



Culver CITY

MIKE BALKMAN COUNCIL CHAMBERS
9770 CULVER BOULEVARD
CULVER CITY, CALIFORNIA 90232-0507
CITY HALL Tel. (310) 253-5776
FAX (310) 253-5779

RONNIE JAYNE, Chair
MARLA KOOSSED, Vice Chair
MICHELLE BERNARDIN, Commissioner
MARLYN MUSICANT, Commissioner
GAYLE SMASHEY, Commissioner

CULTURAL AFFAIRS COMMISSION MEETING AGENDA TUESDAY, November 9, 2010

PUBLIC COMMENT

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

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., COMMISSIONERS 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 Commission meetings are regularly scheduled for the second Tuesday of every month. Commission Agenda information is available 72 hours before each meeting.

Cultural Affairs Commission meetings can be viewed live on Channel 35 by most Comcast subscribers. Meetings are also broadcast on the City's Radio Station AM 1690. To view the commission meetings on line please visit <http://www.culvercity.org/webcast>.

ALD

Assisted Listening Devices are available through Cultural Affairs staff.



Culver CITY

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www.culvercity.org

AGENDA Cultural Affairs Commission

November 9, 2010

7:00 p.m.

Mike Balkman Council Chambers – Meeting

CALL TO ORDER & ROLL CALL:

Chair Ronnie Jayne
Vice Chair Marla Koosed
Commissioner Michelle Bernardin
Commissioner Marlyn Musicant
Commissioner Gayle Smashey

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. Receive and file Secretary's Report on Posting of Agenda. **Approve report.**

C-2. Minutes of the October 12, 2010 Regular Meeting. **Approve minutes.**

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

A-1. Consideration of 2011 Performing Arts Grant Awards as Recommended by the Cultural Affairs Commission Grants and Artist Services Subcommittee. **Make recommendation to the City Council.**

PUBLIC COMMENT - Items Not On the Agenda

RECEIPT OF CORRESPONDENCE

ITEMS FROM STAFF

ITEMS FROM COMMISSIONERS

ADJOURN

**Next Cultural Affairs Commission Meeting
Mike Balkman Council Chambers
December 14, 2010
7:00 PM**

November 2010 Public Meeting Tentative Schedule —

Date	Day	Time	Location
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City Council

<i>November 8, 22</i>	<i>Monday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
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Redevelopment Agency

<i>November 8, 22</i>	<i>Monday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
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Parks and Recreation Commission

<i>November 2</i>	<i>Tuesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
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Planning Commission

<i>November 10</i>	<i>Wednesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
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Civil Service Commission

<i>November 3</i>	<i>Wednesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
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- *Times and dates may be changed.*
- *Meetings may be added or changed*

City of Culver City, California
Cultural Affairs Commission Agenda Item Report

Meeting Date: November 9, 2010		Item Number: <u>A-1</u>	
AGENDA ITEM: Consideration of 2011 Performing Arts Grant Awards as Recommended by the Cultural Affairs Commission Grants and Artist Services Subcommittee.			
Contact Person/Dept.: Susan Obrow & Phone Number: (310) 253-5762 and 5764 Jeremy Green/Cultural Affairs			
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Cultural Notification List (10-29-10), Sony Pictures Entertainment (10-29-10), 2010 Performing Arts Grant Applicants (10-29-10)			
Department Approval: Sol Blumenfeld		City Manager Approval: N/A	
City Controller Approval: N/A			

RECOMMENDATION:

That the Cultural Affairs Commission (CAC) considers the recommendation of the CAC Grants and Artist Services Subcommittee and makes a recommendation to City Council.

BACKGROUND:

Culver City's Performing Arts Grant Program was established in 1994. The City's municipal code stipulates that 25% of the money deposited into the Art Fund in the prior fiscal year be appropriated for this program for the current fiscal year. \$13,750 is budgeted for 2010-2011 and there are additional funds in the budget account from prior years. Additionally, \$15,000 is expected to be allocated by the City Council from a larger contribution made in 2010 by Sony Pictures Entertainment.

The CAC considered the 2011 NOFA (Notice of Funding Availability) application at its regular meeting on July 13, 2010 and reviewed changes. Subsequent to discussion, the Commission approved the document. Starting on July 21, 2010, the 2011 NOFA was posted on the City's web site, and notices were distributed electronically to former applicants as well as to networking organizations in the theatre, dance and music communities.

A workshop was held by staff on August 3, 2010 in the Patacchia Room at City Hall at which the grant guidelines and application were reviewed in detail. Also, staff reviewed the current list of possible performance venues in Culver City.

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Cultural Affairs Commission Agenda Item Report

A total of fourteen complete applications were submitted by the deadline on September 7, 2010.

The Peer Review Panel session was held on Thursday, October 21, 2010 at City Hall from 9:30 a.m. until 4:30 p.m. Five distinguished panelists were joined by the two members of the CAC Grants and Artist Services Subcommittee, Ronnie Jayne and Gayle Smashey, who attended as an additional resource for questions and also as observers.

The 2011 Performing Arts Grant Review Panelists were:

- Arleen Chikami – Culver City resident and freelance grant writer
- Ernest Figueroa –Producer, Eli and Edith Broad Stage
- Laura Karlin –Artistic Director, Invertigo Dance Theatre
- Lani Monos – Director of Global Corporate Social Responsibility, Sony Pictures Entertainment (SPE)
- Sabrina Rodriguez Siegel – Assistant to the Music Director, Los Angeles Philharmonic.

DISCUSSION:

Cultural Affairs staff reviewed each application and then prepared a binder of applications for each panelist which was sent in advance of the Peer Review Panel meeting. The panelists were also provided a score sheet for each applicant. There were three scoring criteria identified in the 2011 NOFA which are as follows:

- Artistic excellence of proposed project (50 points);
- Realistic budget and diversified funding base (25 points); and,
- Outreach programs to the Culver City community (25 points).

Staff opened the review panel discussion by providing a brief overview of the grant program's history, guideline changes, and discussion of the three review criteria listed above.

After the overview, each application was reviewed with its corresponding supplemental material in alphabetical order. Staff provided updated information and then the panelists rotated in leading the discussion on the applications. Each panelist had the opportunity to ask questions and then offer comments to the group. This was followed by each panelist providing scores in each of the three categories,

City of Culver City, California
Cultural Affairs Commission Agenda Item Report

resulting in an overall average score for that applicant. The CAC subcommittee and staff did not provide scores.

Upon completing review of the individual applications, the fourteen applicants were ranked from highest to lowest; averaged total scores for all fourteen ranged from 97.2 to 67.8. Since there was a reduced amount of funding available for this year, grant applicants were advised that awards would be in the \$1,000 - \$5,000 range. The panel felt that those applicants with average scores of 95 and above should receive their full request for funding. Applicants with scores above 90 received 75% of their funding and those above 80 received 30% of their funding. Applicants receiving a score below 80 were not recommended for funding this year.

The panel's recommendation was reviewed by the CAC subcommittee. The total amount recommended for award is \$29,000. \$28,750 will be used from the available budget and the additional \$250 will be awarded from unused Performing Arts Grant Program funds, which have been carried over from prior years. The review panel and CAC subcommittee were satisfied with the scoring for this year's applicants and further recommended that approximately \$5,000 of the remaining carried over funds be applied towards marketing the productions of the grant recipients, for a total expenditure of \$34,000.

Staff will work closely with the grant recipients on their marketing plans for their performances. Marketing options provided by the City include the following:

- City Website Promotion
 - o Home Page
 - o Arts & Culture Page
 - o SWAMI
 - o Community Calendar
- Time Warner Cable Television Promotion
 - o Slide
 - o Electronic Meeting Crawler
- Email Blasts
 - o City eblasts
 - o Sony Pictures Entertainment eblast
- Public Meeting Announcements
 - o Announcements by Mayor of Culver City
 - o Opportunities for organizations to announce performances
- Series Flyers
 - o Flyers created and locally distributed for each performing discipline

City of Culver City, California
Cultural Affairs Commission Agenda Item Report

A brief overview of the fourteen applicants (ranked from highest to lowest) is included on the following pages with summary comments as provided by the panelists:

We Tell Stories

Proposed Project: Seven performances of original 45-minute story-plays for the Library's free Summer Reading Program

Performance Venue: Culver City Julian Dixon Library

Proposed Dates: June 29, July 1, 8, 15, 22, 29 and August 5, 2011

Panel Score: 97.2

Grant Request \$5,000 **Recommended Award** \$5,000

Panelists were impressed with the application and the location for the performances. They felt that the organization had done an excellent job targeting its audience of families with young children and providing outreach and multiple cultural opportunities for them. The panel noted the strong partnerships the organization had formed and found the proposed work relevant and linked to the Visual And Performing Arts (VAPA) Standards adopted by the California State Board of Education.

Los Angeles Doctors Symphony Orchestra

Proposed Project: Annual concert featuring winners of the Robert Turner Piano Concerto Competition

Performance Venue: Veterans Memorial Auditorium

Proposed Date: March 6, 2011

Panel Score: 94

Grant Request \$3,500 **Recommended Award** \$2,625

Panelists remarked on the difficult repertoire and high quality of the submitted artistic sample. The application was found to be proactive with clearly stated goals for the orchestra's future. The panel noted the opportunity the concert presents for young musicians and encouraged the organization to develop new outreach programs to the Culver City Unified School District. Further, the panel supported the efforts of the organization to reach a broader audience for this concert through social networking and other electronic marketing techniques.

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Cultural Affairs Commission Agenda Item Report

Culver City Symphony Orchestra

Proposed Project: Concert titled *The American Beat - Women Composers*

Performance Venue: Veterans Memorial Auditorium

Proposed Date: January 29, 2011

Panel Score: 91.6

Grant Request \$5,000

Recommended Award \$3,750

The panel agreed that the music on the artistic sample was excellent and affirmed that this community orchestra is important to the city. The panel commended the group on its proposal to present an ambitious concert featuring the work of composers who are women. Further, they were impressed with the concept of a business expo as an outreach idea. The panel had questions concerning the budget supplied in the application and more budget notes would have been beneficial.

The Definiens Project

Proposed Project: Three chamber music concerts and two *Musical Adventures* - interactive, musical stories for children

Performance Venue: Grace Lutheran Church and Culver City Julian Dixon Library

Proposed Dates: March, April, May, August and November, 2011

Panel Score: 91

Grant Request \$3,000

Recommended Award \$2,250

Panelists supported the proposal for the *Musical Adventures* concerts. They found this proposal to be creative and an example of high level music-making and original story-telling. It was noted that the application conveyed the passion of the organization's mission to be experimental and innovative. The panel encouraged the group to focus on audience outreach for the program and promote to local schools. Further, the panel felt that future applications would benefit from more explanation of the performance content and by the inclusion of a DVD.

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Cultural Affairs Commission Agenda Item Report

Vox Femina Los Angeles

Proposed Project:

Intercultural Conversations – a choral performance to encourage the audience to appreciate and see beyond our cultural identities to our common humanity.

Performance Venue:

Culver City Presbyterian Church

Proposed Date:

April 30, 2011

Panel Score:

90.8

Grant Request \$4,500

Recommended Award \$3,375

Panelists noted the prominence of the group and the quality of its work. The panel found its mission statement to be fulfilled in the work the organization presents. The proposed choral concert would celebrate diversity and bring different audiences together. The panel noted that the application lacked marketing detail and encouraged the company to create a targeted publicity plan to ensure that the concert was well attended.

Collage Dance Theatre

Proposed Project:

In the Sect – a site-specific dance performance created in collaboration with SPF: architects Judit Meda Fekete and Zoltan Pali

Performance Venue:

SPF:a Gallery Space

Proposed Date:

Open Rehearsal TBD
Performance - February 12, 2011

Panel Score:

90.6

Grant Request \$5,000

Recommended Award \$3,750

The panel agreed that this long-standing, professional company's work was consistently strong and evolving with a dedicated audience. Panelists found the proposed project regarding ecological awareness to be interesting without being condescending. They praised the dance company's proposed effort to establish a connection with Culver City High School Academy of Visual and Performing Arts. The panel supported the intention to open the rehearsals to the public but encouraged the company to make a concerted effort to market those rehearsals since the culminating performance would be short in duration.

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The Society for the Activation of Social Space through Art and Sound (SASSAS)

Proposed Project: *Inuksuit* – a music performance by Alaska-based composer John Luther Adams

Performance Venue: Baldwin Hills Scenic Overlook

Proposed Date: September, 2011

Panel Score: 90.2

Grant Request \$5,000 **Recommended Award** \$3,750

The panel favorably regarded the concept of the proposed project which features multiple percussionists performing outdoors and found it to be an interesting exploration of sound and space. Panelists noted that the organization has a following and is proficient at social networking. It was suggested that SASSAS develop a more detailed marketing plan specifically targeting the Culver City community.

Donna Sternberg & Dancers (Dancecence)

Proposed Project: A multimedia dance performance based on The Botany of Desire

Performance Venue: Royal T

Proposed Dates: Fall 2011 (Dates to be determined.)

Panel Score: 87.2

Grant Request \$5,000 **Recommended Award** \$1,500

The panel noted that the application was well-prepared and that the concept was creative. The panel supported the proposed outreach effort to the Culver City High School Academy of Visual and Performing Arts. Panelists expressed interest in the company's collaborative work with a soundscaper and commended the company on its unique science focus which might attract audiences other than dance enthusiasts. Additionally, panelists encouraged the company to continue refreshing its artistic work.

City of Culver City, California
Cultural Affairs Commission Agenda Item Report

Culver City Public Theatre

Proposed Project: Annual summer season of free theatre performances in Carlson Park

Performance Venue: Dr. Paul Carlson Memorial Park

Proposed Dates: July 16, 17, 23, 24, 30, 31, 2011 and
August 1, 6, 7, 13, 14, 20, 21, 2011

Panel Score: 83.4

Grant Request \$5,000 **Recommended Award** \$1,500

The panel supported the efforts of this community-based theatre company and its offering of free performances each summer. Panelists commended the group on its endeavor to develop a diverse company of actors, improve its production elements and initiate new marketing techniques. Panelists were more favorably impressed with the DVD, featuring the performance for children, than with the classic selection provided.

Los Angeles Women's Theatre Festival

Proposed Project: *Best of the Fest* – performances of select solo performers from their annual Theatre Festival.

Performance Venue: The Ivy Substation

Proposed Dates: March 29, 30, 2011

Panel Score: 81.2

Grant Request \$5,000 **Recommended Award** \$1,500

The quality of the application, proposed performance and artistic sample were noted by the panel. The panelists were impressed by the variety of the programming as well as the diversity and caliber of the performers. Concerns were raised regarding the outreach and marketing plan and the panel urged the company to develop a targeted publicity campaign for the Culver City community.

City of Culver City, California
Cultural Affairs Commission Agenda Item Report

Great Leap

Proposed Project: Multidisciplinary performance of *Mottainai* (the Japanese word for “wasteful”)

Performance Venue: Baldwin Hills Scenic Overlook

Proposed Date: August, 2011 (Date to be determined)

Panel Score: 79

Grant Request \$5,000 **Recommended Award** \$0

Panelists noted the longevity of the organization, the talented artistic director and the specific process that Great Leap implements. They found the proposal to be creative and playful but considered the articulation of the performance difficult to comprehend. It was also noted that the application included budget errors and lacked a targeted marketing plan for Culver City.

Keith Glassman Dance & Performance

Proposed Project: *Coffeehouse Dances* – Modern dance solos and a duet presented in a cafe

Performance Venue: The Rumor Mill Coffeehouse

Proposed Date: September 30, 2011

Panel Score: 74.4

Grant Request \$1,000 **Recommended Award** \$0

The panel responded to the poetic, guerilla-style concept of patrons encountering a dance performance in a neighborhood cafe; however, the panelists felt that the performance would not create enough impact because of the size of the café, the brevity of the performance and the fact that all three proposed dances had previously been presented in Culver City.

City of Culver City, California
Cultural Affairs Commission Agenda Item Report

The Concert Singers

Proposed Project: *Love is in the Air* - A summer choral concert

Performance Venue: Temple Akiba

Proposed Dates: June 25, 2011

Panel Score: 70.4

Grant Request \$1,000 **Recommended Award** \$0

The longevity of this Westchester-based community chorus and its recent efforts to redevelop its business model as a non-profit organization were noted by the panel. Panelists found the proposal modest and without an articulated statement regarding the relevance of the performance or its connection to the Culver City community. Additionally, the panel encouraged the organization to continue to improve its work artistically.

Benita Bike's DanceArt, Inc.

Proposed Project: Two dance performances with audience interaction

Performance Venue: Culver City Senior Center
The Ivy Substation

Proposed Dates: January 20, 2011
March 9, 2011

Panel Score: 67.8

Grant Request \$3,325 **Recommended Award** \$0

The panel noted with interest the organization's proposal to present a performance at the Ivy Substation in collaboration with another dance company and commended the company for consistently paying performers. The panel did not find the budgeted marketing costs to be realistic to attract audiences to both locations. Panelists noted that the format was familiar, that some of the dances had been previously performed in Culver City and that the choreography could be re-energized.

* * *

The City Council will make the final grant awards based on the recommendation by the CAC. The City Council is tentatively scheduled to consider this item on Monday, December 6, 2010.

City of Culver City, California
Cultural Affairs Commission Agenda Item Report

FISCAL ANALYSIS:

The total amount recommended for the 2011 Performing Arts Grant awards is \$29,000. \$28,750 is budgeted for 2010-2011 and there are additional funds in the budget account from prior years. These funds will be used to supplement the requested \$250 and to provide marketing for the performances of the grant recipients. The funding includes Art Fund monies, as allocated pursuant to Culver City's Municipal Code, and an annual contribution of \$15,000 from Sony Pictures Entertainment.

ATTACHMENTS:

Attachment 1 – Overview of 2011 Performing Arts Grant Requests

Attachment 2 – 2011 Grant Application, Score Sheet and 14 completed Performing Arts Grant Applications

MOTION:

That the Cultural Affairs Commission:

1. Recommend to the City Council that 2011 Performing Arts Grants awards be allocated as outlined in the staff report:

OR

2. Recommend to the City Council that 2011 Performing Arts Grants awards be allocated as amended.

MEETING DATE: November 9, 2010

AGENDA ITEM: Consideration of 2011 Performing Arts Grant Awards as Recommended by the Cultural Affairs Commission Grants and Artist Services Subcommittee.

ATTACHMENTS

	<u>Pages</u>
1. Overview of 2011 Performing Arts Grant Requests.	1
2. 2011 Grant Application, Score Sheet, and 14 completed Performing Arts Grant Applications.	2

ATTACHMENT 1

City of Culver City
Cultural Affairs
Performing Arts Grants Applications
2011 Grant Year

		Previous	Total					2011	2011	2011
		Grants	Previous	2011	2011	% of	Panel	Grant Amount	Grant Amount	
		Received	Cash Grant	Grant	Project	Project	Total	Recommended	Recommended	
<u>Applicant</u>	<u>Discipline</u>	<u>(# of Years)</u>	<u>Rec'd</u>	<u>Request</u>	<u>Budget</u>	<u>Budget</u>	<u>Score</u>	<u>by Panel</u>	<u>by CAC</u>	
Benita Bike	Dance	3	\$ 7,900.00	\$ 3,325.00	\$ 6,650.00	50%	67.8	\$ -		
Collage Dance Theatre	Dance	9	\$ 24,529.00	\$ 5,000.00	\$ 10,000.00	50%	90.6	\$ 3,750.00		
Concert Singers, The	Music	0	\$ -	\$ 1,000.00	\$ 3,375.00	30%	70.4	\$ -		
Culver City Public Theatre	Theatre	8	\$ 25,429.00	\$ 5,000.00	\$ 13,800.00	36%	83.4	\$ 1,500.00		
CC Symphony Orchestra	Music	11	\$ 39,234.00	\$ 5,000.00	\$ 21,500.00	23%	91.6	\$ 3,750.00		
Definiens Project	Music	6	\$ 18,250.00	\$ 3,000.00	\$ 7,600.00	39%	91	\$ 2,250.00		
Donna Sternberg And Dancers (L	Dance	3	\$ 8,600.00	\$ 5,000.00	\$ 13,350.00	37%	87.2	\$ 1,500.00		
Great Leap	Theatre	2	\$ 7,500.00	\$ 5,000.00	\$ 10,000.00	50%	79	\$ -		
Keith Glassman Dance & Perf.	Dance	1	\$ 1,500.00	\$ 1,000.00	\$ 2,885.00	35%	74.4	\$ -		
LA Doctors Symph.	Music	15	\$ 18,729.00	\$ 3,500.00	\$ 8,188.00	43%	94	\$ 2,625.00		
LA Women's Theatre Festival	Theatre	0	\$ -	\$ 5,000.00	\$ 10,000.00	50%	81.2	\$ 1,500.00		
SASSAS	Music	0	\$ -	\$ 5,000.00	\$ 20,365.00	25%	90.2	\$ 3,750.00		
Vox Femina	Music	8	\$ 21,700.00	\$ 4,500.00	\$ 10,055.00	45%	90.8	\$ 3,375.00		
We Tell Stories	Theatre	12	\$ 48,608.00	\$ 5,000.00	\$ 9,000.00	56%	97.2	\$ 5,000.00		
		TOTALS	\$ 221,979.00	\$ 56,325.00				\$ 29,000.00	\$ -	

ATTACHMENT 2

Due to the nature of Attachment 2, a binder of completed Performing Arts Grant applications is available at the City Clerk's office or by contacting Jeremy Green in Cultural Affairs: 310.253.5764 or jeremy.green@culvercity.org.