



Culver CITY

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MARLA KOUSED, Chair
REGINA KLEIN, Vice Chair
LEN DICKTER, Commissioner
THOMAS SMALL, Commissioner
JOHN B. WILLIAMS, Commissioner

CULTURAL AFFAIRS COMMISSION REGULAR MEETING AGENDA TUESDAY, APRIL 14, 2015

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.



Agendas are
available on the web @
www.culvercity.org

AGENDA CULTURAL AFFAIRS COMMISSION REGULAR MEETING

Tuesday, April 14, 2015
7:00 p.m.

CALL TO ORDER & ROLL CALL:

**Chair Marla Koosed
Vice Chair Regina Klein
Commissioner Len Dickter
Commissioner Thomas Small
Commissioner John B. Williams**

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT – Items Not On the Agenda

RECEIPT OF CORRESPONDENCE

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 10, 2015 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.** 1) Review the Proposed FY 2015-16 Cultural Trust Fund Budget for Cultural Affairs; 2) Review of Commissioner Comments and Recommendations; and, 3) Make Summary Recommendations to City Manager for Preparation of the FY 2015-16 Cultural Affairs Budget. *Make recommendations to the City Manager.*

ITEMS FROM STAFF

ITEMS FROM COMMISSIONERS

ADJOURN

Next Cultural Affairs Commission Meeting
Mike Balkman Council Chambers
May 12, 2015
7:00 PM

April 2015 Public Meetings - Tentative Schedule

<u>Date</u>	<u>Day</u>	<u>Time</u>	<u>Location</u>
City Council			
<i>April 27, 2015</i>	Monday	7:00 PM	Council Chambers
Planning Commission			
<i>April 22, 2015</i>	Wednesday	7:00 PM	Council Chambers
<i>Regularly scheduled meetings may be canceled and Special Meetings may be called</i> <i>Times and dates may be changed.</i> <i>Meetings may be added or changed</i> <i>The Successor Agency to the Culver City Redevelopment Agency, Culver City Housing Authority and Culver City Parking Authority meet on an as needed basis.</i>			

Compliance with Government Code Section 54957.5: Any writing determined to be a public record under subdivision 54957.5(a), which relates to an agenda item for an open session of a regular meeting of the legislative body of a local agency that was distributed less than 72 hours prior to that meeting, shall be made available for public inspection at the time the writing is distributed to all, or a majority of all, of the members of the legislative body. Such documents are available at the Office of the City Clerk, City of Culver City, City Hall, 9770 Culver Boulevard, Culver City, CA 90232 and may be inspected by members of the Public during normal business hours. Such documents may also be made available on the City's Website: www.culvercity.org

REGULAR MEETING OF THE
CULTURAL AFFAIRS COMMISSION
CULVER CITY, CALIFORNIA

March 10, 2015
7:00 P.M.

Call to Order & Roll Call

Chair Koosed called meeting of the Cultural Affairs
Commission to order at 7:00 P.M.

Present: Chair Marla Koosed
Vice Chair Regina Klein
Commissioner Len Dickter
Commissioner Thomas Small
Commissioner John B. Williams

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Pledge of Allegiance

The Pledge of Allegiance was led by Dr. Janet Hoult.

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Public Comment – Items Not On the Agenda

Chair Koosed invited public comment.

The following members of the audience addressed the
Commission:

Dr. Janet Hoult congratulated the Commission on the success of the *ArchitectureTALKS*; complimented the Commission on their efforts; noted the absence of literary events in the City; discussed the importance of assisting the disabled and elderly; mentioned the idea of a Culver City poet laureate; suggested agendizing a discussion of having a new poet laureate every two years; discussed her poetry workshops; establishing a curriculum that follows the timeline of the City; the Centennial; the Historical Society; she distributed copies of her book to Commissioners; and she read a poem about painting with words.

Leslie Graham, reDiscover Center, received clarification that the City did not keep a list of working artists in the City.

Discussion ensued between staff, Commissioners and Ms. Graham regarding ways to identify working artists in the City and Ms. Graham was encouraged to sign up for the City's Cultural Affairs public notification list.

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Receipt of Correspondence

Christine Byers, Public Art and Historic Preservation Coordinator, reported that no correspondence had been received.

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Consent Calendar

Item C-1

Meeting Minutes

Vice Chair Klein noted that the thank you extended by Susan Obrow on page 2 of the minutes should have also included gratitude extended to Vice Chair Klein and Commissioner Williams for their work on the Performing Arts Grant Program.

MOVED BY COMMISSIONER SMALL, SECONDED BY COMMISSIONER WILLIAMS AND UNANIMOUSLY CARRIED, THAT THE CULTURAL AFFAIRS COMMISSION APPROVE MINUTES FOR THE SPECIAL MEETING OF NOVEMBER 19, 2014 AS AMENDED.

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Action Items

Item A-1

Discussion of 1) Presentation and Update From Staff on Cultural Affairs Work Programs and Budget for FY 2014-15; and, 2) Invitation to Commissions, Committees, and Boards to Provide Comment during the City's Fiscal Year 2015-2016 Budget Process

Christine Byers, Public Art and Historic Preservation Coordinator, introduced the item; noted that this marked the beginning of the budget process; indicated that there would be three opportunities for the Commission to comment and provide input on the budget as it pertains to Cultural Affairs, but as an individual, Commissioners were welcome to attend any meeting to express their views; she discussed the process; her role; administrative duties; the new legislative management system being implemented by the City Clerk's office; the Art in Public Places Program; The Culver Studios' Comprehensive Plan Amendment #6; the review of cultural resources; the Transit Oriented Development at Washington/National; the development process; action items for the Commission; maintenance of permanent artworks throughout the City; the backlog of work since 2012 when there was no full-time cultural affairs staff; the collections management component; restoration and retrofitting of the piece adjacent to the Kirk Douglas Theatre; historic preservation; the municipal code; applying for Certified Local Government status; support for costs of the Historic Preservation Program; grant money for specific sites; and City Council support.

Susan Obrow, Special Events Coordinator, reported managing the Culver City Performing Arts Grant Program; discussed the intern paid for by the Los Angeles County Arts Commission; contract management and publicity coordination for the grantees; management of the Veterans Memorial Building; Fiesta La Ballona; technical enhancement of Veterans Auditorium; the goal of increased performances and film screenings; engagement of Technology Artists as a sound and lighting consultant; input from theatre companies in the City; and solicitation of quotes from lighting companies.

Christine Byers, Public Art and Historic Preservation Coordinator, reported on the *ArchitectureTALKS* fundraisers; the Cultural Affairs Foundation; net proceeds from the fundraisers; the Creative Economy Report; the NEA Our Town grant; non-profit partners; and arts organizations in the City.

Discussion ensued between staff and Commissioners regarding whether the City Manager and City Council are aware of the workload carried by Ms. Byers; assessment and evaluation of

what is working and what is not working; sustainability; creating new, permanent full-time staff positions; contract staff; interns; the Cultural Trust Fund; restrictions on the way the money is spent; alternatives and making exceptions; the practices of other cities; the non-sustainable nature of the Cultural Trust Fund; changes to the Art in Public Places Ordinance; the creation of an internal threshold; the revenue stream; the breakdown of usable funds; funds allocated to the performing arts; new permanent art pieces; the allowable percentage for administrative costs; contractors; collections management; staff hours; coordination of public meetings; creating an action plan to address needs without hiring staff; putting together a team to address the backlog of work; oversight and training necessary for interns; hiring part time staff; the public art graduate program at USC; the ability to rollover administration funding to the next year; benefits of, and time required by the Granicus system; allowable uses for grant money for historic preservation; components necessary to become a Certified Local Government; updating the survey; the context statements for surveys; management of consultants; cities that have preservation officers on staff; the Cultural Corridor grant; staff time devoted to hiring and overseeing a coordinator if the City were to receive a grant to hire one; the amount of time required from staff to coordinate the Foundation fundraisers; and small elements of management that siphon time.

Christine Byers, Public Art and Historic Preservation Coordinator, discussed the review of the Commission application process by the Commission last fall; she noted that amendments would be made as possible in coordination with the Granicus system; and she noted that information was being input and applications were being revised, but there would be no public meeting with further discussion of the matter.

Discussion ensued between staff and Commissioners regarding efforts to make changes appropriate and possible for the next round of applications; timing of the applications and the process; the NEA grant; the City request; matching funds; and clarification that the Culver City Cultural Corridor Coordinator would be funded through the matching portion of the grant.

Additional discussion ensued between staff and Commissioners regarding addressing the maintenance of Art in Public Places; access to funds; private property; inspection reports; assessing the need for a conservator; how to most effectively communicate with the City Council; identifying priorities for the next year: historic preservation, the development process, the public art program, maintenance of the collections, and the Creative Economy Report; the Economic Development Plan; programming new works; updating the Community Cultural Plan; examining of new festivals or events; having the Commission set priorities; concern with striking things off the list; a feeling that all items should be retained but put in priority order; concern that it is not fair to the Community to continue in the same fashion; an observation that the staff is overworked while the City Manager evaluates the process; previous efforts to salvage programs; outreach to community groups in the City; the importance of collaboration; the need for adequate staff to allow the Commission to move forward; the need for assistance with collections management in the public art program; administration tasks associated with managing the Commission and the Foundation Board; competing projects that require critical thinking; the required level of skill, institutional knowledge and expertise; bringing back temporary art; creating an action plan; advocating for staff needs; what is possible within existing constraints; reducing burdens on the City budget; programs that could generate revenue; clarification that there is no staff designated to handle a festival; staff time required for coordination of any event; coordination with the professional grant writer working on the NEA grant this year; land use programs; the Community Cultural Plan; frustration with not being able to move forward with proposed items; the Cultural Planning subcommittee; input from the community; the loss of redevelopment funding; concern with operating without a plan, timeline or goals; the upcoming Centennial events; resources and opportunities; other people working on cultural events for the Centennial; the Performing Arts grant program; Veterans Auditorium; previous assistance from Martin Cole and Jeremy Green; the tabling of long-range projects; finding creative solutions; concern with burdening the General Fund; making the Cultural Trust Fund work; communication with the City Manager; clarification on the process; examination of work programs; clarification that the City Manager is looking for comments from Commissioners; formulating top

recommendations for the City Manager; the importance of a transparent public process; the Community Cultural Plan; money earmarked to hire a consultant but direction to halt the process; gathering community stakeholders together to make a plan for the long term; the importance of an annual plan; establishing priorities and a working framework; disappointment and concern with not feeling that efforts are coordinated; the Town Hall meetings; concern with duplicating the work of other Commissions; support for workshops and an inclusive structure; having a mechanism to put ideas into place; clarification that the Commission is under the City Manager's Office; resources; clarification that Ms. Obrow's position is under Parks, Recreation and Community Services; overlap; clarification on the role of the Commission in Centennial planning;; and taking advantage of events that do not stretch staff resources.

Susan Obrow, Special Events Coordinator, reported that Veterans Memorial Building had many diverse performing arts groups using the space; she discussed her job of making the building a welcoming place and generating revenue important to the General Fund; her assignment to Fiesta La Ballona due to her skill set; she discussed the annual amount of money set aside for cultural enhancement for City owned and operated buildings; and the synergistic connection between the events.

Additional discussion ensued between staff and Commissioners regarding the possibility of a joint meeting with the Cultural Affairs Commission and Parks and Recreation and Community Services Commission or the City Council; agreement to pass along the question to the City Manager's office; the role of the Commission in the upcoming Centennial; other Commissions working on the Centennial; opportunity for collaboration with other Commissions; suggestions from members of the community; the Performing Arts Grants subcommittee; a suggestion to discuss ideas with the six entities within the Cultural Corridor; temporary art installations for the Centennial; working within the existing structure; designing programs to incorporate the Centennial; the performing arts grant application for the 2016-2017 Fiscal Year; marketing; using the grants program as a vehicle for Centennial celebrations; the Centennial logo; the importance of having staff time and resources to accomplish goals; the role of the Commission to provide recommendations

to the City Manager; additional temporary staffing; ensuring that staff is not constantly sidelined to other projects; establishing a priority list; work waiting to be done since 2012; and solving the issue of being able to move forward.

Christine Byers, Public Art and Historic Preservation Coordinator, discussed maintenance of the art collection; City pieces needing restoration; the development process; and the number of projects vs. the varying amount of work involved in each particular project.

Further discussion ensued between staff and Commissioners regarding the process moving forward; the proposed budget for the City formulated by the City Manager; the ability of the Commission to provide comments on the budget; budget hearings in June; the importance of clarifying ideas by the April meeting; availability of the meeting for viewing on the website; willingness of the Commissioners to help staff in any way possible; the importance of moving forward as a body rather than individually; and Brown Act issues.

Chair Koosed discussed the difficulty for staff to talk about what is needed vs. what is possible; the function of staff; the responsibility of the Commission to provide clear and concise comments on how to move forward; she felt that if the staff deficit is not resolved the Commission will be in the same position next year; and she felt that the job of Cultural Affairs Coordinator was not realistic moving forward and that overseeing so many programs was not feasible.

Christine Byers, Public Art and Historic Preservation Coordinator, clarified her comments regarding her administrative duties.

Chair Koosed discussed outstanding projects needing attention; the role of the Commission to advise the City Council; concern with limitations on their ability to serve at the capacity they were appointed to; the defunding of the Commission the inability to take advantage of unplanned opportunities; pulling of staff to handle other issues in the City; the need for a minimum of two full time staff members; appreciation for the reinstatement of Ms. Byers; she asked for support to push hard for adequate staffing; discussed options to address the concerns of the City Manager regarding hiring a full time staff person; she urged everyone to send

letters to the City Council noting the importance of public involvement and letters; and she asserted that all the programs were important and that shifting priorities would not address issues.

Christine Byers, Public Art and Historic Preservation Coordinator, clarified that a motion was not necessary; noted that the issue was not just that not only is there one staff person to do the job, there is one person to do the job with a backlog of work from the last 2+ years.

Discussion ensued between staff and Commissioners regarding an observation that Cultural Affairs is the only Commission with this level of staffing; the workload of various staff members; looking for solutions; what is possible with the resources available; appreciation to staff for their efforts; ways to move forward; a suggestion to change the location of the meeting place; the importance of creativity in the Commission; the need for more culture in Cultural Affairs; inundation of administrative tasks; the poem from Dr. Hoult; bringing artists to the meetings; the public comment period; drawing interest to the Commission; and spending a portion of each Commission meeting on culture.

Further discussion ensued between staff and Commissioners regarding the report prepared last year; preparation of a statement or a summary at the April Commission meeting; collaboration with another Commissioner to formulate the document; Brown Act issues; the April agenda item pertaining to the budget; and using an existing subcommittee; noticing requirements.

The Commission recessed from 9:44 P.M. to 9:49 P.M.

Discussion ensued between staff and Commissioners regarding a suggestion that the Chair and Vice Chair work to create a document outlining needs and priorities; concern that forming a subcommittee is not on the agenda; the ability of the Chair and Vice Chair to confer on many issues; a request for comments from the evening in bullet points in order to capture consensus; an offer by Commissioner Dickter to work on the document; a suggestion that staff research whether two other Commissioners could be chosen to work on the document and communicate with the Commission; submission of comments by all Commissioners to staff for compilation; the

comprehensive conversation and consensus; agreement by staff to provide basic information from the meeting; providing a statement for the agenda packet and considering it at the meeting; the ability of any two Commissioners to work together; interest in passing along a more cohesive statement about work plans for the future; agreement that if only one document can go forward that it be the one generated by the senior members of the Commission; possible ideas and directions that may emerge from the more considered process; taking the summary and crafting an advocacy/summary document as seen fit; the time frame for providing the comments for the agenda; concern with duplicating efforts; and the monthly agenda meeting with the Chair and Vice Chair.

Chair Koosed indicated that staff would communicate with Commissioners with instructions on how to proceed regarding which group of two Commissioners could work on a statement to bring forward to be included in the April agenda packet.

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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 that the Performing Arts Grant performances had begun; she discussed a performance by Overtone Industries; and announced a performance of Heidi Duckler Dance Theatre on March 22.

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Items From Commissioners

Chair Koosed provided a report on the December Cultural Affairs Foundation meeting; reported a productive meeting as part of DCAT; discussed her involvement with the CCUSD Arts

for All program; the K-8 visual arts programming; a donation from Sony to each elementary school and middle school for visual arts; potential support from the Los Angeles County Arts Commission; she reported sitting on the LA County grant panel for arts services; attending a performance of the Centre Theatre Group's *Chavez Ravine* with a high school group; plans to go to Norco with the Actors' Gang's men's prison group; reported that March 11 would be the release of the Otis Report on the Creative Economy in film form with speakers; and she discussed the State of Creativity program on March 24 on KCET with video segments on Art Bound's website.

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Adjournment

There being no further business, at 10:14 P.M., the Cultural Affairs Commission adjourned its meeting to a meeting to be held at 7:00 P.M. on April 14, 2015 in the Council Chambers at City Hall.

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SECRETARY of the Cultural Affairs Commission

APPROVED _____

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

Date

**City of Culver City, California
Agenda Item Report**

Meeting Date: 04/14/15		Item Number: A-1	
CULTURAL AFFAIRS COMMISSION AGENDA ITEM: 1) Review the Proposed FY 2015-16 Cultural Trust Fund Budget for Cultural Affairs; 2) Review of Commissioner Comments and Recommendations; and, 3) Make Summary Recommendations to City Manager for Preparation of the FY 2015-16 Cultural Affairs Budget.			
Contact Person/Dept: B. Christine Byers, Cultural Affairs Coordinator/ City Manager's Office		Phone Number: (310) 253-6003	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Meetings and Agendas – Cultural Affairs Commission (04/10/15)			
City Manager's Office Approval: Martin R Cole (04/10/15)			
<u>RECOMMENDATION:</u> Staff recommends the Cultural Affairs Commission (CAC) review the proposed FY 2015-16 Cultural Trust Fund (CTF) budget for Cultural Affairs, written comments provided by individual Commissioners, and make recommendations to the City Manager with regard to Cultural Affairs for the FY 2015-16 proposed budget. <u>BACKGROUND:</u> Pursuant to the direction of the City Council, the City Manager implemented an enhanced budget process for preparation of the Fiscal Year 2014-15 budget. As was the case last year, in calendar year 2015, each of the City's Commissions/Committees/Boards have a specific opportunity (in some cases several opportunities) to provide staff, the City Manager, and City Council with input and comment related to the proposed budget for FY 2015-16. On March 10, 2015, the CAC considered an agenda item as the first of three opportunities for the CAC to provide input on the FY 2015-16 budget prior to the final budget Public Hearing and adoption by the City Council on June 22, 2015. At the conclusion of the March 10th meeting, the CAC agreed that commissioners would forward written summary comments for inclusion into the April 14, 2015 CAC meeting packet so that a consolidated list of recommendations could be forwarded to the City Manager, together with staff's proposed FY 2015-16 CTF budget.			

**City of Culver City, California
Agenda Item Report**

DISCUSSION:

While there has been much progress on many fronts in the current fiscal year, the general CAC consensus at the March 10 meeting was that the current Cultural Affairs work load and staffing ratio was untenable and that we could not afford to fall further behind on certain projects, including development of a Creative Economy Report and updating the City's Historic Preservation Program.

Attached are written comments submitted by Commissioners Dickter, Klein, Koosed and Williams. A summary of comments and recommendations included in Commissioner comments is provided below:

Summary Comments and Recommendations:

- Provide adequate level of staffing to support the varied functions and goals of the Commission and the Foundation. Contract staff and/or graduate student interns are options.
- Full-time staffing/work load ratio should allow for more time to be devoted to project-related work than to administrative tasks.
- As a result of the backlog of projects (relating primarily to the historic preservation and public art programs) and the workload burden, some subcommittee work and projects continue to be tabled.
- The Creative Economy Report, Cultural Plan update and the annual Town Hall, are key elements in creating a strategic plan which is essential for successful fundraising, increasing revenues and recognition for the City.
- The Commission could function as a creative think tank. Subsequently, the City Council could become a partner in that think tank by finding creative ways to increase funding for Cultural Affairs.

For purposes of next steps, staff recommends that the CAC review these and, pending CAC approval, this summary list of comments and recommendations be forwarded to the City Manager together with the written comments and the proposed FY 2015-16 CTF budget.

Upcoming Steps in the Fiscal Year 2015-16 Budget Process

As mentioned above, the City Manager's Proposed Budget for Fiscal Year 2015-16 is scheduled to be presented to the City Council on May 11, 2015. There will also be budget study sessions scheduled for May 18-19-20 along with the City Council's

City of Culver City, California
Agenda Item Report

consideration of adoption of the budget at a Public Hearing to be held on June 22, 2015. CAC members are welcome to attend any/all of these meetings.

ATTACHMENTS:

1. FY 2015-16 Proposed CTF Cultural Affairs Budget Appropriations
2. Written Commissioner Comments

MOTION:

That the Cultural Affairs Commission:

Request the City Manager consider the following comments and recommendations when preparing his FY 2015-16 proposed budget for Cultural Affairs:

- Provide adequate level of staffing to support the varied functions and goals of the Commission and the Foundation. Contract staff and/or graduate student interns are options.
- Full-time staffing/work load ratio should allow for more time to be devoted to project-related work than to administrative tasks.
- As a result of the backlog of projects (relating primarily to the historic preservation and public art programs) and the workload burden, some subcommittee work and projects continue to be tabled.
- The Creative Economy Report, Cultural Plan update and the annual Town Hall, are key elements in creating a strategic plan which is essential for successful fundraising, increasing revenues and recognition for the City.
- The Commission could function as a creative think tank. Subsequently, the City Council could become a partner in that think tank by finding creative ways to increase funding for Cultural Affairs.



**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.