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.

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Pledge of Allegiance

The Pledge of Allegiance was led by Jeremy Green.

Member Klein arrived at 4:09 P.M.

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Public Comment - Items Not On the Agenda

Chair Koosed invited public comment.

No cards were received and no speakers came forward.

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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

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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.

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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.

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Item A-3

(1) Reports from the Board's Three Ad-Hoc Subcommittees: 2013-2014 Fundraising Campaign and Events Subcommittee, 2013-2014 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 PUBLIC RELATIONS 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

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Public Comment – Items Not on the Agenda

None.

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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.

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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.

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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.

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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