



Culver CITY

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CULTURAL AFFAIRS COMMISSION REGULAR MEETING AGENDA TUESDAY, FEBRUARY 14, 2012

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

REGULAR MEETING AGENDA

Cultural Affairs Commission

February 14, 2012

7:00 p.m.

Mike Balkman Council Chambers – Meeting

CALL TO ORDER & ROLL CALL:

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

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 January 10, 2012 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. Nomination and Appointment of Board Member to the Culver City Cultural Affairs Foundation Board of Directors. ***Nominate and Appoint member.***

A-2. Consideration of Proposed Community Fundraising Plan for Future Culver City Music Festival Concerts and Other Cultural Programming. ***Make recommendation to City Council.***

PUBLIC COMMENT - Items Not On the Agenda

RECEIPT OF CORRESPONDENCE

ITEMS FROM STAFF

ITEMS FROM COMMISSIONERS

ADJOURN

**Next Cultural Affairs Commission Meeting
Mike Balkman Council Chambers
March 13, 2012
7:00 PM**

February 2012 Public Meeting Tentative Schedule –

Date	Day	Time	Location
<i>City Council</i>			
<i>February 6, 13, 27</i>	<i>Monday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>Parks and Recreation Commission</i>			
<i>February 7</i>	<i>Tuesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>Planning Commission</i>			
<i>February 8, 22</i>	<i>Wednesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>Civil Service Commission</i>			
<i>No Meeting</i>	<i>Wednesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>

- *Times and dates may be changed.*
- *Meetings may be added or changed*

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

Meeting Date: February 14, 2012		Item Number: A-1	
AGENDA ITEM: Nomination and Appointment of Board Member to the Culver City Cultural Affairs Foundation Board of Directors			
Contact Person/Dept.: Jeremy Green / Community Development		Phone Number: (310) 253-5764	
Fiscal Impact: Yes ☐ No ☒		Fiscal Impact: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Cultural Affairs Master Notification List (1/31/12); Culver City Cultural Affairs Foundation Board (2/03/12).			
Department Approval: Sol Blumenfeld (2/09/12)			

RECOMMENDATION:

That the Culver City Cultural Affairs Commission (CAC) nominate and appoint a new Board member to the Culver City Cultural Affairs Foundation's (Foundation) Board of Directors.

BACKGROUND:

The Foundation was established in June 2006 by the City Council to pursue outside funding sources in order to promote and support existing Cultural Affairs work programs. The Foundation enables Cultural Affairs programs to be competitive for a wide selection of private foundation grants.

The Bylaws and Articles of Incorporation for the Foundation (Attachment 1) state the purpose of the Foundation as follows:

- 1) To promote and support historic preservation, public art and cultural programming services in Culver City;
- 2) To act as an additional funding source to municipal financing for the public support required for historic preservation, public art and cultural programming services in Culver City;
- 3) To carry out the mission of the Culver City City Council and Cultural Affairs Commission, as it so relates to historic preservation, public art and cultural programming in Culver City; and

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

- 4) To act as a coordinating organization to foster, promote, encourage and increase the knowledge, appreciation and practice of cultural affairs in the City of Culver City.

The Foundation's 501(c)(3) status requires the existence of a Board of Directors. The Board of Directors consists of eight (8) members as follows:

- 1) Each member of the Cultural Affairs Commission shall appoint one member to the Board;
- 2) The Chair and Vice-Chair of the Commission shall each serve as a member to the Board; and
- 3) The City Manager of the City of Culver City, or a person designated by the City Manager, shall serve as the Chief Executive Officer (the "CEO") of the Foundation.

The five appointed members of the Board shall serve a maximum of two terms, for so long as the Commissioner who appointed that member remains on the Commission, for up to eight years.

According to the Foundation's Bylaws, an individual must live, work or own property or a business within Culver City or have a special, widely-recognized interest in improving cultural affairs of the community or region in order to be eligible for appointment to the Board.

Staff and the CAC specifically addressed the following four criteria when discussing Board nominations at the March 2006 Cultural Affairs Commission meeting:

- 1) Commitment to supporting cultural and historic preservation programs in Culver City;
- 2) Ability to make connections to private foundations for possible grants;
- 3) Experience serving on a Board of Directors for a non-profit, fundraising organization;
- 4) Capacity for cooperation and collaboration to create the most effective working panel possible; and,
- 5) Availability to attend semi-annual Board meetings of the Foundation and to accept responsibility for preparation for those meetings.

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

The overall composition of the Board reflects the diversity of Culver City's larger community. The original slate of Board members was appointed by the Cultural Affairs Commission four years ago, during the August 8, 2006 meeting.

DISCUSSION:

Board Member Sofia Klatzker was originally appointed by Dr. Luther Henderson III in August, 2006 and was reappointed for a second term by Marlyn Musicant, who replaced Dr. Henderson in 2009. Sofia Klatzker has been promoted to take over as the Director of Grants and Professional Development for the Los Angeles County Arts Commission (LACAC). Because the Cultural Affairs Foundation is eligible to receive a grant through the LACAC, the potential conflict of interest required that she step down from the Foundation Board.

Commissioner Musicant recommends the nomination and appointment of Culver City resident Maureen McGlynn to fill the empty Board seat. Ms. McGlynn is the Assistant Director of Communications at the Getty Trust, as well as a resident of Culver City. Ms. McGlynn's biographical statement is attached to this report (Attachment 1).

FISCAL ANALYSIS:

There is no anticipated fiscal impact.

ATTACHMENTS:

1. Biographical Statement for Ms. Maureen McGlynn

MOTION:

That the Culver City Cultural Affairs Commission:

Nominate and Appoint Ms. Maureen McGlynn to the Board of Directors of the Culver City Cultural Affairs Foundation.

MEETING DATE: February 14, 2012

AGENDA ITEM: **Nomination and Appointment of Board Member
to the Culver City Cultural Affairs Foundation
Board of Directors**

ATTACHMENTS

	<u>Pages</u>
1. Biographical Statement for Ms. Maureen McGlynn	1

ATTACHMENT 1

Maureen McGlynn - Biography

Maureen McGlynn is Assistant Director of Communications at the Getty where she is responsible for communications services including branding, marketing communications, and internal communications.

Prior to joining the Getty, Maureen was Communications Director at Earth Tech, an architecture, engineering, and construction subsidiary of Tyco International. She directed global communications for the company's 200 offices, operating companies, and subsidiaries.

While at Earth Tech, Maureen also served as the Project Manager for Music & Art for the Millennium, a collaboration between the Long Beach Museum of Art, the Long Beach Symphony, the Long Beach Unified School District, and Earth Tech. The project raised in excess of \$600,000 to fund a unique music and art program for the city's 14,000 kindergarten and first-grade students as well as the production and release of the Symphony's second CD, titled Pictures.

A California native and resident of Culver City, Maureen has a BA in English from California State University, Long Beach.

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

Meeting Date: February 14, 2012		Item Number: A-2	
AGENDA ITEM: Consideration of a Community Fundraising Plan for Future Culver City Music Festival Concerts and Other Cultural Event Programming.			
Contact Person/Dept: Susan Obrow/Community Development		Phone Number: (310) 253-5762	
Fiscal Impact: Yes ☐ No ☒		Fiscal Impact: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☐	
Public Notification: Cultural Affairs Master Notification List (2/03/12); Culver City Downtown Business Association (1/31/12); Culver City Chamber of Commerce (1/31/12); Janice Pober, Sony Pictures Entertainment (1/31/12); Culver City Music Festival Sponsors (2/2/12); Gary Mandell, Boulevard Music (1/31/12); Cultural Affairs Foundation Board (2/9/12)			
Department Approval: Todd Tipton for Sol Blumenfeld (2/8/12)		City Controller Approval: N/A	
<u>RECOMMENDATION:</u> That the Cultural Affairs Commission (CAC) considers and makes a recommendation to the City Council (Council).regarding a community fundraising plan, implemented through the Cultural Affairs Foundation (Foundation), for future <i>Culver City Music Festival</i> (Festival) concerts, as well as other cultural event programming. <u>BACKGROUND</u> Due to the Culver City Redevelopment Agency's (Agency) dissolution on February 1, 2012, pursuant to AB 1x 26, funding has been eliminated for: • The Culver City Music Festival; • Made in Culver City; • Music in the Chambers; • Rainbow Day; and • Speak Easy. The Culver City Performing Arts Grant Program as well as a re-imagined version of <i>ARTWALK Culver City</i>, are funded under the purview of the City's Art in Public Places Program from the Art fund, a restricted fund paid into by developers.			

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

On January 9, 2012 the Council and Agency Board considered the loss of financial support for the *Culver City Music Festival*, and chose to continue discussion of the item so that staff could research potential funding options.

On January 23, 2012 the Council reviewed a proposal from Gary Mandell of Boulevard Music regarding his presentation of concerts in City Hall Courtyard this summer. The City Manager's Office is currently in discussion with Mr. Mandell regarding the production of concerts this summer.

The Council also reviewed an initial concept of a community fundraising plan for future Festival concerts, in 2013 and beyond, and proposed that the CAC review that plan as well.

DISCUSSION:

The Agency's cultural event programs have been integral to the economic revitalization plans for each project area. The free, enriching performances and events, featuring distinguished performers and program partners, attract multi-generational audiences representing a wide range of socio economic and cultural backgrounds. The events provide opportunities for community engagement as well as positive publicity and positive economic impact for the City. Each program contributes to the place-making efforts of the City's neighborhood renewal programs.

On January 27, 2012 the CAC 2012 Culver City Music Festival Ad Hoc Subcommittee (Subcommittee) met to review fundraising ideas which could be employed for the 2012 Festival. They supported a variety of methods for a model fundraising campaign, initiated through the Foundation, and further recommended that the campaign be expanded to include opportunities for public support of the other cultural events programming that have lost funding.

The Foundation is a 501(c)3 non-profit organization which was initially formed to seek private foundation grants. In 2009, the Foundation Board considered the issue of individual donations and approved the acceptance of such donations at a level of \$1,000 or more. With the dissolution of the Agency, the Foundation would accept a broader role in the fundraising for all cultural programs. Donations to the Foundation are tax deductible which may encourage contributions.

The Subcommittee's recommendations are as follows:

CULVER CITY MUSIC FESTIVAL

The *Culver City Music Festival* attracts upwards of 1,000 attendees per concert. It is possible that an individual concert or a short series of concerts could be restored by implementing an active community fundraising campaign.

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

The community campaign for the Festival would be developed and implemented by staff and include the following elements:

Community Giving Opportunities

- Individual Donations
 - Electronic Contributions
 - New webpage for Cultural Affairs Foundation
 - Pay Pal donation link
 - One time or monthly options
 - Promotion through other websites
- Business Sponsorship
 - Foundation webpage email link to City staff
 - Annual Festival sponsors recognized and invited to participate in campaign
 - Promotion of Sony-initiated Unified Fund which attracts businesses of all sizes
 - Corporate sponsorship campaign designed and implemented for major donors
 - Individual business campaign coordinated and implemented by contractor paid on commission
 - Individual business in-kind contributions accepted
 - Music-related businesses and organizations targeted
 - Voluntary donations offered on City Business Tax Certificate forms

Campaign Promotion

- Electronic campaign
 - Expanded web presence
 - Postings on Twitter and Facebook
 - Goal icon posted on website to update public on progress
 - Cable slides and crawlers
 - City, Sony and other e-blasts
 - Promotion on other websites
- Press pitches to local news outlets
- Monthly reports at televised Council and Cultural Affairs Commission meetings
- Fundraising pitches at cultural events

OTHER CULTURAL EVENT PROGRAMMING

The other affected cultural event programs are as follows:

PROGRAM	PROGRAMMING PARTNER	AREA
<i>Made in Culver City</i>	UCLA Film and Television Archive	Downtown
<i>Music in the Chambers</i>	Los Angeles Philharmonic Association	Downtown
<i>Rainbow Day</i>	Music Center Education Division /	West Side

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

Speak Easy

reDiscover Center
PEN Center USA

West Side

These programs would benefit from a strategy similar to the one recommended for the Festival. All donation material would allow prospective contributors to choose a specific program to support. A contractor, paid through commissions, would not be engaged to seek smaller business contributions. Additional funds could possibly be raised through private foundation and government grants. In the future, as needs shift, the Public Art, Historic Preservation and Performing Arts Grant Programs, could be included in this campaign as well.

FISCAL ANALYSIS:

The fundraising campaign would be developed for the Foundation and implemented and maintained by available City staff. A portion of proceeds received from contributions would be allocated to administrative costs associated with each program, although this allocation would not cover all staff costs. As per the Bylaws of the Foundation, all income would be provided to the Foundation and subsequently placed into the appropriate City fund.

MOTION:

That the Cultural Affairs Commission:

1. Recommend to the City Council that the community fundraising plan for future Culver City Music Festival concerts and other cultural event programs be approved as outlined in the staff report and implemented through the Cultural Affairs Foundation.

OR

2. Recommend to the City Council that the community fundraising plan for future Culver City Music Festival concerts and other cultural event programs be approved as amended and implemented through the Cultural Affairs Foundation.