time staff. Additionally we recommend one part time Graduate student/intern for FY 2015/16 to focus on the City's Public Art Collection, CAC and CAF websites and that all CAC/CAF administrative tasks associated with managing the CAC/CAF be delegated to other city staff.

FY 2014/15 has been a watch and observe year to see what is working and what is not. The Commissions consensus is that current staffing levels are unsustainable for FY 2015/16. And, if the deficit is not resolved for this coming fiscal year, we will head into our 4th fiscal year ending in the same position, or worse, a year from now.

Cultural Affairs Commission Personal Comments

John B. Williams Commissioner

I hope this finds you all in the best of health and spirits.

I would like to begin by saying what an honor and privilege it is to serve on the Cultural Affairs Commission. As a Jazz musician/band leader/composer in a competitive field, I've learned some vital lessons mainly about being and creating in the moment. When I first received my appointment to this Commission, Susan Obrow told me that it is a great time for creative fundraising since there was no more redevelopment funding. The longer I serve on this commission the more these words resonate. Yes, we're faced with many challenges, but, being the cultural commission as opposed to the other commissions in Culver City we are charged with creating ways to function and grow with limited or (in some cases,) no financial help from the City. Looking back, historically, art and cultural has always been the least funded area of social development. So going back to Mrs Obrow's words, Lets start functioning as a creative arts "think tank" and show the City Council and City Manager's offices what we can do to move Cultural Affairs in a forward direction by accepting the challenges at hand, and rather than focus our attention on what we're lacking and what we don't have, lets live in the moment by playing the cards that we are dealt and putting on our thinking caps and show the City that we, The Cultural Affairs Commission can accept any challenge without complaining, and by

changing our attitude towards these adverse conditions, perhaps the City Council will be more inclined to join us in also finding creative ways and solutions to increase funding to the commission. I have listed below some ideas that I'm submitting for your consideration.

- 1. Altering the face of the Cultural Affairs Commission meetings and calling them Cultural Affairs Commission Celebration. This might help to increase attendance at our meetings, and in lieu of a Town Hall, we can hopefully receive more creative input from the community.*
- 2. Starting our meetings with a short artistic, Historic, theatrical or musical presentation, especially from our grant recipients which will serve as a way of promoting their upcoming events.*
- 3. Advertise or include in the current agenda packet upcoming CAC artistic presentations as a means of increasing attendance and promoting our grant recipients activities.*
- 4. Reach out to Ms Julie Lugo Cerra to give Updates on the status of Historic Preservation.*
- 5. We should adorn the council chambers with artistic renderings from local artist and work towards developing a feeling of comradery between all of our artistic groups.*
- 6. Let's change the way or look of our agenda packet covers to look more like fliers, with a cover visually showing Culver City's Culture, Art, History, Public Art, Performers, Dance Theater and the like. This might entice more artists to come to meetings, as well as showing off Culver City's attributes as the growing arts capital on the West Coast.*

7. The current "Mike Balkman" council chambers does not promote a feeling of Cultural Affairs, although a fitting setting for the City Council and other administrative bodies, it serves to increase the administrative aspects of Cultural Affairs and slows down the meetings, removes any creative or celebratory thinking and generally makes for a boring meeting.
8. I would also like to recommend that we make amendments to the ethics "Brown Act" Rule for CAC members. Because it promotes a separatist feeling and not a feeling of inclusion. It also keeps us from acting as a think tank for new ideas.
9. I think that we more than fulfill our responsibility to the public regarding transparency with video, audio recording and agendas.
10. We've had to cancel three meetings this year which has given me a feeling of uselessness. And I don't want to feel that way. I want to serve my Culver City Community and work towards raising artistic, and Historic awareness.

THANK YOU FOR YOUR TIME AND CONSIDERATION.

JOHN B. WILLIAMS CULTURAL AFFAIRS COMMISSIONER.