REGULAR MEETING OF THE
CULTURAL AFFAIRS FOUNDATION BOARD,
CULVER CITY, CALIFORNIA

March 18, 2015
4:00 P.M.

Call to Order & Roll Call

The meeting of the Cultural Affairs Foundation Board was called to order at 4:03 P.M.

Present: Marla Koosed, Chair
Ashley Rodgers, Treasurer
Leslie Jones, Secretary
Celeste Anlauf, Board Member

Absent: Jeannine Wisnosky Stehlin, Vice Chair
Regina Klein, Board Member
Andrew Lachman, Board Member

Staff: Christine Byers, Cultural Affairs Coordinator
Susan Obrow, Special Events Coordinator*

*Susan Obrow arrived at 4:15 P.M.

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Pledge of Allegiance

The Pledge of Allegiance was led by Christine Byers.

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Public Comment - Items Not On the Agenda

Chair Koosed invited public comment.

No speakers came forward and no cards were received.

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Consent Calendar

Item C-1

Meeting Minutes

Chair Koosed received clarification regarding the 2013-2014 Ad Hoc Veterans Memorial Auditorium Fundraising Subcommittee; she expressed concern regarding overlap and the number of fundraising subcommittees; and she reported that Board Member Klein had submitted no changes to the minutes.

Christine Byers, Cultural Affairs Coordinator, suggested that a conversation about fundraising subcommittees could be held at the start of the next fiscal year when appointments to subcommittees are made.

MOVED BY BOARD MEMBER ANLAUF AND SECONDED BY BOARD MEMBER RODGERS THAT THE CULTURAL AFFAIRS FOUNDATION BOARD APPROVE THE MINUTES OF THE DECEMBER 10, 2014 REGULAR MEETING AS WRITTEN.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

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

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Action Items

Item A-1

(1) Approval of Financial Reports of the Cultural Affairs Foundation for FY 14/15 through December 31, 2014; and, (2) Approve the Schedule of Disbursements for FY 14/15 through December 31, 2014

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

Chair Koosed received clarification regarding the $3,000 given to the Foundation by the City when the Bank of America account was opened.

MOVED BY BOARD MEMBER ANLAUF AND SECONDED BY BOARD MEMBER JONES THAT THE CULTURAL AFFAIRS FOUNDATION BOARD: REVIEW AND APPROVE FINANCIAL REPORTS OF THE CULTURAL AFFAIRS FOUNDATION FOR FY 14/15 THROUGH DECEMBER 31, 2014.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

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

MOVED BY BOARD MEMBER RODGERS AND SECONDED BY BOARD MEMBER JONES THAT THE CULTURAL AFFAIRS FOUNDATION BOARD: APPROVE THE SCHEDULE OF DISBURSEMENTS FOR FY 14/15 THROUGH DECEMBER 31, 2014.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

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

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Item A-2

Consideration of a Motion Approving the Transmittal of $4,599.61 in Funds to the City to Support the Technical Enhancement of Veterans Memorial Auditorium

Chair Koosed invited public input.

There were no cards received and no speakers came forward.

Susan Obrow, Special Events Coordinator, arrived at 4:15 P.M.

Christine Byers, Cultural Affairs Coordinator, provided a summary of the material record and provided copies of a summary overview to Board Members.

Susan Obrow, Performing Arts and Special Events Coordinator, indicated that monies would be used within this fiscal year to assist in updating the lighting system in Veterans Memorial Auditorium.

Discussion ensued between staff and Board Members regarding the *architectureTALKS*; clarification that no money had been lost on the *architectureTALKS* so far; money advanced for the next event; sponsorships; clarification that the subcommittee was not interested in moving forward without sponsorship; unforeseen costs; Eventbrite fees and costs for the police officer; proceeds from the first two events after expenses; concern with losing money; the process; expenses; the intent to get a sponsor to cover the costs; whether to move forward with the event if the necessary sponsorships do not come through; Board expenses; unrestricted funds; the Eventbrite check for the second event; balanced books; an observation that this would be the first recommendation like this from the Cultural Affairs Foundation Board to the City Council; the amount going to Veterans Memorial Auditorium; funding sources; and transparency.

MOVED BY BOARD MEMBER ANLAUF AND SECONDED BY BOARD MEMBER RODGERS THAT THE CULTURAL AFFAIRS FOUNDATION BOARD APPROVE THE TRANSMITTAL OF $4,599.61 IN FUNDS TO THE CITY OF CULVER CITY TO SUPPORT THE TECHNICAL ENHANCEMENT OF VETERANS MEMORIAL AUDITORIUM.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

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

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Item A-3

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

Chair Koosed invited public participation.

No cards were received and no speakers came forward.

Board Member Rodgers provided a report on the Chamber of Commerce subcommittee noting that due to scheduling conflicts she had been unable to attend recent Chamber meetings but Member Klein planned to attend the next meeting.

Discussion ensued between staff and Board Members regarding appreciation to Chair Koosed for forwarding Chamber of Commerce email blasts; resolution of previous issues with the City email system; Chamber of Commerce membership; and forwarding of emails to subcommittee members.

Chair Koosed clarified that the Chamber of Commerce membership for the Foundation Board is paid for through the City and e-blasts have been programmed to go out to subcommittee members; she received clarification that no one had been able to attend the Culver City Unified School District Non-Profit Fair; she urged the subcommittee members to reach out; noted that the Fair had been coordinated by Council Member Clarke; she felt that could have been a way to include volunteers; and she expressed concern with communication and lack of notice to the Board.

Discussion ensued between staff and Board Members regarding clarification that the event is for High School students, and that there had been participation by Fiesta La Ballona Committee members.

Board Member Anlauf reported that the Foundation Mission and Purpose subcommittee had met and reviewed the articles of incorporation and mission statement, and they felt that the website information and its utility would benefit from an update. Board Member Klein felt that the Foundation would benefit from an annual revenue target, and a related work plan/timeline developed collectively through the Board and in conjunction with the needs of Cultural Affairs and available resources.

Susan Obrow, Special Events Coordinator, reported that the information on the website had been updated and she discussed the need for content.

Christine Byers, Cultural Affairs Coordinator, indicated that she would add clarification to the donation forms regarding reallocation of money for specific programs; she suggested allowing for time to comment on the website at every Board meeting; and she clarified that *Speak Easy*, *Rainbow Day* and *Music in the Chambers* were not listed on the Donate Now Sheet.

Discussion ensued between staff and Board Members regarding clarification regarding the programs included; donations for sponsorship to the Summer Concert series going through the Cultural Trust Fund; and traffic generated to the Cultural Affairs Foundation page.
Chair Koosed read comments submitted by Board Member Klein.

Discussion ensued between staff and Board Members regarding the annual budget review for the Foundation and the relationship with the Cultural Affairs Commission.

Chair Koosed provided a report for the Fundraising Campaign and Events subcommittee noting that she had spoken with Member Lachman's wife who has a background in non-profit fundraising; she was advised to focus on one large fundraising event rather than smaller ones; she discussed the issues related to having limited staff to administer Foundation tasks; whether the Board should function as an Advisory Board or a Working Board; and which committee would be most appropriate for the presentation by Member Lachman's wife.

Discussion ensued between staff and Board Members regarding clarification that the Board had been chosen in an Advisory capacity; agreement with the comments about an annual event rather than multiple smaller events; costs to put on the previous events; having the entire Board put efforts toward one large annual event; moving forward with Giving Tuesdays; the June *architectureTALKS*; final costs; setting a deadline to secure sponsorships; lowering the ticket price; contacts for wHY architecture and design; demographics; marketing; timing; parking; costs for media associated with the event; estimated costs; the press release; agreement to set April 15 as a hard deadline to receive sponsorships; potential negative ramifications if the event is cancelled; streamlining the subcommittees and the process; whether to post a postponement notice; different postponement opportunities; and gaining traction as an organization to raise money through events.

MOVED BY BOARD MEMBER JONES AND SECONDED BY BOARD MEMBER RODGERS THAT THE CULTURAL AFFAIRS FOUNDATION BOARD AGREE TO MOVE FORWARD WITH THE WHY ARCHITECTURE TALKS IF FULL SPONSORSHIP IS ACHIEVED BY APRIL 15, 2015, AND TO POSTPONE THE EVENT IF THE SPONSORSHIP LEVEL HAS NOT BEEN ACHIEVED.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

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

Board Member Rodgers reported that the focus of the Public Relations subcommittee had been the *architectureTALKS*; discussed media alerts and marketing done; success with local press; KCRW; challenges; cultivating relationships; she noted that public relations is momentum building; she discussed laying the groundwork; the success of the first two events; streamlining efforts; and promotion moving forward after April 15, 2015.

Susan Obrow, Special Events Coordinator, provided a report on Veterans Memorial Auditorium with an overview of what is happening in the building; she discussed the building as an important resource for the performing arts; performances; performing arts groups in the City using the facility; performing arts grantees; improving the building so that programming can occur in the City; the Dance Forum; the lighting quotes and the process so far; coordination with Technology Artists; and removing the dimmer system.

Discussion ensued between staff and Board Members regarding reworking the electrical system; installation of a new system; additional space; costs for the different options to move forward; the Cultural Trust Fund; lighting equipment costs; smaller items; installation; potential grants; the sound components; projection elements; the possibility of sound paneling, baffling, and material on the auditorium walls; sources of funding; clarification that lighting had been identified by groups in the City as the most pressing problem; using the current systems until money can be raised to replace them; approaching the entire project, one piece at a time; the need for portable lighting equipment; the multi-use space; the period of time that the auditorium is used for basketball; making sure that the different phases work together; the goal of having performing arts groups to start using the space; permit fees; and clarification that all revenue generated goes into the General Fund.

Board Member Anlauf reported that the application for the Joseph Drown Foundation grant was due April 15, 2015 for the next funding cycle; she offered to do the application; she received clarification that the City Manager would sign the application as the Chief Executive Officer of the Board; and she reported that Member Klein had researched potential givers to the capital campaign.

Discussion ensued between staff and Board Members regarding convincing potential donors to donate; inviting potential donors to tour the site; an estimate of total costs for the larger items; the importance of hiring professionals to handle sound issues; the challenge to retrofit a space that was not designed to be a performing arts space; building momentum; naming situations; fundraising efforts moving forward; the importance of name recognition; the track record; raising money through the *architectureTALKS*; pass through funds; establishing a presence; serving residents and performing arts groups; rehabilitation of the building; and approaching those interested in capital expenditures.

Christine Byers, Cultural Affairs Coordinator, indicated that she would revise the document.

Board Member Anlauf indicated that she would put together a budget for staff to review.

Discussion ensued between staff and Board Members regarding the NEA grant; the needs assessment; drawing upon templates; doing press releases around any grants or donations; and keeping the webpage updated.

MOVED BY BOARD MEMBER RODGERS AND SECONDED BY BOARD MEMBER ANLAUF THAT THE CULTURAL AFFAIRS FOUNDATION BOARD: APPROVE MOVING FORWARD WITH THE JOSEPH DROWN FOUNDATION GRANT APPLICATION FOR VETERANS MEMORIAL AUDITORIUM.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

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

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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

Susan Obrow, Special Events Coordinator, thanked the Board Members for all of their efforts within the last three months; she felt that things were moving forward; and she reported an upcoming performance by Heidi Duckler Dance Theatre at Morphosis on March 22 as part of the Culver City Performing Arts Grants Program.

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Items from Board Members

Chair Koosed asked that staff investigate whether Board Member Lachman would be able to continue to serve on the Foundation Board now that he lives in Washington, D.C.

Discussion ensued between Board Members and staff regarding residency; connection to Culver City; and Board Member Lachman's offer to serve for another quarter.

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Adjournment

There being no further business, at 5:47 P.M., the Cultural Affairs Foundation Board adjourned to a meeting to be held at 4:00 P.M. on June 17, 2015 in the Cathedral Conference Room at City Hall.

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

APPROVED 06.17.2015

MARLA KOOSED
CHAIR of the Culver City Cultural Affairs Foundation Board

Minutes Preparation: Kristi Callan