Culver CITY

9770 CULVER BOULEVARD
CULVER CITY, CALIFORNIA 90232-0507
Telephone. (310) 253-6628
FAX (310) 253-6629

AGENDA
CULTURAL AFFAIRS FOUNDATION BOARD REGULAR MEETING
Wednesday, June 18, 2014

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

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., FOUNDATION BOARD MEMBERS 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, 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 Foundation Board.

CELL PHONES AND OTHER DISTRACTIONS
Use of cell phones, pagers and other communication devices is prohibited while the Foundation Board meeting is in session. Please turn all devices off or place on a silent alert and leave the room 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 Foundation meetings occur semi-annually in March and September of each year. Foundation Board Agenda information is available 72 hours before each meeting. To view the Cultural Affairs Foundation meeting agendas on line please visit http://www.culvercity.org.

ALD
Assisted Listening Devices are available through Cultural Affairs staff.

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

AGENDA
Cultural Affairs Foundation Board
Regular Meeting

June 18, 2014
4:00 p.m.
Cathedral Room, City Hall
9770 Culver Boulevard
Culver City, CA 90232

CALL TO ORDER & ROLL CALL:

Marla Koosed, Chair
Leslie Jones, Vice Chair
Maureen McGlynn, Treasurer
Jeannine Wisnosky Stehlin, Secretary
Arleen Chikami
Regina Klein
Ashley Rodgers

Martin R. Cole, Acting CEO

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. Minutes of the December 11, 2013 Semi-Annual 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 and Approval of Financial Reports of the Cultural Affairs Foundation to March 31, 2014; (2) Approve the Schedule of Disbursements to March 31, 2014; and (3) Review, Approval, and Recommend to the City Council Adoption of the Foundation Budget for Fiscal Year 2014/2015. ***Approve the financial reports, receive and file the Schedule of***

disbursements, and review, approve, and recommend to the City Council adoption of the Budget for Fiscal Year 2014/2015.

A-2. Consideration of a Motion Approving the Transmittal of $599.15 in Designated Funds to the City of Culver City in Support of Culver City's Boulevard Music Summer Festival - 2014. ***Adopt motion.***

A-3. Adoption of a Resolution Setting the Dates of Two Semi-Annual Meetings and Two Additional Regular Meetings of the Foundation Board for Fiscal Year 2014/2015. ***Adopt Resolution.***

A-4. (1) Reports from the Board's Three Ad-Hoc Subcommittees: 2013-2014 Fundraising Campaign and Events Subcommittee, 2013-2014 Fundraising Public Relations Subcommittee, 2013-2014 Veterans Memorial Auditorium Fundraising Subcommittee; (2) Discussion of the Reports from These Subcommittees and Potential Approval of Subcommittee Recommendations and/or Provide Direction to the Subcommittees; (3) Authorization to Proceed with the Planning of the Consideration of the Series of Architectural Talks and Direction to the Subcommittee to Prepare a Budget for Consideration by the Board at the September 2014 Meeting; (4) Consideration and Potential Approval of a New Logo for the Foundation; and (5) Appointment of an Ad-Hoc Subcommittee to Review the Foundation's Mission and Operational Model and, if Desired, Appoint Members to Such Subcommittee. ***Receive reports, approve subcommittee recommendations, and/or provide direction to place certain items on a future agenda for consideration, and/or provide direction to the Subcommittees.***

PUBLIC COMMENT - Items Not On the Agenda (Continued)

ITEMS FROM STAFF

ITEMS FROM BOARD MEMBERS

ADJOURN

Next Cultural Affairs Foundation Board
Regular Meeting
City Hall – Cathedral Conference Room – Third Floor
September 17, 2014

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

December 11, 2013
4:00 P.M.

Call to Order & Roll Call

The meeting of the Cultural Affairs Foundation Board was called to order at 4:08 P.M.

Present: Marla Koosed, Chair
Leslie Jones, Vice Chair
Maureen McGlynn, Treasurer
Jeannine Wisnosky Stehlin, Secretary**
Arleen Chikami
Regina Klein*
Ashley Rodgers

Staff: Martin Cole, Acting Chief Executive Officer
Christine Byers, Public Art and Historic Preservation Coordinator
Susan Obrow, Performing Arts and Special Events Coordinator
Jeremy Green, Management Analyst

*Member Klein arrived at 4:09 P.M.
**Member Wisnosky Stehlin left the meeting at 5:54 P.M.

o0o

Pledge of Allegiance

The Pledge of Allegiance was led by Jeremy Green.

Member Klein arrived at 4:09 P.M.

o0o

Public Comment – Items Not On the Agenda

Chair Koosed invited public comment.

No cards were received and no speakers came forward.

o0o

Consent Calendar

Item C-1

Meeting Minutes

Chair Koosed felt that the Fundraising Public Relations subcommittee referenced on page 7 of the minutes should be titled the Public Relations subcommittee instead.

Discussion ensued between Members and staff regarding the main purpose of the subcommittee; retaining the term “Fundraising”; keeping the purpose of the subcommittee broad; clarification that the public relations function is for fundraising activities, not for work programs; and clarification that the official name is the “Ad Hoc Fundraising Public Relations Subcommittee”.

MOVED BY CHAIR KOOSED AND SECONDED BY MEMBER RODGERS THAT THE CULTURAL AFFAIRS FOUNDATION BOARD APPROVE THE MINUTES OF THE SEPTEMBER 25, 2013 SEMI-ANNUAL MEETING WITH A REVISION ON PAGE 7 TO STRIKE THE WORD “FUNDRAISING” FROM THE NAME OF THE AD HOC PUBLIC RELATIONS SUBCOMMITTEE. THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: CHIKAMI, JONES, KLEIN, KOOSED, RODGERS, WISNOSKY STEHLIN
NOES: NONE
ABSTAIN: MCGLYNN

o0o

Action Items

Item A-1

Oral Presentation from Acting Chief Executive Officer on Tips for a Productive Meeting

Chair Koosed discussed the rationale for the agenda item; the shift to becoming an active board; the structure of the meetings; facilitating productive meetings; the purpose of the Cultural Affairs Commission vs. the purpose of the Cultural

Affairs Foundation; suggestions on how to prepare for meetings; and meeting procedures.

Martin Cole, Acting Chief Executive Officer, summarized documents distributed to Board Members.

Discussion ensued between Board Members and staff regarding encouragement to contact staff with questions; the Brown Act; subcommittee assignments; the change to the title of the Public Relations subcommittee; regular meeting times; subcommittee meetings and reports; approvals necessary for Dine and Donate events; streamlining the process; lead time for events; concern with oversaturation; marketing; penalties for violations; publicity; public scrutiny; and policy discussions.

o0o

Item A-2

(1) Review and Approval of Fiscal Year 2012/2013 Year End and Quarterly (Fiscal Year 2013/2014 Q1) Financial Reports Foundation and (2) Receive and File the Schedule of Disbursements for the First Quarter of Fiscal Year 2013/2014 (July 1, 2013 – September 30, 2013)

Jeremy Green, Management Analyst, discussed the balance sheet for Fiscal Year 2013; net assets; revenues and expenditures; PayPal donations; insurance; money earmarked for the Music Festival; and unrestricted funds.

Discussion ensued between staff and Members regarding distribution of money; Board recommendations; City Council purview; approximate balances per fund; the Cultural Trust Fund; the Performing Arts Grant Program; Sony Pictures Entertainment; development grants; participation by other businesses; programs eliminated by the demise of redevelopment; changes to the budget process; timing issues; money raised for undesignated purposes; targeted areas; performing arts vs. visual arts vs. public art; programmatic changes; costs associated with fundraising; the year-end request letter; talking points; the decision by the Board to authorize the Chair in consultation with the CEO to handle certain items without further Board action; the Pitfire Pizza fundraiser donation; recurring payments; and face-to-face meetings.

MOVED BY VICE CHAIR JONES, SECONDED BY MEMBER CHIKAMI AND UNANIMOUSLY CARRIED, THAT THE CULTURAL AFFAIRS FOUNDATION BOARD APPROVE THE FINANCIAL STATEMENTS AND RECEIVE AND FILE THE SCHEDULE OF DISBURSEMENTS.

o0o

Item A-3

(1) Reports from the Board's Three Ad-Hoc Subcommittees: 2013-2014 Fundraising Campaign and Events Subcommittee, 2013-2014 Fundraising Public Relations Subcommittee, 2013-2014 Veterans Memorial Auditorium Fundraising Subcommittee; (2) Discussion of the Reports from These Subcommittees and Potential Approval of Subcommittee Recommendations and/or Provide Direction to the Subcommittees; (3) Authorize the Fundraising Campaign and Events Subcommittee to Begin Planning the Series of Architecture Talks, Culver City Open Studios Event, and Arm Wrestling Event; and (4) Request Staff Investigate the EventBrite Online Event Registration and Payment System and Present Additional Information on this System at the Next Regular Board meeting in March, 2014

Jeremy Green, Management Analyst, discussed additional correspondence received.

Martin Cole, Acting CEO, provided a summary of the material of record.

Vice Chair Jones discussed the upcoming Dine and Donate event on January 16.

Discussion ensued between Board Members and staff regarding architecture talks; open studios; arm wrestling; Giving Tuesday; subcommittee meeting notes; topics that involve more than one subcommittees; Culver City News; public relations for the work programs; regular content; focusing content of public relations items on the Foundation; the summer concert series at City Hall; the Centennial; historical facts from Julie Lugo Cera; Veterans Memorial Auditorium; education; connecting events with Foundation fundraising; and brand exploration.

MOVED BY MEMBER RODGERS, SECONDED BY MEMBER MCGLYNN AND UNANIMOUSLY CARRIED, THAT THE CULTURAL AFFAIRS FOUNDATION BOARD DIRECT THE SUBCOMMITTEE TO EXPLORE A GIVING TUESDAY FUNDRAISER.

MOVED BY MEMBER CHIKAMI, SECONDED BY MEMBER RODGERS AND UNANIMOUSLY CARRIED THAT THE CULTURAL AFFAIRS FOUNDATION BOARD: DIRECT THE FUNDRAISING SUBCOMMITTEE TO EXPLORE THE IDEA OF BRANDING AND WORK WITH STAFF TOWARD A POTENTIAL REPORT IN MARCH.

Member Klein discussed typographical errors in the Veterans Auditorium Subcommittee report.

Members Wisnosky Stehlin and Klein provided a slideshow and report on the Veterans Auditorium Subcommittee.

Discussion ensued between staff and members regarding parking; accessibility; raising money to upgrade the stage; soliciting feedback from Culver City based performing arts groups; developing a vision statement and fundraising plan; the Centennial; the January budget presentation; the Cultural Trust Fund; small fundraisers; individual appeals; private family foundations; local corporations; government sources; what funds the City might be able to access for the building; theatre architects; the age of the building; conducting a focused assessment of the building; historic preservation; upgrading the building in sections; in-kind sponsors; the Kirk Douglas Theatre; equipment update and replacement; evaluation of the space; permanent vs. temporary; workplan vs. fundraising; naming rights; work of the Annenberg Foundation; historical value of the equipment; federal standards and guidelines; professional and historic evaluation; and becoming or finding a model for revitalization.

MOVED BY MEMBER WISNOSKY STEHLIN, SECONDED BY MEMBER KLEIN AND UNANIMOUSLY CARRIED, THAT THE CULTURAL AFFAIRS FOUNDATION BOARD DIRECT THE VETERANS MEMORIAL AUDITORIUM FUNDRAISING SUBCOMMITTEE TO PURSUE FINDING CULVER CITY BASED PERFORMING ARTS COMPANIES TO PROVIDE FEEDBACK ON THE STAGE AND REPORT THAT FEEDBACK AT THE MARCH MEETING.

At 5:54 P.M. Member Wisnosky Stehlin left the meeting.

Vice Chair Jones summarized work done by the Fundraising Campaign and Events subcommittee.

Discussion ensued between Members and staff regarding participation of local architects; concerns with potential conflicts of interest; visual arts program money; funds for staffing; the importance of raising unrestricted funds; building awareness of the Foundation; Culver City Open Studios; collaboration with the spring Otis College of Art and Design exhibition; staff involvement; marketing; scheduling; planning; size of the subcommittees; assistance and information sharing; Brown Act issues; involvement of the Public Relations subcommittee; using e-blasts to promote events; considering the space; access; confirmation that addresses are in the City; special event permits; studio locations; complying with City rules; the female arm wrestling fundraiser; location; size of the event; costs associated with the event; the January 16, 2014 Dine and Donate event; and a suggestion to have parking proceeds for one day per year go to the Cultural Affairs Foundation;

MOVED BY MEMBER MCGLYNN AND SECONDED BY MEMBER RODGERS THAT THE CULTURAL AFFAIRS FOUNDATION BOARD DIRECT THE FUNDRAISING AND EVENTS SUBCOMMITTEE TO PURSUE THE SERIES OF ARCHITECTURE TALKS, THE CULVER CITY OPEN STUDIOS EVENT, AND THE ARM WRESTLING EVENT FOR A DETAILED PRESENTATION AT THE MARCH 2014 MEETING, AND REQUEST THAT STAFF INVESTIGATE REGISTRATION FOR THE EVENTS. THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: CHIKAMI, JONES, KLEIN, KOOSED, MCGLYNN, RODGERS,
NOES: NONE
ABSENT: WISNOSKY STEHLIN

o0o

Public Comment – Items Not on the Agenda

None.

o0o

Items from Staff

Susan Obrow, Performing Arts and Special Events Coordinator, reported that 16 performing arts organizations were approved for grants by the City Council and would be presenting 53 performances in 2014 at a variety of spaces in the City.

Martin Cole, Acting CEO, discussed the recently approved Finding of Completion with the state that would allow projects that have been on hold in the City to move forward with the same developers.

o0o

Items from Members

Member Chikami provided an address for a Thank You note to be sent to a Pitfire Pizza Dine and Donate event donor.

Member Klein reported that the annual Town Hall meeting would not be held in January 2014 and she asked about integration of the Cultural Plans with other plans.

Discussion ensued between Members and staff regarding a suggested joint meeting of the Foundation and the Commission; revisions to the five year forecast; and actions of other cities regarding pension plans.

Chair Koosed discussed updating the roster and she requested a list of all previous Cultural Affairs Foundation and Commission members for fundraising purposes.

Discussion ensued between staff and Members regarding privacy issues; old agendas; information on new businesses; condo associations in the City; and City policies regarding information collection.

o0o

Adjournment

There being no further business, at 6:52 P.M., the Cultural Affairs Foundation Board adjourned to a meeting to be held at 4:00 P.M. on March 19, 2014 in the Cathedral Conference Room at City Hall.

o0o

Martin Cole
CITY CLERK of Culver City, California
EX-OFFICIO CLERK of the City Council of Culver City, California

APPROVED ____________________

MARLA KOOSED
CHAIR of the Culver City Cultural Affairs Foundation Board

Minutes Preparation: Kristi Callan

City of Culver City, California
Agenda Item Report

Meeting Date: June 18, 2014	Item Number: A-1
CULTURAL AFFAIRS FOUNDATION BOARD AGENDA ITEM: **(1) Review and Approval of Financial Reports of the Cultural Affairs Foundation to March 31, 2014; (2) Approve the Schedule of Disbursements to March 31, 2014; and (3) Review, Approval, and Recommend to the City Council Adoption of the Foundation Budget for Fiscal Year 2014/2015.**	
Contact Person: Jeremy Green, Management Analyst	Phone Number: (310) 253-5859
Fiscal Impact: Yes [X] No []	General Fund: Yes [x] No []
Public Hearing: [] Action Item: [X]	Attachments: []
Public Notification: Meetings and Agendas – Cultural Affairs Commission (06/12/14)	
Departmental Approval: N/A	Chief Executive Office Approval: Martin R. Cole (06/12/14)

RECOMMENDATION:

Staff recommends that the Cultural Affairs Foundation Board (Board) (1) receive and file the financial information presented by the Acting Chief Executive Officer; (2) approve the schedule of disbursements to March 31, 2014; and, (3) consider and recommend the City Council approve the Budget for the Foundation for Fiscal Year 2014/2015.

BACKGROUND/ DISCUSSION:

The Bylaws of the Foundation state that the "Chairperson and Treasurer, with assistance from the City Manager (or his or her designee) of the City shall prepare a budget, which shall then be presented for recommendation by the Board to the City Council no later than the following June, as required by Article III, Section 8. Subsections B and C."

Staff presents financial statements for review and approval by the Board at each of the Regular meetings of the Board.

The quarterly financial statements for the second quarter (October -December 2013) and third quarter (January - March 2014) of fiscal year 2013/2014 will be presented at the meeting.

When Fiscal Year 2013/2014 ends on June 30, a year-end financial statement will be completed and presented for review at the Board meeting on September 17, 2014.

The schedule of disbursements for both quarters of fiscal year 2013/2014 from October 1, 2013-March 31, 2014 will be presented at the meeting.

The Chief Executive Officer Recommended Budget for Fiscal Year 2014/2015 (CEO's Budget) will be presented for the Board's consideration at the meeting.

FISCAL ANALYSIS:

Should the Board take the recommended actions, staff will present the budget for approval by the City Council. Should the City Council approve the budget as recommended, then staff will be authorized to make the payments as provided in the Adopted Budget.

ATTACHMENTS:

None – Staff will make a presentation and distribute the quarterly financial statements, the schedule of disbursements and Chief Executive Officer's Recommended Budget for Fiscal Year 2014/2015 during the meeting.

MOTION:

That the Cultural Affairs Foundation Board:

1. Review and approve the financial information to March 31, 2014; and,

2. Approve the Schedule of Disbursements for the period up to March 31, 2014; and,

3. Review, comment on, and approve the Chief Executive Officer's Proposed Budget for Fiscal Year 2014/2015; and,

4. Recommend approval of the Board Approved Budget for Fiscal Year 2014/2015 to the City Council.

City of Culver City, California

Agenda Item Report

Meeting Date: 06/18/14	Item Number: A-2
CULTURAL AFFAIRS FOUNDATION BOARD AGENDA ITEM: Consideration of a Motion Approving the Transmittal of $599.15 in Designated Funds to the City of Culver City in Support of Culver City's Boulevard Music Summer Festival - 2014.	
Contact Person/Dept.: Martin R. Cole, Acting Chief Executive Officer	Phone Number: (310) 253-6000
Fiscal Impact: Yes [] No [X]	General Fund: Yes [] No []
Public Hearing: [] Action Item: [X]	Attachments: []
Public Notification: Meetings and Agendas – Cultural Affairs Commission (06/12/14)	
	Chief Financial Office Approval: Martin R. Cole (06/12/14)

RECOMMENDATION:

Staff recommends that the Cultural Affairs Foundation Board (Board) adopt a motion approving the transmittal of $599.15 in Designated Funds to the City of Culver City in support of Culver City's Boulevard Music Summer Festival - 2014.

BACKGROUND/DISCUSSION:

Article II, Section 4 of the Cultural Affairs Foundation's Bylaws (Bylaws) provide the following:

> "Whenever the Foundation receives any money, in cash, check or otherwise, it shall, as soon as possible, disburse that money to the City for use by the City, as determined appropriate by the majority of the members of the City Council of Culver City (the "City Council"), for the City's cultural affairs programs, including the administration of such programs and the operation of the Foundation. Whenever the Foundation receives any other asset, it shall, as soon as possible, convey ownership and possession of that asset to the City for use and disposition by the City, as determined appropriate by a majority of the members of the City Council for the City's cultural affairs programs, including the administration of such programs and the operation of the Foundation."

The Foundation is in receipt of $599.15 in funds that were donated to the Foundation with a designation for the "Music Festival."

Pursuant to the Bylaws and the above-referenced City Council determination, staff recommends the Board adopt a motion authorizing the CEO to transmit $599.15 in Designated Funds to the City of Culver City.

FISCAL ANALYSIS:

This proposed action would authorize the transfer of $599.15 in Designated Funds from the Foundation to the City.

ATTACHMENTS:

None.

MOTION:

That the Cultural Affairs Foundation Board:

> Adopt a motion approving the transmittal of $599.15 in Designated Funds to the City of Culver City in support of Culver City's Boulevard Music Summer Festival - 2014.

City of Culver City, California

Agenda Item Report

Meeting Date: 06/18/2014	Item Number: A-3
CULTURAL AFFAIRS FOUNDATION BOARD AGENDA ITEM: Adoption of a Resolution Setting the Dates of Two Semi-Annual Meetings and Two Additional Regular Meetings of the Foundation Board for Fiscal Year 2014/2015.	
Contact Person: Jeremy Green	Phone Number: (310) 253-5859
Fiscal Impact: Yes [] No [x]	General Fund: Yes [] No [x]
Public Hearing: [] Action Item: [X]	Attachments: [X]
Public Notification: Meetings and Agendas - Cultural Affairs Commission (Sent via E-Mail on 06/12/14)	
Department Approval: N/A	Chief Executive Office Approval: Martin R. Cole (06/12/14)

RECOMMENDATION:

Staff recommends that the Cultural Affairs Foundation Board (Board) adopt a resolution designating two additional dates for Meetings for the Board in June and December for a total of four (4) Board meetings per year.

BACKGROUND/ DISCUSSION:

Article VII, Section 2 of the Bylaws of the Cultural Affairs Foundation (Foundation) require that the Foundation set the time, place and date of regular Board meetings in accordance with the Brown Act; currently these are limited to two Semi-Annual meetings per year. Pursuant to action taken by the Foundation Board on October 27 2010, regular Board meetings have been scheduled for the third Wednesday of each March and September at 4:00 p.m. These dates and times were recommended by staff in 2010 for the following reasons: 1) They were better aligned with both the City's fiscal year and calendar year, thereby allowing for better coordination between the Foundation and the City with regard to budget preparation, yearend statements, etc.; and, 2) The March and September dates allowed the two Cultural Affairs Commission members elected to serve on the Board in July of each year more time to prepare for their next Foundation Board meeting.

With the dissolution of Culver City Redevelopment Agency in February 2012 and the ensuing fiscal impacts to the City in general and to Cultural Affairs specifically, the Foundation and its Board members started to assume a more involved role with regard to fundraising for Cultural Affairs.

Pursuant to discussion at the March 20, 2013 Board meeting, the Board expressed its interest in considering increasing the number of meetings to four per year, and the Board approved a four meeting schedule for fiscal year 2013/2014 by resolution at the May 20, 2013 meeting.

For fiscal year 2014/2015, staff is recommending the continuation of a four meeting schedule and that the additional meetings remain the third Wednesday of June (June 17, 2015) and the second Wednesday of December (December 10, 2014.) The 4:00 p.m. start time for meetings appears to best accommodate Board members' schedules.

These dates will be in addition to the Regular Semi-annual meeting dates in March (March 18, 2015) and September (September 17, 2014), designated in the bylaws.

FISCAL ANALYSIS:

The expansion in the number of meetings will have an impact with respect to additional staff time to prepare for and conduct the Board meetings.

ATTACHMENTS:

1. Proposed Resolution.

MOTION:

That the Cultural Affairs Foundation Board:

<u>Adopt a resolution setting the dates of the regular meetings of the Board.</u>

RESOLUTION NO. 2014-CAF001

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CULVER CITY CULTURAL AFFAIRS FOUNDATION DESIGNATING THE DATES OF THE REGULAR MEETING OF THE BOARD FOR FISCAL YEAR 2014/2015.

WHEREAS, Article VII, Section 2 of the Amended and Restated Bylaws of the Culver City Cultural Affairs Foundation (Bylaws) provides: “The Board shall conduct two (2) regular meetings per year (each such meeting is referred to herein as a “Semi-Annual Meeting”). The Semi-Annual Meetings shall be held at such time and location within the City as determined by the Board by resolution;” and,

WHEREAS, pursuant to said provision of the Bylaws, the Board wishes to designate the date, time and location of the Semi-Annual Meetings as well as two additional Regular Meetings for Fiscal Year 2014/2015, which Fiscal Year begins on July 1, 2014.

NOW, THEREFORE, the Board of Directors of the Culver City Cultural Affairs Foundation, DOES HEREBY RESOLVE as follows:

1. The Semi-Annual Meetings during Fiscal Year 2014/2015 shall be held on September 17, 2014 and March 18, 2015; and,

2. The two additional Regular Meetings during Fiscal Year 2014/2015 shall be held on December 10, 2014 and June 17, 2015.

3. The Board shall meet in the Cathedral Conference Room located on the Third Floor of the City Hall of the City of Culver City 9770 Culver Boulevard, Culver City, CA or at some other place within the City Limits of the City of Culver City as may be designated on the agenda posted for meetings in accordance with the Ralph M. Brown Act.

APPROVED and ADOPTED this 18th day of June, 2014.

MARLA KOOSED
CHAIR of the Board of Directors

ATTEST:

JEANNINE WISNOSKY STEHLIN
SECRETARY of the Board of Directors

APPROVED AS TO FORM:

MARTIN R. COLE
ACTING CEO of the Foundation

City of Culver City, California

Agenda Item Report

Meeting Date: 06/18/14		Item Number: A-4
CULTURAL AFFAIRS FOUNDATION BOARD AGENDA ITEM: (1) Reports from the Board's Three Ad-Hoc Subcommittees: 2013-2014 Fundraising Campaign and Events Subcommittee, 2013-2014 Fundraising Public Relations Subcommittee, 2013-2014 Veterans Memorial Auditorium Fundraising Subcommittee; (2) Discussion of the Reports from These Subcommittees and Potential Approval of Subcommittee Recommendations and/or Provide Direction to the Subcommittees; (3) Authorization to Proceed with the Planning of the Consideration of the Series of Architectural Talks and Direction to the Subcommittee to Prepare a Budget for Consideration by the Board at the September 2014 Meeting; (4) Consideration and Potential Approval of a New Logo for the Foundation; and (5) Appointment of an Ad-Hoc Subcommittee to Review the Foundation's Mission and Operational Model and, if Desired, Appoint Members to Such Subcommittee.		
Contact Person/Dept.: Jeremy Green	Phone Number: (310) 253-5859	
Fiscal Impact: Yes [X] No []	General Fund: Yes [] No []	
Public Hearing: []	Action Item: [X]	Attachments: [X]
Public Notification: Meetings and Agendas – Cultural Affairs Commission (06/12/14)		
	Chief Executive Officer Approval: Martin R. Cole (06/12/14)	

RECOMMENDATION:

Staff recommends that the Cultural Affairs Foundation Board (Foundation Board) receive reports from the Foundation Board's three Ad Hoc Subcommittees; and (if desired) discuss the reports from the Subcommittees, approve Subcommittee recommendations and/or provide direction to the Subcommittees.

BACKGROUND/DISCUSSION:

At the Foundation Board Meeting of March 20, 2013, the Foundation Board created the following Ad Hoc subcommittees:

AD HOC:

2013-2014 Fundraising Campaign and Events

2013-2014 Public Relations

2013-2014 Veterans Memorial Auditorium Fundraising

Each Subcommittee will have the opportunity to provide an oral report (in some cases as a supplement to the Summary of Meeting(s) provided) to the Foundation Board. Depending on the subject matter and particular circumstances, items from the Subcommittees that require action by the full Foundation Board may need to be placed on a future meeting agenda for action. The CEO will be prepared to advise the Foundation Board on this subject.

Fundraising Campaign and Events Subcommittee – Summary of Meeting

This subcommittee has provided the attached Summary of Meeting for their meetings held on 1/27/14, 2/21/14, 2/24/14, and 5/28/14.

The subcommittee requests the following actions from the Board:

1. Authorization from the Board to continue planning the Series of Architecture Talks with the Subcommittee to prepare a proposed budget for presentation to the Board at the September 2014 meeting; and,

2. Consider the Subcommittee's recommendation to table the following events: Open Studios Event, Arm Wrestling Event; and,

3. Consider the Subcommittee's recommendation to join the Culver City Chamber of Commerce; and,

4. Consider the Subcommittee's recommendation to hold two City-wide "Donation Events" per year; and,

5. Consider the establishment of an Ad-Hoc Subcommittee to explore the Foundation's mission and model of operations; and,

6. Review the Report on the Arts and the Creative Economy and authorize the drafting and sending of a letter to the City Council signed by all Board Members no later than June 20, 2014.

Staff Comments: Generally, staff concurs with the recommendations of the Subcommittee. Subject to the adoption of the City's Budget for Fiscal Year 2014/2015 by the City Council on June 23, 2014, there should be sufficient staff resources to work with the proposed Ad-Hoc Subcommittee to consider the Foundation's mission and operational model.

Public Relations Subcommittee – Summary of Meeting

City of Culver City, California
Agenda Item Report

This subcommittee has provided the attached Summary of Meeting for their meetings held on 6/6/14.

The subcommittee requests the following actions from the Board:

1. Presentation to the Board of a new logo for the Foundation and discussion of final color selection for the new logo; and,

Staff Comments: Generally, staff concurs with the recommendations of the Subcommittee. Should the Board determine to move forward with the idea of appointment of an Ad-Hoc Subcommittee to evaluate the Foundation's mission and operational model, such efforts might impact the selection of a new logo.

FISCAL ANALYSIS:

Discussion of the Subcommittees' reports will not, by itself, create a fiscal impact. The fiscal impact of various proposals will depend on the ultimate decision of the Foundation Board.

With respect to the Fundraising Campaign and Events Subcommittee's requests, the fiscal impacts are as described in the Subcommittee's report.

ATTACHMENTS:

1. Summary of Meeting – Fundraising and Events Subcommittee
2. Summary of Meeting – Public Relations Subcommittee

MOTION:

That the Cultural Affairs Foundation Board:

1. Receive and discuss reports from the Three Ad Hoc Subcommittees, and,

2. (If desired) Approve Subcommittee recommendations (or, if determined by the CEO, provide direction to place certain items on a future agenda for consideration) and/or provide direction to the Subcommittees.

3. Specifically for the Fundraising and Events Subcommittee:

a. Authorization from the Board to continue planning the Series of Architecture Talks with the Subcommittee to prepare a proposed budget for presentation to the Board at the September 2014 meeting; and,

b. Consider the Subcommittee's recommendation to table the following events: Open Studios Event, Arm Wrestling Event; and,

c. Consider the Subcommittee's recommendation to join the Culver City Chamber of Commerce; and,

d. Consider the Subcommittee's recommendation to hold two City-wide "Donation Events" per year; and,

e. Consider the establishment of an Ad-Hoc Subcommittee to explore the Foundation's mission and model of operations; and,

f. Review the Report on the Arts and the Creative Economy and authorize the drafting and sending of a letter to the City Council signed by all Board Members no later than June 20, 2014.

4. <u>Specifically for the Public Relations Subcommittee:</u>

   a. Discussion of final color selection for the new logo.

City of Culver City
Cultural Affairs Foundation
Ad-Hoc Subcommittee Summary of Meeting

Please note: This document may become part of a staff report to the full Foundation Board and/or the City Council. To comply with the Brown Act, Ad-Hoc Subcommittees must refrain from discussing items outside of their subject matter jurisdiction. Also, discussion of the contents of an Ad-Hoc Subcommittee meeting with other Foundation Board Members shall occur only during a duly noticed and public meeting of the full Foundation Board.

Name of Ad-Hoc Subcommittee: Fundraising Campaign and Events	**Date of Meeting:** **1/27/14; 2/21/14; 2/24/14; 5/28/14**
Members of Subcommittee in Attendance: Leslie Jones, Arleen Chikami and Marla Koosed	
Location/Start Time/End Time: Marla's Home 1/27/14 5:30-8:30 Phone Meeting 2/21 2-2:30 with Leslie and Marla Phone Meeting 2/24/14 4-5 with Arleen and Leslie Email follow up 5/28/14 with Arleen and Leslie	
Topics Discussed (This can be as detailed as desired, but at a minimum should include the subjects and a summary of the important points discussed. If additional space is needed, please use a separate sheet. Also, if the Foundation Board has provided direction to the Subcommittee on any topics discussed, please note such direction): Discussed Architecture talks (which architects were interested), Culver City open studios event and Arm Wrestling event. Explored event details, budgeting, financial yield vs. result, etc. Discussed Chamber membership for the Foundation as a non-profit member and the benefits. Discussed having a more efficient dine and donate program. Discussed replacing the one off dine and donate events with a one day, Culver City wide event in October, coinciding with National Arts and Humanities Month. All restaurants in CC that wish to participate can have their name listed and a percentage of proceeds that day will go to the foundation. In addition we discussed per the board's recommendation Giving Tuesday. We thought we could have all CC retail business participate on Giving Tuesday in November a portion of all retail sales that day going towards the Foundation. Discussed the year-end appeal letter and the challenges related to writing it due to the Foundation's mission, etc. Asked Arleen to outline the challenges from a grant writer's perspective and report back. Discussed having the board review and vote or comment on the recommendations from the Cultural Affairs Commission report on creating an Art, Culture and the Creative Economy department. The report received a unanimous vote from the Commission in January. The report was forwarded to the City Manager, City Council and the Finance	

Advisory Committee for consideration during the 2014/2015-budget process. Agreed to work further on events and meet back to summarize results of our findings for the board to review/approve. Since the board did not meet in March, the Open Studio event is no longer possible as it was meant to coincide with the Otis show which closes in July and Meg Linton, the curator/director of the Ben Maltz Gallery at Otis has left her position and is no longer available to coordinate with. The event has been tabled until another opportune moment presents itself.
Results/Conclusions (Report any consensus reached by the Subcommittee): ARCHITECTURE TALKS: Have re-defined the event to include a few different architects and larger venues, which are described in the attached document. The sub-committee did not move forward with preparing a budget until the event details would be approved by the CAF during our March meeting. At this time we recommend approving the concept as currently outlined. A budget could be prepared for review at our September meeting, which would push these events into late fall/early winter 2014/2015. OPEN STUDIOS EVENT: The event has been tabled due to no CAF meeting in March and the Curator/Director at Otis has left her position. ARM WRESTLING EVENT: Upon close review the logistics are unreasonable to do on a volunteer basis, so we agreed to table the event. CHAMBER MEMBERSHIP FOR NON-PROFITS: We discussed the pros/cons for joining and agreed to bring it forward to the board. See attached document for description. DINE AND DONATE EVENTS: Agreed to make these events more efficient time and dollar volume/yield wise. Two events per year involving all Culver City restaurants for one day, all Culver City retail business for another, i.e. to coincide with Giving Tuesday, per the board’s recommendation. See attached document for description. YEAR END APPEAL LETTER/FOUNDATION PURPOSE: Discussed the Foundation’s mission, etc. and it’s relevancy in the current climate. The Foundation was established in 2006, when we were fully staffed (3 full time) and funded by the Redevelopment Agency. We agreed to request this item be on a future agenda when we met thinking we would bring it to the Foundation in March. Now that we are in June, we feel it is even more relevant to start the discussion and initiate creating a staffed ad-hoc subcommittee to explore the Foundation’s mission, and what model would suit Culver City’s needs in 2014 and beyond. See attached document for description.

THE ARTS AND THE CREATIVE ECONOMY: RECOMMENDATIONS TO THE CULVER CITY MAYOR AND CITY COUNCIL FROM THE CULTURAL AFFAIRS COMMISION: Ask board to review report (see attached) and formally vote on the recommendations with the results reflected in a letter signed by all board members no later than June 20, 2014.
Fiscal Impact/Resources (Are there any financial, staff, or Foundation Board Member resources needed to accomplish the recommended action? If so, please estimate such resources here): **YES: Chamber Membership $175 for membership and $40 one time fee for joining; Dine and Donate Events will require full staff to get lists of all restaurants in Culver City and all retail establishments in CC and coordinate contacting for participation, eblasts to market event, etc.; Distribute copy of Foundation by-laws and Articles of Incorporation of the Culver City Cultural Affairs Foundation to board members.**
Attachments (Please provide any attachments you'd like to share with the Foundation Board pertinent to the items discussed at this Subcommittee meeting): See word documents titled: Architecture Talks; Chamber Membership for Non-Profits; Dine and Donate events; Year End Appeal Letter/Foundation Purpose and The Arts and The Creative Economy: Recommendations to the Culver City Mayor and City Council from the Cultural Affairs Commission.

Ad-Hoc Subcommittee Recommendation to the Full Foundation Board (If the Subcommittee is prepared to make a recommendation to the Foundation Board, please summarize such recommendation. If a progress report – without a recommendation – please state PROGRESS REPORT):

ARCHITECTURE TALKS: Progress Report - review attachments, comment on revisions, time of year, etc.
OPEN STUDIOS EVENT: Board approval to table event.
ARM WRESTLING EVENT: Board approval to table event.
CHAMBER MEMBERSHIP FOR NON-PROFITS: Board vote on moving forward with non-profit membership to Culver City Chamber of Commerce.
DINE AND DONATE EVENTS: Board approval to host two events per year for this program.
YEAR END APPEAL LETTER/FOUNDATION PURPOSE: Board approval to put this item on future agenda in June, after the 2014/2015 budget has been passed, that may have an effect on the Foundation model. Board approval to consider creating an ad-hoc sub-committee to explore the model of the Foundation for 2014 and beyond.
THE ARTS AND THE CREATIVE ECONOMY: RECOMMENDATIONS TO THE CULVER CITY MAYOR AND CITY COUNCIL FROM THE CULTURAL AFFAIRS COMMISSION: Board approval to review, vote and send a letter signed by Foundation Board members to City Manager and City Council with their findings no later than June 20, 2014.

Marketing/PR

Maureen McGlynn, Ashley Rodgers

La Dijonaise Restaurant, Culver City
Friday, June 6, 2014
Noon – 1:30 p.m.

Topics discussed

1. Brand identity for Culver City Cultural Affairs Foundation

   Maureen approached Culver City resident and graphic designer Weina Danetta to see if she would be willing to provide pro bono services for the design of a logo for the Foundation. She agreed to donate her time and talent.

   Weina reviewed the promotional materials the Foundation has used in the past to promote its events and activities, as well as the cultural affairs section of the City's website.

   Weina came up with three comps for logos for the subcommittee to review and narrow down to one approach.

Results/Conclusions

The subcommittee reviewed the logo comps with another graphic designer and narrowed the selection down to the one that would best meet the needs of the Foundation.

The subcommittee asked Weina to do a color exploration for the logo and brand guidelines for how to use the logo on the Foundation's webpage and on printed/promotional materials.

Fiscal Impact

Once the logo has been finalized, the Foundation's webpage on the city website should be updated.

The subcommittee will provide city staff with the logo in a jpeg format, the logo/brand guidelines, and templates for their use in developing promotional materials.

Recommendation

The subcommittee would like to present the logo and color explorations to the foundation members and seek their input on the final color selection.

One the logo has been finalized the subcommittee recommends the city and the foundation begin using the logo in Culver City Cultural Affairs Foundation materials.

Maureen and Ashley talked about whether artists and galleries in CC could become ‘friends of CCCAF” and have a sticker with the logo in their window to show their support.

2. News coverage in Culver City News, et al.

Ashley made contact with the editor of the publication and pitched him on the idea of having either a column or a periodic article about the work of the foundation.
After initial conversations, the matter stalled temporarily.
Ashley is again reaching out to the editor and publisher Steve Hadland to renew the conversation. Other publications being considered are the Culver City Observer and Culver City Times, an online self-post forum for Culver City residence.