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

June 18, 2014
4:00 P.M.

Call to Order & Roll Call

The meeting of the Cultural Affairs Foundation Board was called to order at 4:11 P.M.

Present: Marla Koosed, Chair
Maureen McGlynn, Treasurer
Jeannine Wisnosky Stehlin, Secretary
Arleen Chikami*
Regina Klein

*Member Chikami arrived at 4:51 P.M.

Absent: Leslie Jones, Vice Chair (excused)
Ashley Rodgers (excused)

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

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Pledge of Allegiance

The Pledge of Allegiance was led by Councilmember Jim B. Clarke.

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Public Comment – Items Not On the Agenda

Chair Koosed invited public comment.

The following member of the public addressed the Foundation Board:

Jim B. Clarke thanked Martin Cole and the Cultural Affairs Foundation for allowing fundraising to be done on behalf of the Summer Concert Series; presented a personal contribution toward the series; suggested having a donation table at the series; reported City Council approval of a separate 501(c)3 Centennial Committee for lead up events to September 20, 2017; discussed the formation of the Board of Directors and subcommittees for the Centennial Committee; and requested input for ideas, projects and events related to the Centennial.

Discussion ensued between Members and Mr. Clarke regarding email blasts from neighborhood associations; publicity; outreach; whether the 501(c)3 is a fundraising entity or a planning entity; clarification that organizations can put together a budget and fundraising plan for the event they propose; grant funding; City funds; compiling a list of projects, identifying a list of needs and approaching the business community to participate; similarities to performing arts grants; coordination of schedules; formulating a list of proposed projects, ideas and a timetable; profit making ventures; representatives from non-profits; the bylaws; Brown Act issues; encouragement to organizations to participate; tying regular events and activities into the Centennial; and Mr. Clarke asked for help in getting the word out.

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Consent Calendar

Item C-1

Meeting Minutes

Chair Koosed noted that in the second paragraph of page 5, the proper title of the subcommittee cited in the motion should have been the Public Relations subcommittee rather than the Fundraising subcommittee.

MOVED BY MEMBER KLEIN AND SECONDED BY MEMBER MCGLYNN THAT THE CULTURAL AFFAIRS FOUNDATION BOARD APPROVE THE MINUTES OF THE DECEMBER 13, 2013 SEMI ANNUAL MEETING AS AMENDED. THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: KLEIN, KOOSED, MCGLYNN, WISNOSKY STEHLIN
NOES: NONE

ABSENT: CHIKAMI, JONES, RODGERS

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Action Items

Item 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

Martin Cole, Acting Chief Executive Officer, introduced the item.

Jeremy Green, Management Analyst, summarized documents distributed to Board Members.

Discussion ensued between Board Members and staff regarding the time period covered by the balance sheet; PayPal charges; money in undesignated funds; the proposed budget; contract services; Made in Culver City; money allocated to the Summer Concert Series from the Cultural Trust Fund; additional fundraising; unallocated funds; the Veterans Memorial stage; donor restrictions; Music in the Chambers; concern that there has not been an RFP for the Summer Concert series in many years; benefits to the Cultural Affairs Foundation from publicity generated by the marketing of the Summer Concert series; fundraising targets; insurance actuals; overhead; the need to adopt the budget before the end of the fiscal year; the authority to make expenditures; making amendments to the budget; creating a fundraising plan; and capacity building.

MOVED BY MEMBER WISNOSKY STEHLIN AND SECONDED BY MEMBER MCGLYNN 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. THE MOTION CARRIED BY THE FOLLOWING VOTE:

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

Member Chikami arrived at 4:51 P.M.

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Item 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

Martin Cole, Acting Chief Executive Officer, provided a summary of the material of record noting that the amount indicated should be amended to reflect the recent donation by Councilmember Clarke.

MOVED BY MEMBER MCGLYNN AND SECONDED BY MEMBER KLEIN 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 WITH COUNCILMEMBER CLARKE'S DONATION ADDED FOR A TOTAL OF $799.15. THE MOTION CARRIED BY THE FOLLOWING VOTE:

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

Chair Koosed expressed concern that the fundraising was skewed to the performing arts rather than the visual arts; she discussed existing staffing and future staffing; and programming.

Secretary's note: An additional amount of $25.00 was received prior to the end of the 2013-14 Fiscal Year, and a clerical error was corrected (amount in report should have read $529.15, not $599.15. The total amount transmitted to the City will be $754.15.

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Item 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

Martin Cole, Acting Chief Executive Officer, indicated that the item proposed keeping the status quo.

Jeremy Green, Management Analyst, discussed meeting dates and scheduling.

Discussion ensued between Board Members and staff regarding meeting bi-monthly; City Council direction regarding Cultural programming; creation of a subcommittee; concern with adequate staff support; determining the focus of the Foundation; the fact that the Foundation did not meet in March; City Manager direction that Christine Byers will likely become the City Manager representative and Martin Cole will return to duties in the City Manager's office; Brown Act issues; the difficulty of coordinating subcommittee actions with quarterly meetings; the need for staff participation; communication; realistic expectations; and special meetings.

MOVED BY MEMBER MCGLYNN AND SECONDED BY MEMBER CHIKAMI THAT THE CULTURAL AFFAIRS FOUNDATION BOARD ADOPT A RESOLUTION SETTING THE DATES OF THE REGULAR MEETINGS OF THE BOARD. THE MOTION CARRIED BY THE FOLLOWING VOTE:

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

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Public Comment – Items Not on the Agenda (Continued)

This item was considered out of order.

Chair Koosed invited public comment.

The following member of the audience addressed the Board:

Andrew Lachman reported applying for the Cultural Affairs Commission; provided background on himself; and he indicated an interest in serving on the Foundation Board.

Martin Cole, Acting Chief Executive Officer, discussed the process for appointing Members to the Board.

Staff and Board Members thanked Member Chikami for her service on the Foundation Board.

Member Chikami thanked the Board for the opportunity to serve.

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Item 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

Susan Obrow, Performing Arts and Special Events Coordinator, provided a report on the Veterans Memorial Auditorium Fundraising Subcommittee; distributed copies of the invitation sent out to performing arts groups to attend a lunch forum at Veterans Memorial Building; reported on the success of the event; discussed attendees; facilitation of collaboration; brainstorming; sound challenges in the auditorium; creating a small Black Box Theatre; and creating three performing spaces.

Discussion ensued between staff and Members regarding utilizing the space; flexibility; input from performing arts organizations before creating a fundraising plan; money budgeted for enhancement of the cultural venue; activities at the Veterans Memorial Complex; cultural organizations using the space; the summer intern; Fire Department approval; square footage of the space; lighting; flexibility to serve different groups with differing needs; portable mirrors; future meetings with non-profits and dance companies; necessary equipment; the Veterans Memorial Building budget; appreciation to Susan Obrow for the lunch forum; Music in the Chambers; and the intimacy of music in the small space.

Member Klein reported attending a recent performance of the Culver City Symphony Orchestra at the Kirk Douglas Theatre.

Chair Koosed provided an update on the Fundraising and Events subcommittee noting that background material had been distributed to provide detail.

Discussion ensued between staff and Members regarding the Architecture Talks; conversion of the space to the Kirk Douglas Theatre; redundancy; the Culver City Historical Society; different demographics; moving the event later; creating a budget; having the Kirk Douglas Theatre handle refreshments in-house; ticket price; catering with the Muddy Leek; Akasha; the Kirk Douglas Community Theatre Access Program; concern with taking away from the grantees; the number of events; scheduling; creating a series; and the Venice Family Clinic.

MOVED BY MEMBER KLEIN AND SECONDED BY MEMBER MCGLYNN TO APPROVE 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. THE MOTION CARRIED BY THE FOLLOWING VOTE:

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

Chair Koosed reported that the Open Studios and Arm Wrestling events had been tabled.

Discussion ensued between staff and Members regarding a scaled down version of the Arm Wrestling event; feasibility; and resources necessary.

Member McGlynn exited the room.

MOVED BY MEMBER WISNOSKY STEHLIN AND SECONDED BY MEMBER CHIKAMI THAT THE CULTURAL AFFAIRS BOARD TABLE THE FOLLOWING EVENTS: OPEN STUDIOS EVENT, ARM WRESTLING EVENT. THE MOTION CARRIED BY THE FOLLOWING VOTE:

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

Member McGlynn rejoined the meeting.

Chair Koosed discussed costs to join the Chamber of Commerce and participation by the Board.

Discussion ensued between Board Members and staff regarding raising the money to join the Chamber; the active membership; the non-profit committee of the Chamber; the Chamber website; a suggestion to authorize the Executive Officer to approve the application subject to the meeting schedule; Chamber general meetings; fee based events; looking at Chamber members to make contact with; corporate philanthropy; developing relationships; networking opportunities; outreach; public relations; marketing; rotating participation; paying the membership fee from existing appropriations; the Parks, Recreation and Community Services department table; and materials to distribute.

MOVED BY MEMBER KLEIN AND SECONDED BY MEMBER CHIKAMI THAT THE CULTURAL AFFAIRS FOUNDATION JOIN THE CULVER CITY CHAMBER OF COMMERCE AND AUTHORIZE THE CHIEF EXECUTIVE OFFICER TO FILL OUT AND EXECUTE AN APPLICATION FOR MEMBERSHIP TO THE CULVER CITY CHAMBER OF COMMERCE WITH THE CHAIR TO SERVE AS REPRESENTATIVE FOR THE FIRST MEETINGS. THE MOTION CARRIED BY THE FOLLOWING VOTE:

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

Member Klein discussed banks in the area; non-profits; territory; which Foundations can connect; allowable relationships; and other non-profits in the Chamber.

Member Chikami discussed Dine and Donate; holding a City-wide event to coincide with Giving Tuesday; and the Mar Vista Family Center fundraiser.

Discussion ensued between staff and Members regarding having an event in conjunction with National Arts and Humanities month in October; hosting a shop and donate in November; the ongoing Culver City Education Foundation fundraiser at Akasha; concern with events two months in a row; Dine and Donate attendees; having a friendraiser; doing a Chamber event; the Summer Solstice Event; the location of the Chamber at the Westfield Shopping Center; working with clusters or focused areas rather than the entire City; Chamber connections and contacts; focusing on Arts and Humanities month; coordinating a City-wide Dine and Donate event with the Chamber; Foundation support days on Thursdays during the Summer Music Festival; the Downtown Business Association (DBA) and the Summer Music series; the receptivity of the DBA; partnering with Westfield and the Chamber; the Arts District and Culver Village; and timing of the fundraiser.

MOVED BY MEMBER MCGLYNN AND SECONDED BY MEMBER KLEIN THAT THE CULTURAL AFFAIRS FOUNDATION BOARD AUTHORIZE THE CHIEF EXECUTIVE OFFICER IN CONSULTATION WITH THE CHAIR TO APPROVE ONE FUNDRAISER WITH EITHER THE DOWNTOWN BUSINESS ASSOCIATION OR THE CHAMBER OR WESTFIELD CULVER CITY TO HOLD A FUNDRAISER FOR ARTS AND HUMANITIES MONTH IN OCTOBER. THE MOTION CARRIED BY THE FOLLOWING VOTE:

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

Chair Koosed noted that the budget would be adopted on June 23, 2014 and she felt that the Foundation should weigh in to show unity.

Discussion ensued between staff and Members regarding timing; availability of the Members to sign the letter; content of the letter; support of the Cultural Affairs Commission recommendations; a suggestion to consider the item later for the next year; concern with rushing the item; redundancy; having the report serve as the basis for a case study; and a feeling that the Foundation should be aware of the report and provide feedback.

Chair Koosed noted that since new Members would be appointed in September it could be premature to appoint subcommittee members at this point.

Member Wisnosky Stehlin discussed grant writing; the mission of the Foundation; how the Foundation raises funds; impacts to the community; the transition from advisory body to working board; programming; fundraising; publicity; the need to reexamine the mission; she suggested having a committee look at issues and make recommendations to address changes; she discussed the non-profit model; sustainability; maintaining momentum; staffing issues; donor confusion; she suggested changing the name of the Board and increasing the number of Board members; she discussed the workload; the labor intensive nature of fundraising events; finding high capacity donors; and separation between the Board and the City.

Discussion ensued between staff and Members regarding public relations; prestige associated with the word Foundation; educating supporters; a suggestion to create a subcommittee; the original mission of the Foundation; City Council direction; an independent Board; staff support; operating under a Memorandum of Understanding; forming an ad hoc subcommittee to explore the Foundation's mission and model of operations; goals for the year; an annual strategic planning process; establishing a timeline; creating an end of the year letter; the logic model; money raised in the last year; a need to improve efforts; the strategic planning process; staff time and City resources; the City grant writer; stationery; the proposed advisory committee; the California Endowment; a suggestion to hold a workshop so the Foundation and Commissioners can come together; allocation of resources; clarification that staff would work with the subcommittee; re-writing the mission statement; focusing on the function of the Foundation; the sun setting of the Redevelopment Agency; the Art Fund; the ability to solicit funds; programming; igniting interest in the performing arts to build audiences; initial efforts of the Foundation; a suggestion to email questions to staff; a suggestion that the ad hoc subcommittee consist of one person from each subcommittee; Brown Act issues; whether the Foundation should eventually sunset; the Transfer of Wealth; the name change suggestion; clarification that individual Members are being appointed regardless of the subcommittees they already serve on; the name of the ad hoc subcommittee; a suggestion to meet with the Culver City

Education Foundation; and Members expressed interest in serving.

MOVED BY MEMBER WISNOSKY STEHLIN AND SECONDED BY MEMBER CHIKAMI THAT THE CULTURAL AFFAIRS FOUNDATION BOARD ESTABLISH THE AD-HOC FOUNDATION MISSION AND PURPOSE SUBCOMMITTEE TO EXPLORE THE FOUNDATION'S MISSION AND MODEL OF OPERATIONS AND APPOINT MEMBER MCGLYNN, MEMBER KLEIN AND CHAIR KOOSED TO SERVE. THE MOTION CARRIED BY THE FOLLOWING VOTE:

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

Discussion ensued between staff and Members regarding creation of a logo; colors; complimenting the City's existing materials; the designer, Weina Dinata; branding; usage; flexibility; creating an identity guide for use; template; banners; next steps in the process; echoing the City logo; where the eye is drawn to in the logo; complimentary colors; the contemporary feel; capturing the excitement and diversity of Culver City arts; a feeling that the logo is a little bit too uniform and safe; marrying the message and readability; simplicity; concern that the logo is generic and not artistic enough; sending feedback to the artist; the acronym; the importance of color; how many changes can be expected of an artist providing free work; the potential name change; and agreement to provide feedback to the artist.

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Items from Staff

Susan Obrow, Performing Arts and Special Events Coordinator, discussed her duties in the Parks, Recreation and Community Services Department; announced upcoming performances by Culver City Performing Arts grantees; and she thanked Member Chikami for her efforts.

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Items from Members

Chair Koosed thanked outgoing Member Chikami for her work on the Board.

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Adjournment

There being no further business, at 7:25 P.M., the Cultural Affairs Foundation Board adjourned to a meeting to be held at 4:00 P.M. on September 17, 2014 in the Cathedral Conference Room at City Hall.

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

APPROVED 09.17.2014

MARLA KOOSED
CHAIR of the Culver City Cultural Affairs Foundation Board

Minutes Preparation: Kristi Callan