

Meeting Notes – General Session

Opening Presentation

- General meeting convened and participant introductions.
- Staff presented ERTF update and direction from City Council meeting on June 9th (Attachment 1).
- Reviewed priority/short term action items.
- Continued review of design for Downtown street closure relative to mobility inclusion. Request for funding to be considered on June 22nd.

Breakout Session

- Breakout session focused on two questions:
 - What hardships do you see in your neighborhood, business, and workplace?
 - What is the most important thing the City can be doing to support our most vulnerable populations immediately? (including but not limited to persons of color, non-native English speakers, children, seniors, renters, individuals experiencing homelessness, individuals with disabilities, economically disadvantaged/unemployed, etc.)?

Insights/Observations:

- City's youth is struggling with the Safer at Home order, lack of structure, reduced schedule, friends, and activity.
- Food insecurity continues to be an issue and there is still a need for direct assistance for supplies (i.e. diaper wipes, etc.)
- Hospitality hit hard with furloughs and reduced occupancy.
- Entertainment industry still slow to come back on set and challenging to reopen due to protocols. Issues due to amount of testing relative to production scope.
- Restaurants hardship is relative to social distancing.
- Restaurants are also struggling with labor issues as employees have concerns about safety or are making the same or more with unemployment.
- Concerns that restaurants may not be able to operate at lower capacity once PPP money is exhausted.
- Lack of entertainment, theater etc. also impacting restaurant use
- Performing arts group very badly impacted. Most are already not well-paying jobs and employees rely on 2nd jobs which are also impacted.

- Areas of vulnerability relative to insurance and whether a business can be held liable for an employee or patron contracting the virus. COVID-19 claim could be a worker's comp claim.

Suggestions:

- Continue to encourage partnership with non-profits to support the individuals in need and provide services to the community.
- List of resources for businesses such as cleaning supplies, personal protective equipment that can be purchased locally and that can support city businesses.
- Consider creating a business listing of who is open (i.e. hours etc.) and provide links to encourage business-to-business patronage.
- Explore a corporate cards program with large employers that do not have commissaries. Lunch business is very slow.
- Accelerate timeline for downtown street closure. Need to move it forward quickly to help get businesses running at better capacities.
- Provide assistance to retail similar to what is being done for restaurants (i.e. help expand)
- Consider hosting a job fair and/or create a “hire local” campaign for both large and small businesses. Poll companies to see what jobs/skills are needed.
- Continued focus on clear and consistent messaging.
- Create opportunities to support local performing arts groups.
- Consider a recovery fund (maybe through a tax or other) to help support businesses. Maybe a property assessment either as forgivable grant or very low interest loan.
- Develop goals in arts/culture committee. Arts can be a tremendous economic driver but need a space to perform. (i.e. sidewalk, near dining areas, behind KDT, parks etc.)
- Outdoor dining provides a draw, people already seated safely. Integrate arts into the commercial experience, unique branded experience. Mobile acts/entertainment to discourage congregating.
- Possibilities such as chalk art event downtown, creating visual draw without congregating. Need to create a reason why going out to eat better than eating at home.

Meeting Notes – General Session

Opening Presentation

- General meeting convened and participant introductions.
- Staff presented information relative to recent State closures:
 - Latest order calls for the closure of indoor operations in the following sectors: all personal care services - including nail salons, massage and tattoo parlors; places of worship; gyms and fitness centers; offices of non-critical sectors; indoor malls and indoor protests until further notice.
 - Bars, indoor dining at restaurants, indoor museums, indoor operations at zoos and aquariums, and cardrooms and satellite wagering facilities remain closed in Los Angeles County, including Culver City, and all events and gatherings are prohibited unless specifically allowed by the LA County Health Officer Order.
- Staff presented current survey results (based on 65 responses)
 - 82% live in Culver City
 - 49% laid off/furloughed
 - 34% business said they were implementing or contemplating layoffs furloughs
 - 83% have experienced a reduction in income (30% greater than half)
 - 51% would use an outdoor office
 - Primary concerns for businesses: 14% lack funding to operate, 21% attracting new customers, 11% employee concerns

Working Group Breakouts and Insights:

- Current Issues and focused discussion:

Reopening 2.0 (Fitness/Grooming)

- Communication is critical relative to reopening compliance and implementation of cleaning protocols.
- Provide strategies to encourage landlords and tenants to negotiate leases and pay-back options.
- Customers still cautious; even with allowed reopening only 50% of clients came back.
- Consider allowing fitness to expand into outdoor space – need permission similar to restaurants and retail. (TUP process approved 7/20)

Workforce Resources, Job Fair and Upskilling (Non-Profit/Business)

- Challenges in providing services to constituents with reduced budgets.
- Explore conducting multiple virtual job/recruitment fair conduct with targeted business (one or two businesses at a time).
- Connect with businesses to understand recruitment/staffing needs and coordinate with organizations such as Chamber, WLAC, SMC Workforce Development Team, South Bay WIB, EDD Applicants, Exceptional Service Foundation and Bids.
- Consider new ways to fundraise and still be a relevant contributor to the community (food resources, events, etc.)

Support/Buy Local – Confidently (Restaurant/Retail)

- Promote common elements such as floor stickers, standard signage, and or messaging so it looks like it comes from the City – implied standard.
- Encourage open for business, shop local campaign and re-build consumer confident and safety. Messaging “to come join us” and “shop & buy local” – Culver City is “Open for Business.”
- If allowed, consider beautifying concrete barriers (Downtown). Organizations such as Beautify Earth have experience in other cities. Possibly coordinate with Arts organizations and Public Art program?
- Allow business and BID’s to make public open space inviting (plants/lighting)
- Develop cohesive communication/branding messaging.

Arts & Culture – Virtual Presentation & Events (Arts)

- Consider using City as a clearing house/one-stop “venue” for streaming performances.
- Utilize pre-recorded, existing performances of community non-profits and other performing arts grants to bring arts back to the community.
- Curate equitable and high-quality performances – possibly create staff working group to review, feature on website (Economic Development and or Cultural Affairs.)
- Focus on screen-based entertainment – streamlining live, recording and/or still imagery.
- Sound component could be coordinated through phone/or other frequency device to reduce need for long range amplification.

- Live stream or drive-in movie or performance – perhaps a performance (produced remotely with safety precautions) could be live-streamed on big screens as an interim step.

Safer at Work (Office/Entertainment)

- Non-essential office is working efficiently remotely. Employees that are given a choice are reluctant to return.
- Consider allowing office to do work outside in private parking lots which would require Wi-Fi, shade, facilities. Long Beach is good example of outdoor use of space.
- Outdoor office could also be used by residential community and/ or benefit may only benefit local workers.
- Fiber optic cable connections should also be explored.
- Full distance learning at local school districts will cause ripple effect on working families. Non-parent employees may pick up the brunt of the work if parent employees are otherwise occupied.
- During reopening, 3/4 of lease deals were closed which means that when it is safe to reopen, things could recover quickly.
- Reopening is based on revenue: If revenue can be made by working remotely, companies will continue to have the option.
- Support filming production with access to parking, infrastructure.
- Permit processing for filming has been fast and easy, but construction on Little Culver is causing concern for use of outdoor area for filming and parking.
- Still concerns about filming. No filming equals no profit. Some resistance for crew to come back on set.
- Public Space and ROW use should not impact the ability to film or allow parking for filming.

Staycation: Culver City

- Improve social media/amplify businesses that support hospitality (outdoor dining near-by, possibly create a map).
- Market Culver City as a destination through media channels. Promote strong heartfelt message with focus on safety and caring.
- Explore opportunities to making experience feel personal and “like home.”
- Consider combining packages with outdoor dining options (downtown and other locations).
- Consider creating business ratings based on cleanliness. Chamber, DBA, and other organizations need to manage/monitor. Business to business relationship.

- Hayden Tract is a great drive/walk maybe provide extra information page/flyer for points of architectural interest, Kenneth Hahn State Park for hiking/picnics/bird watching, biking paths in many different sceneries (beach, marsh, urban, park), great views from the top of the stairs/park area of the studios, ocean, and night sky.
- Clients focus on condition and safety of the area, consider foot patrol or security.
- Make options affordable with “2 for one” within certain zip codes (Southern California to San Diego)
- Promote amenities such as room service, pool, gym,
- Build consumer confidence with enhanced brand standards relative to sanitizing, disinfecting, PPE, complimentary masks, wipes, etc. to ease their mind of coming to a spotless place. Individual businesses must promote their cleanliness. All must participate, or it can erode sense of security/safety.
- Enhance streaming/cable options with TV to offer family friendly channels, as well as making it easy to log-in and rent a movie on-line, in addition to the regular HBO, Netflix, and other Discovery Channels and/or emphasize HDMI connectivity on our TVs so guests know they can bring their Apple TV or PlayStation with them and enjoy their digital entertainment away from home while enjoying some snacks.
- Create system for Uber Eats/Postmates to deliver food (maybe even have little extras paper goods available as a "Food Pickup" station in the lobby.
- Consider providing complimentary parking or at deeply discounted pricing to boost attractiveness over LAX and other nearby markets.
- Coordinate with Westfield to promote a stay and shop program to attract customers.
- Recognize that AB&B and hotel clients are two different clients. Cleanliness/brand standard results in consistency. Hotel client less likely to use AB&B and vice versa.
- More consistency regarding what is open. List of open businesses, activities, and other things available to do (i.e. a poster with restaurants that deliver and/or open).
- Consider developing a local rate. Leisure/transient customers only during the week.
- Develop outdoor cultural events – drive in movie, public art driving tour, cultural amenities that could be promoted to hotel guests.

Community Messaging, Masks & More (Reboot 2020)

- Situation status is fluid and overarching messaging may not be relevant. State/County in worse position than on month ago.

- Lockdown fatigue for youth will continue to be an issue as CCUSD will have distance learning in 1st trimester of school year.
- Work with youth and others to check in in neighbors, elderly and create connection with others in the community.
- Mask messaging on masks will be critical to slow spread and return to some normalcy. Need a collective response.
- Ideas for mask messaging include Mothers for Masks, Grannies for Masks, Real Men Wear Masks, Phone. Wallet. Mask, Mask Up!, and Just Wear It! Provide information on mask etiquette and reinforce not leaving home without a mask.
- Business must be firm about mask policy, offer masks, sanitizer.
- Consider message imaging similar to grief counseling (i.e. things are good yellow, back to orange and it is normal to feel frustrated, etc.) Ties into current imagery of rainbow and range of colors.
- Community must come together and wear a mask in order to go to the movies/theaters again. Lot of opportunity to do interesting visuals. (i.e. Join the team and let us get back to life).
- Mask compliance may not be taken seriously until fines are issued. Businesses require a mask, but a without ticket/fine, it becomes more subjective.
- Consider message on buses, make it more pronounced. Focus on education versus enforcement to convey control and ensure compliance in a positive way.
- Consider mobilizing city volunteer groups (i.e. CERT) to help promote message give out masks/educate. Focus on different areas where people are not wearing them.

Attendees:

- Angela Anthony, Helms Bakery
- Tony Pleskow, Pleskow Architects
- Colin Diaz, Culver City Chamber of Commerce
- Andrew Weissman, Former Council Member
- Dan O'Brien, Community Organizer/Resident
- Jean Freeman, Zambezi
- Jane Leonard, Financial Advisory Committee/Resident
- Serena Wright, City of Culver City
- Christine Byers, City of Culver City
- Ashley Hefner, City of Culver City
- Elaine Warner, City of Culver City

Agenda:

- Context and Purpose
- Community Messaging
- Survey Development

General Notes and Recommendations

Messaging Considerations

- Reboot community with a focus on doing things differently.
- Inclusion of classic "Culver logo" feels corporate.
- Color/block – bold word scheme feels more versatile (in stores, decals, bumper stickers)
- Message should feel grassroots and inclusive – a call to action
- Consider the fundamentals of the group – how are we moving forward? Crisis is economic, health and now social. Proceed with end in mind.
- Messaging should be progressive i.e. "creating community" and build extensions as need appropriate such as "together" and "everyone."
- Understand who the message is for – is it residents or businesses?
- Additional word considerations such as unity, empathy...
- Messaging needs to be further developed and should provide context for the design.
- Approach needs to be thoughtful and responsive.

Next Steps/Action Items

- Develop message “brief” and share with team.
- Reconvene to review initial message designs (possibly Friday)
- Work with future Equity Subcommittee to discuss future social justice messaging and programs that can align with recovery.
- Compliment outdoor dining with music and/or live performance city-wide.
- Perhaps City could partially fund and create public benefit to support businesses?
- Create volunteer opportunities for those that can contribute and assist production (i.e. build stage, sweat equity, etc.)
- Work with existing BIDS to bring art to their districts and businesses.
- Encourage organizations, businesses, and agencies to bring forward and produce events. City can assist in location feasibility and promotion.

Attendees:

- Triana Silton, SEIU (Labor/Healthcare)
- Colette Moore, SBDC/Chamber of Commerce
- Jodi Doane, JVS SoCal
- Barbara Levine, LAEDC
- Elizabeth Garcia, City of Culver City
- Elaine Warner, City of Culver City

Agenda:

- Review of Draft Assistance/Resource Materials:
 - Business Assistance Card
 - Employee Resource Poster
- Identify priority items and timelines

General Meeting Notes:

- Focus on connecting current resources to businesses and employees.
- Business Resource Card to provide gap for those businesses that are not engaged/or do not have email.
- New loans and programs are still coming out, conduct weekly outreach to make sure businesses are aware of eligibility and deadlines.
- Business still need direct assistance with applications.

Business Assistance Card

- Consider including LAEDC and JVS on card.
- Space constraints on the amount of text – the card will be bi-lingual.
- Focus on driving businesses to hotline and the City can resource out.
- Design needs more white space and possibly a graphic.
- Create resource (website?) that details what each agency does, and how they can be of assistance.

Employee Resource Poster

- Consider making the poster in a FAQ style. “How do I stay protected..., Where do I get PPE?”
- Highlight what the employer’s requirements as well as the reopening protocols?
- Ensure there are resources for what employees do if they are sick? What are their paid leave options?

- Consider including childcare resources.

Action Items

- Revise Business Assistance Card and Workforce Poster.

Attendees:

- Alexey Steele, Artist Laurate
- Jim Clarke, Culver City Arts Foundation
- Eric Sims, Kirk Douglas Theater
- Jeannine Stehlin, Cultural Affairs Commission
- Angela Anthony, Helms Bakery
- Tony Pleskow, Pleskow Architects
- Nayla Eva, Brasil Brasil
- Susan Obrow, Former Cultural Affairs Coordinator/Resident
- Lee Lawlor, City of Culver City
- Christine Byers, City of Culver City
- Elaine Warner, City of Culver City

Absent

- *Monica Harte, The Actors' Gang*

Agenda:

- Review Action and Priority items
- Open Brainstorm/Branching
- Identify Resources
- Timeline for Implementation

General Notes and Recommendations

- Bring art to where the people are and focus on equity and inclusion.
- Consider doing a moveable feast throughout the entire city and partner with businesses. Create public, private, and non-profit opportunities.
- Consider a micro-performance series that moves on a schedule.
- Ensure performers are paid for work. Need to support performing artists who are severely impacted by COVID 19.
- Look at virtual performances (i.e. Brasil Brasil) and share performances (when safe) virtually citywide.
- Coordinate social justice messaging with movements such as Black Lives Matter.
- Create more diversity/representation in working groups.

- Coordinate with Culver City Arts Alliance and David Mack relative to CyberFest.
- Focus on current City's Performing Arts Grants and how that can be presented virtually.
- Amplify what programs we have now (performing arts grants/public art) on City's websites and social media.
- Compliment outdoor dining with music and/or live performance city-wide.
- Perhaps City could partially fund and create public benefit to support businesses?
- Create volunteer opportunities for those that can contribute and assist production (i.e. build stage, sweat equity, etc.)
- Work with existing BIDS to bring art to their districts and businesses.
- Encourage organizations, businesses, and agencies to bring forward and produce events. City can assist in location feasibility and promotion.

Performing Arts and Community Events

- Consider screening experience such as classic films interspersed with AVPA pieces that reduce production requirements and avoid live performance (i.e. behind KDT)
- Drive-in performances or movies? Perhaps at Veterans Park or somewhere with facilities (i.e. parking lots such as Helms?)
- Chamber orchestra performance – perhaps a way to keep individuals socially distanced?
- Explore implementing a chalk art festival featuring professional artists possibly with community group sponsor.
- Focus events with low personal impact/high visibility.
- Consider single person performances.
- Start with “low hanging fruit” and what can currently be implemented within existing protocols.
- Film small performances in key locations throughout City and share on City website.

Parks and Other Facilities

- Consider using Lindberg Park or other parks to stage performances. Create grid system to ensure social distancing.
- Create finite seating opportunities and sell tickets.
- Need to determine how to prevent gathering on the outskirts and maintain social distance safety.
- Activate space behind Kirk Douglas to complement outdoor dining.
- Explore using space in new Town Plaza for outdoor performances.
- Identify other locations to present arts to ensure equity and inclusion.

Safety Considerations and Challenges

- At this time, Artist Equity has not approved performances or production.
- Priority to keep production crew and performers safe.
- City liability to produce/sponsor until protocols are relaxed?
- Develop protocols and create a playbook for safe performance (County has some guidelines).

- All events must ensure physical distancing – how can that be enforced?

Next Steps/Action Items

- Consider what two actions items we can do in the near future to help enhance arts and culture during this recovery period? (please provide recommendation by Friday, July 10).
- Who else should be included moving forward? Send suggestions and contact info to Elaine for future meetings.

Attendees:

- Carmen Ibarra, Achievable Foundation
- Yana Simone, New Earth
- Michele Christie, No Limits for Deaf Children
- Frances Rosenau, Culver City Presbyterian
- Jeff Cooper, Exchange Club
- Eric Sims, Feed Culver
- Elaine Warner, City of Culver City
- Darren Uhl, City of Culver City

Absent

- *Jodi Doane, JVS*

Agenda:

Review of Council Direction and Current ERTF Action Items

- Completed and In-Progress

Partnerships and Priorities

- What is the most important thing the City can be doing to support our most vulnerable populations immediately? (including but not limited to persons of color, non-native English speakers, children, seniors, renters, individuals experiencing homelessness, individuals with disabilities, economically disadvantaged/unemployed, etc.)?

Meeting Notes:

Focus on actionable items to address our vulnerable populations.

Youth and Employment Opportunities

- Per our second general session stakeholder meeting, youth are considered one of our vulnerable populations.
- Partner non-profits with local businesses create youth and other displaced workers opportunities.
- New Earth and JVS already partner per the "We Owe a Dollar" program to provide services. New Earth would continue to support youth and prepare case management.

- Consider producing a virtual job fair for the City. Convene a round table with select local business first and discuss what the needs are and to explain program requirements and opportunities. Identify sectors and opportunities.
- Also explore opportunities for “co-sharing” jobs between non-profits.
- Direct job categories could include digital media/technology, data entry, business assistance, and restaurants. Other options could include census work, contract tracing, Door Dash or other COVID-19 related service.
- Also consider training for jobs that could be completed remotely (however, employees would still report to non-profit site for support, Wi-Fi, computers etc.)

Youth and Elderly Connections – Mental Health

- Per our second general session stakeholder meeting, youth are considered one of our vulnerable populations.
- Explore ways to connect youth and elderly who both want things to look forward to.
- Consider drive-by celebrations, wave to folks – opportunities to feel connected, see new faces.
- Pen-pal or buddy up programs, possibly create community baskets for elderly (perhaps at skilled nursing facilities) with activities to do.
- City has virtual center, but many seniors may not access and engaged.
- Coordinate with other service groups to implement programs such as Rotary, Lion, etc.
- No Limits could have children write letters to elderly. Also consider programs for individuals with development disabilities that may also feel isolated.
- Work together to look at other funding opportunities since traditional fundraising programs have been cancelled. (i.e. drive in gala)
- Continue to explore cross partnerships with arts groups (i.e. Alexey Steele and others) that can decorate bags, etc.

Food Insecurity and Leveraging Resources

- Feed Culver expanding to WLA college students. Still a large need in Culver City.
- New Earth has created a fresh food/pop-up pantry/ market. Operated on a texting system.
- New Earth is also working on a garden box program, wherein individuals can “buy one, and give one.”
- Continue to explore cross partnerships with arts groups (i.e. Alexey Steele and others) that can decorate bags, etc. and provide richer experience.
- Create single portal for all food resources in the City to include Feed Culver, New Earth, Senior Center, The Wood, Whole Nine Yards, etc.
- Expand opportunities for business to sponsor, get involved enhance resources and reach.

Action Items and Next Steps

- New Earth to provide program information on job assistance and matching.
- Convene local business (select) roundtable to discuss program objectives and feasibility.
- Connect with Community Risk Reduction, Senior Center and skilled facilities to develop wish list for seniors (what do they want/need)
- Coordinate basket sponsorship and items (work with non-profits to implement)

- Explore pen-pal program and participation (No-Limits)
- Identify all the local food resources and create central portal and/or enhance City website and resources.