



CITY OF DUBLIN
HERITAGE & CULTURAL ARTS COMMISSION
MEETING AGENDA



THURSDAY, AUGUST 9, 2012, 7:00 P.M.
DUBLIN CIVIC CENTER, 100 CIVIC PLAZA

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ORAL COMMUNICATIONS

3.1 Public Comments

At this time, the public is permitted to address the Heritage and Cultural Arts Commission on non-agendized items. The Commission must, however, comply with all State Laws in regard to items not appearing on the posted agenda. The Commission may respond to statements made or questions asked, or may request Staff to report back at a future meeting concerning the matter. Any member of the public may contact the Office of the Parks and Community Services Department related to the proper procedure to place an item on a future Heritage and Cultural Arts Commission agenda. The exceptions under which the Heritage and Cultural Arts Commission MAY discuss and/or take action on items not appearing on the agenda are contained in GC 54954.2(b)(1)(2)(3).

4. MINUTES OF THE REGULAR MEETING – June 14, 2012.

STAFF RECOMMENDATION: Approve Minutes.

5. WRITTEN COMMUNICATIONS - None

6. PUBLIC HEARING - None

7. UNFINISHED BUSINESS - None

8. NEW BUSINESS

8.1 Spring 2011-12 Quarterly Report

The Commission will receive a report on the programs, activities and events conducted during the spring of 2012.

STAFF RECOMMENDATION: Receive Report.

8.2 Parks and Community Services Department Work Plan, 2012-2014

The Heritage and Cultural Arts Commission will review the Parks and Community Services Department Work Plan.

STAFF RECOMMENDATION: Receive Report and provide input.

8.3 “splatter” Update

The Heritage and Cultural Arts Commission will receive a report on “splatter...not your ordinary food, wine and art festival.”

STAFF RECOMMENDATION: Receive report.

9. OTHER BUSINESS

9.1 Brief Informational Only Reports from Commissioners and/or Staff and Reports by Commission related to Meetings Attended at City Expense (AB 1234).

10. ADJOURNMENT

This AGENDA is posted in accordance with Government Code Section 54954.2(a)

If requested, pursuant to Government Code Section 54953.2, this agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Section 12132), and the federal rules and regulations adopted in implementation thereof. To make a request for disability-related modification or accommodation, please contact the City Clerk's Office (925) 833-6650 at least 72 hours in advance of the meeting.

A complete packet of information containing Staff Reports (Agenda Statements) and attachments related to each item is available for public review at least 72 hours prior to a Heritage & Cultural Arts Commission Meeting or, in the event that it is delivered to the Commission less than 72 hours prior to a Heritage & Cultural Arts Commission Meeting, as soon as it is so delivered. The packet is available in the Parks & Community Services Department at Civic Center.

**CITY OF DUBLIN
HERITAGE AND CULTURAL ARTS COMMISSION
DRAFT MINUTES
Thursday, June 14, 2012**

The meeting of the Heritage and Cultural Arts Commission was called to order at 7:35 p.m. at the Dublin Civic Center, Dublin, California, by Vice Chairperson Hernandez.

PLEDGE OF ALLIGIENCE

Vice Chairperson Hernandez led the Pledge of Allegiance.

ROLL CALL

Commissioners Present: Carr, Tutino, Minniear, Hernandez and Vanderpool
Commissioners Absent: Halket and King

ORAL COMMUNICATIONS - None

APPROVAL OF MINUTES OF MAY 10, 2012

ON A MOTION BY CM. TUTINO, SECONDED BY CM. VANDERPOOL AND BY VOTE OF 5-0-0, THE COMMISSION VOTED TO APPROVED THE MAY 10, 2012 MINUTES AS PRESENTED.

WRITTEN COMMUNICATION - None

PUBLIC HEARING - None

UNFINISHED BUSINESS - None

NEW BUSINESS

8.1 PROPOSED 2012-2017 CAPITAL IMPROVEMENT PROGRAM

Mr. Paul McCreary, Director, Parks & Community Services, City of Dublin presented, Agenda Statement 8.1 to the Commission.

Staff Member McCreary asked the Commission to take the following action; receive public comment and confirm project priorities for parks projects as proposed by Staff or determine alternate priorities for recommendation to the City Council.

Vice Chairperson Hernandez asked how art projects are included within the CIP. McCreary advised no art projects are included in the current CIP. For public facility projects the art component is usually lumped into the facility construction budget. For public art projects that are not part of a park or facility development there would be a separate CIP project. For public art on private property there would be no CIP budget.

Cm. Tutino asked McCreary to review the Emerald Glen Recreation and Aquatic Complex plans moving forward, taking into account the fact that Dublin High may build a new competitive aquatic facility in the near future. McCreary advised that the City would take into account facilities available within the community so as not to duplicate services for Dublin residents. McCreary detailed the type of amenities

planned for the new Emerald Glen Recreation and Aquatic Center for Commission. Cm. Tutino wanted to ensure that space was made available to offer cultural arts programs and/or opportunities to present art in some form, at each new facility built over the next five year CIP period. Cm. Tutino stated she would also like to see more art in gallery spaces of any new facilities built. Cm. Tutino felt that the Shannon Park water play restoration needed to be a priority as this is the only water play area in the western area of Dublin and important to the community.

Cm. Carr reported two maintenance issues. Cm. Carr advised that the stream running under the bike trail just past Shannon Park which needs to be cleaned out to avoid a flood when the rainy season comes. Cm Carr also reported there is tree debris on the walking trail along San Ramon Road.

Cm. Minniear asked what portion of the CIP includes cultural and heritage projects. McCreary advised that there are currently no cultural or heritage projects included in the CIP. Cm. Minniear stated he would like to see opportunities to present and grow heritage and cultural arts within the community incorporated into the CIP plans for the next five years. McCreary advised that there is a Heritage and Cultural Arts Long Range Plan and a Department Strategic Plan in place regarding program offerings, special events, etc. Cm. Minniear felt that most of the goals in the Heritage and Cultural Arts Master Plan have been completed and/or were a little outdated and needed to be updated.

Vice Chairperson Hernandez stated that art is important to the community and did not want to see heritage and cultural arts get lost in the bigger picture of the build-out for Dublin.

McCreary advised that the next opportunity for reviewing ideas for future heritage and cultural arts projects and programs will be when the City Council updates its Strategic Plan in early 2013.

McCreary explained that the five year CIP presented tonight was created based on current development projections and available funding at this time.

Cm. Tutino would like to see "Art in the Park" on a future agenda item to work with the students of our community to create art for our schools and public areas.

McCreary indicated Staff plans to report at a future meeting on recommended priorities for public art over the next five years.

ON A MOTION BY CM. TUTINO, SECONDED BY CM. MINNIEAR, AND BY VOTE OF 5-0-0, THE COMMISSION VOTED TO ACCEPT THE CIP AS PRESENTED BY STAFF WITH THE PROVISION THAT STAFF WILL REPORT BACK TO COMMISSION WITHIN THE NEXT SIX MONTHS ON PROPOSED PLANS FOR FUTURE PUBLIC ART PROJECTS, AND COTINUNUE TO DETERMINE IF SPACES CAN BE INCLUDED IN THE FACILITIES PROPOSED IN THE FIVE YEAR CIP FOR CULTURAL ARTS PROGRAMS AND GALLERY SPACE.

OTHER BUSINESS

9.1 OTHER BUSINESS

Cm. Minniear attended the City Council's economic development forum and found it to be interesting and informative. Cm. Minniear shared his insight into the information he obtained from this meeting with the Commission. Cm. Minniear also advised that he helped lead a public walk and tour at the Heritage Park & Museums. Cm. Minniear reported he also attended the Dublin Edge film showcase.

Staff Member McCreary reported at the next City Council, the Council will be considering the Mayor's appointment of Georgean Vonheeder-Leopold as the City Historian. The City will be suspending the Poet Laureate position at this time and approach literary arts in a programmatic fashion. Ann Mottola, Heritage and Cultural Arts Manager, shared some of the programming ideas Staff is planning for literary art events.

ADJOURNMENT

Being no further business, the meeting was adjourned at 9:01 p.m.

Respectfully submitted,

Christie Marks
Senior Office Assistant

APPROVED:

Chairperson



**AGENDA STATEMENT
HERITAGE AND CULTURAL ARTS COMMISSION
MEETING DATE: August 9, 2012**

SUBJECT: Spring 2012 Quarterly Report
Prepared by Ann Mottola, Heritage and Cultural Arts Manager

ATTACHMENTS: 1. Cultural Arts Classes Registration Report – Spring 2012

RECOMMENDATION: Receive Report

FINANCIAL STATEMENT: None

DESCRIPTION: The Heritage and Cultural Arts Division strives to develop quality programs that strengthen community image, preserve the City's heritage, provide cultural experiences and encourage appreciation of the arts. This is accomplished by providing diverse cultural program offerings for youth and adults in the disciplines of music; dance; fine arts; and visual and performing arts. Following is a summary of programs conducted during spring 2012.

CULTURAL ARTS CLASSES

Cultural Arts classes are intended to serve customers of all ages and cover a wide range of activities. The classes offered provide opportunities for participants to attempt new experiences, refine current artistic and performance skills, and provide a social setting for meeting new people and sharing cultural arts experiences with friends and family members. Classes are taught by contracted specialty instructors. Most classes are taught in eight-week sessions but some are more or less than eight weeks and other classes are offered as one-time workshops.

A total of 250 participants registered for Cultural Classes during spring 2012. As with the past two quarters the highest enrollment this spring was in the Young Rembrandts Cartooning and Kindermusik programs. The ballet class series were also highly popular and well received this quarter. There were a high number of culinary arts classes offered for adults that did not meet the minimum enrollment numbers. In the winter quarter several of the dance classes were not offered due to instructor personal scheduling conflicts. Unfortunately, that hiatus may have impacted customer loyalty as three of the spring classes offered by the returning instructor were cancelled due to low enrollment.

Cultural Arts Classes – Spring Registration Comparison

Attendance Type	2012	2011	2010	2009	2008
<i>Resident</i>	<i>197</i>				
<i>Non Resident</i>	<i>53</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
Total Registration	250	252	208	323	338
<i>Classes Held</i>	<i>28</i>	<i>27</i>	<i>21</i>	<i>34</i>	<i>29</i>
<i>Avg. Registration per Class</i>	<i>8.9</i>	<i>9.3</i>	<i>9.9</i>	<i>9.5</i>	<i>11.6</i>

COPIES TO:

ITEM NO: 8.1

HERITAGE PROGRAMS

Tours

The Heritage Park and Museums hosted 16 school tours and two community group tours for the Daughters of the Revolution and Byron Retirement Center in the spring quarter (April through June), for a total of 624 visitors to the site. There were also 375 walk-ins during regular business hours.

Exhibits

On April 29, the exhibit "**We Can Build, We Can Fight: The U.S. Navy Seabees in WWII Dublin**" opened in Murray Schoolhouse. The exhibit features historical documents, photographs and artifacts from the recently acquired Camp Parks Collection as well as first person narratives demonstrating who the Seabees were, why their motto was "Can do!" and what they did while on base in Dublin.

The Seabees Exhibit received 1,802 visitors to date. Of that number, 375 were walk-in guests who visited the exhibit during regular museum hours; 883 were participants in the school tours program; 150 attended the opening; and 394 toured the exhibit during events that were sited at Heritage Park. This exhibit was originally scheduled to close July 21, 2012, however that date has been extended to September 1, 2012 due to its popularity with the community.

Events

The May Fair was held on Saturday, May 12, 2012 at Heritage Park. The event evoked a Parisian theme with an elegant array of food fare featuring crepes, galettes, and box lunches for purchase. The Le Hot Jazz trio performing French Gypsy Jazz also added to the ambience. Other activities included craft and jewelry booths, tractor/wagon rides, and Maypole dancing. The event was attended by approximately 500 guests.

The Heritage Park and Museums also played host to the 2nd Annual Dublin Community Car Show, which was coordinated by Staff with assistance from the Youth Advisory Committee, Senior Center Advisory Committee and the Dublin Senior Foundation. Over 100 cars entered the show and attendance exceeded 500. The museums were open during the event, which exposed many new people to the City's heritage programs.

Facility Rentals

As of May 1, 2012, the Sunday School Barn became available for private rentals. In the first two months of availability, there were seven rentals at the barn. There were also 4 rentals at St. Raymond Church.

RECOMMENDATION:

Staff recommends that the Heritage and Cultural Arts Commission receive the report from Staff.

CULTURAL ART ACTIVITIES REGISTRATION – SPRING 2012

ACTIVITY	DUBLIN RESIDENTS	NON- RESIDENTS	TOTAL REGISTRATION
Adult Tap I	4	3	7
Beginning Ballet I	12	0	12
Beginning Irish Dance	9	5	14
Ceramic for Starters	4	0	4
Creative Writing Short Story	2	0	2
Flashy Fish Ceramics Class	8	2	10
Give me a C for Cheerleading	3	0	3
Gotta Sing I Performance Coaching	2	4	6
Gotta Sing II Vocal Performance	3	0	3
Guitar and Bass I	5	1	6
Guitar and Bass II	4	0	4
Hansel & Gretel The Untold Story	10	3	13
Hip Hop for Children	9	2	11
Hip Hop for Tweens	5	0	5
Hula for Children	2	0	2
Hula Dance for Teens & Adults	3	0	3
Intermediate Irish Dance	3	4	7
Irish Dance – Teens/Adults	1	5	6
Kindermusik ABC Music & Me	17	5	22
Kindermusik ABC Music & Me; Jazz Kitchen	5	4	9
Kindermusik ABC Music & Me with Siblings	4	4	8
Kindermusik Village for Babies Cock a Doodle Moo	9	2	11
Little Hands Art Class	9	2	11
Pee Wee Art Time	10	0	10
Preballet	11	1	12
Preballet I & Tap	22	0	22
Young Rembrandts Cartooning Class	15	1	16
Young Rembrandts Elementary School Drawing	6	5	11
TOTAL REGISTRATION	197	53	250

Courses Held:	28
Courses Cancelled	26
<i>Avg. Registration/Class</i>	9
<i>Cancellation Rate</i>	48%
<i>Total Revenue</i>	\$25,838.88



AGENDA STATEMENT
HERITAGE AND CULTURAL ARTS COMMISSION
MEETING DATE: August 9, 2012

SUBJECT: Parks and Community Services Work Plan, 2012-2014
Report by Ann Mottola, Heritage and Cultural Arts Manager

ATTACHMENTS: None

RECOMMENDATION: Receive report

FINANCIAL STATEMENT: None

DESCRIPTION: In December 2010 the City Council approved modifications to the Strategic Plan and Goals and Objectives process. The result is the development of an annual work plan with activities that are generated in a way that is mindful of the City Council's adopted Strategic Plan, and the City's Mission, Vision and Values. Funding for the identified strategic goals is then incorporated into the annual budget. This approach ensures the Strategic Plan is driving the budget and that funding allocations are aligned with the City Council's overarching strategic priorities. Those priority initiatives that are more routine-in-nature and do not fit into the Strategic Plan are incorporated into the City Manager's Annual Work Plan, from which the City Departments derive individual Work Plans. These work plans are in addition to the existing operational and programmatic responsibilities for the Department.

This report contains a review of the Parks and Community Services Department Work Plan items relevant to Heritage and Cultural Arts for the two-year budget cycle.

PROJECTS DURING FISCAL YEAR 2012-2013

Implement new splatter! Festival

Planning is well underway for this new community festival, which will debut in September 2012.

Develop Five Year Public Art Implementation Plan

Staff will prepare an implementation plan for the public art funds over the next five years. The implementation plan will be based on adopted Public Art Master Plan and the anticipated cash flow in this five year period. The plan will be brought to the Commission for consideration and the City Council for approval.

Develop a Public Art Plan for the Emerald Glen Recreation and Aquatic Complex

It is anticipated the design and development of construction documents will commence in September 2012. As part of that process Staff will be working with the Architect to develop a Public Art Plan that identifies public art opportunities for the various phases of the facility.

COPIES TO:

ITEM NO.: 8.2

Apply for Conservation Assessment Program (CAP) in lieu of Phase IV of the Museum Assessment Program (MAP)

The Dublin Heritage Park and Museums has completed the first three phases of the Museum Assessment Program: Organizational Assessment (OMAP) *completed in 2006*; Community Engagement Assessment (CEMAP) *completed in 2009*; Collections Stewardship Assessment (CSMAP) *completed in 2011*.

The final phase MAP assessment available is the Leadership Assessment (LMAP). The LMAP focuses on basic non-profit governance practices, and legal and ethical issues specific to museums. It enhances the ability of the museum's leadership to advance the museum's mission, plan more strategically and meet the standards for public trust and accountability. The study assesses the governing authority's (in this case the City Council) structure and function, the museum's overall organizational structure, the relationship between governing body and Staff, prepare for accreditation or reaccreditation. Since this phase of the MAP is more relevant to a privately operated and funded museum, Staff recommends pursuing the CAP instead.

A CAP or general conservation assessment is a study of museum conditions, policies, and procedures that relate to and affect collections care, including: storage and exhibition conditions, museum environment, fabrication and condition of structures housing collections, museum staffing and training, policies and procedures concerning the use of collections. For the Conservation Assessment Program (CAP), professional conservators spend two days on-site conducting the assessment and three days writing a report with prioritized recommendations.

While there is some overlap between CAP and MAP, these programs complement one another by focusing on different aspects of collections care. MAP examines the "big picture" such as how policies, procedure, and planning affect collections care. CAP is more focused on preservation and conservation of the collections. Additionally, the recent MAP stewardship and collections phase was completed by a peer, while the CAP would be conducted by professional conservators. Applications for the CAP will be available in October and due December 1, 2012.

Develop and implement Parks and Community Services Marketing and Promotions Plan

This project provides funding to conduct a statistically valid marketing research survey to inform the development of an annual Marketing and Promotions Plan. The data would also be used to inform the update of the Department Strategic Plan during the following fiscal year. The annual Department Marketing Plan would include strategies and recommendations related to branding, key messaging and promotional techniques including Print Media, Mobile Technologies, and Internet, Social Media, Streaming Video, Email and media buys.

PROJECTS DURING FISCAL YEAR 2013-2014

Digitize cemetery records and create GIS layer for cemetery data

This project will further digitize the records for the Pioneer Cemetery and provide spatial data for the City's Geographic Information System (GIS) related to each plot. As a result data for each plot would be included on a map such as owner name, status of plot (full/empty), name of those buried in the plots, pictures of headstones, and scanned images of documents related to the plot.

Explore opportunities to preserve and display Camp Parks historical artifacts collection

This project will provide funding to contract with a professional museum consultant to create a long range plan for the Camp Parks collection that also addresses the City's existing collection at the Dublin Heritage Park and Museums. The consultant will be tasked with creating collections policies, and addressing opportunities for exhibition of the collections including virtual, temporary and permanent exhibits.

Coordinate Selection Process for Public Art in Phase I of the Emerald Glen Recreation and Aquatic Complex

Following the review of the proposed Public Art Plan for the facility by the Commission and approval of the City Council, Staff will conduct the selection process for any public art planned for Phase I of the facility. It is anticipated the selection process would be completed during FY 2013-2014, and that fabrication and installation would occur during the following fiscal year.

Conduct a survey of Department programs and assets to identify things that can be valued and sponsored by other entities

In an effort to identify new sources of revenue to support existing programs and services, Staff will conduct a survey of City assets and programs within the Parks and Recreation Department that could be sponsored in some manner. The purpose of this effort is to create a strategic approach to sponsor contacts and ensure a consistent value model is applied to sponsorship opportunities.

RECOMMENDATION:

Staff recommends the Heritage and Cultural Arts Commission receive the report.



AGENDA STATEMENT
HERITAGE AND CULTURAL ARTS COMMISSION
MEETING DATE: August 9, 2012

SUBJECT: "splatter" Update
Prepared by Ann Mottola, Heritage and Cultural Arts Manager

ATTACHMENTS: None

RECOMMENDATION: Receive Report

FINANCIAL STATEMENT: None

DESCRIPTION: In November 2011, the City Council approved, in concept, an innovative spin on a food, wine and art festival; and in April 2012, City Council selected the brand that would set the tone for Dublin's newest festival: "**splatter...not your ordinary food, wine and art festival.**"

EVENT OVERVIEW

Staff has been creating a special event production that will celebrate the unique food, wine and creative culture of the Tri-Valley region in an inventive festival format. "**splatter**" will take place on Saturday, September 22 at Emerald Glen Park. The festival will be held from 10:00 a.m. to 6:30 p.m. The event will conclude with a concert, featuring the high energy sounds of Double Funk Crunch, from 6:30 to 8:00p.m., followed by an aerial fireworks show at dusk to commemorate the City of Dublin's 30th Anniversary of incorporation.

This event has been developed with the intention of capturing the excitement of the food entertainment industry with the inclusion of a culinary performance stage, a fleet of food trucks, and tastings of Livermore Valley's world class wines and locally crafted foods to compliment and delight the palate. What will truly set this festival apart from all other food, wine and art festivals are experiences where the processes of culinary and fine arts are the entertainment. "**splatter**" will also make use of conventional and non-conventional mediums to create large-scale artworks and interactive experiences during the event. While Staff has many logistical details to finalize for the event, the festival talent, entertainment and features have been almost entirely secured. This report will provide a synopsis of the features planned for "splatter."

FESTIVAL FEATURES

Culinary Stage: The Culinary Stage will feature local celebrity chefs Matt Greco, Executive Chef of the Restaurant at Wente Vineyards; and Ryan Scott, on-air culinary celebrity at KGO. Also appearing is Instagram sensation, My Nguyen of My Healthy Dish.

Culinary and Fine Arts Marketplace: The event will also feature unique and carefully created edibles and culinary items such as olive oils, spices, teas, honeys and one-of-a-kind arts and crafts items or purchase at the Culinary and Fine Arts Marketplace.

COPIES TO:

ITEM NO.: 8.3

Beverage Lounges: There will be two beverage lounges within the festival where event-goers can purchase wine, beer and other beverages by the glass.

Unconventional Artworks and Interactive Experiences:

- **Bubblesmith - Sterling Johnson:** The only performer who specializes in blowing bubbles using only his hands, Sterling Johnson will perform "Bubbles Close-Up," a continuous act off stage where guests can roll up their sleeves and have a hands-on experience.
- **Food Sculptor - Chef Ray L. Duey, CEC:** Award Winning Chef and Master Culinary Artist, Executive Chef Ray L. Duey will turn fruits and vegetables into a tropical culinary masterpiece.
- **Chalk Artist - Mark Wagner:** Internationally known street painter/chalk artist, Mark Wagner will create a larger than life chalk drawing as a focal point at the plaza by Gleason Drive. Chalk kits will be available for purchase for patrons who would like to add a work of art of their own.
- **Balloon Sculptor – Balloons Equal Fun - Brian Asman:** Event-goers will be invited to assist in creating a grand balloon masterpiece by making a noodle balloon. Staff would like the final work to be a surprise, but the noodle should give you a clue!
- **Canstruction®:** A giant sculpture of an American Favorite Food will be constructed completely of canned goods. After the event, all of the cans will be donated to a local food bank.
- **Backseat Theater:** Patrons will be invited to crawl into the backseat of a car and enjoy a short comedic theatrical performance played in the front seat. Performances will last two to five minutes.
- **Word.** – Based on "refrigerator magnet poetry," patrons will be encouraged to create spontaneous works of prose or poetry to post to their social websites or leave for the masses to ponder. Large words will be fabricated in advance of the event of materials that will allow them to be adhered onto a wall of Velcro-like fabric.
- **SPLAT-demonium** is a "paint" obstacle course where patrons can purchase a black and white event shirt and run through an obstacle course where six different colors of paint will be splattered all over the shirt (and the course runner) via a variety of comical and unconventional methods. Patrons will be allowed to dress into a white paper suit – complete with hood and goggles – put the t-shirt over the suit and run through the course **OR**...they may "hire" a staff to don the suit and run through for them.
- **Food, Wine and Art-Themed Carnival** – a dozen of your favorite carnival games...but presented so they fit into the context of the event.

The Main Stage

- **Luvplanet** (Petaluma, CA) In addition to four studio releases (Luvplanet (2003), State of Mind (2005), Lucky One (2008) and Luvolution (2010), they are noted for their loyal fan base and reputation as a world class, arena ready Rock group.
- **Crazy Famous** (Sonoma County) Winners of the North Bay Music awards & voted 'Best Rock Band' in 2011 by Bohemian Magazine
- **Finding Stella** voted "Best Bay Area Rock Band" by Hard Rock Café and featured on "The Music Channel" – their music draws on many different influences and styles to create their music, smoothly jumping from classic rock to pop to funk, while creating a rich rock sound.
- **Double Funk Crunch** is known as a high energy, fun party band that focuses on 70s, 80s, 90s, and today's top hits. They have played in almost every county fair in Northern California

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- **Double Funk Crunch** is known as a high energy, fun party band that focuses on 70s, 80s, 90s, and today's top hits. They have played in almost every county fair in Northern California

(including the California State Fair) as well as most of the casinos from Reno to Tahoe to Las Vegas, With synchronized dance moves, frequent costume changes, creative musical arrangements, and their unique brand of crowd-interactive entertainment they will be an extraordinary finale act to an extraordinary event.

Tasting Pavilion

The "**splatter**" Tasting Pavilion has received an impressive response from Livermore Valley Winegrower and Restaurant communities. Staff created an invitation package that allowed participation by wineries as either a tasting participant or at a higher level as a sponsor. Staff is pleased to report that all wineries are participating as sponsors.

Fully confirmed participants include:

Restaurants

- Auntie Nel's Catering
- Eddie Papa's American Hangout
- Girasole Grill/ Pampered Palate Catering
- Johnny Garlic's
- Olive Tree Café and Catering
- The Restaurant at Wente Vineyards
- Vito's

Wineries

- Charles R Winery
- Crooked Vine/Stony Ridge
- Fenestra Winery
- Garré Vineyards
- Kissos Winery
- Murrietta's Well
- Nottingham Cellars
- Tamas Estates
- Wente Vineyards
- Westover Winery

Participants with agreements in progress include:

Restaurants

- Tomatina

Wineries

- Bent Creek Winery
- Concannon Vineyard
- Little Valley Winery
- Occasio Winery
- Steven Kent Winery

MARKETING HIGHLIGHTS

The Tri-Valley Conventions and Visitor's Bureau (TVCVB) marketing sponsorship for the event has greatly expanded "**splatter's**" regional exposure throughout the Bay Area and San Jose. They have negotiated a deal with Comcast that will provide a heavy Food Network presence with additional exposure on Bravo, Travel Channel, USA and Lifetime. They have also secured a radio partnership with 99.7. TVCB has also secured a leveraged ad buy with Sunset Magazine for the September issue, featuring "**splatter.**" Special Events Staff has secured additional media partnerships with NBC-11, Diablo Magazine, Independent Magazine, and the Patch.

In an effort to reach what is expected to be a significant segment of the target audience for this event, Staff has developed a mobile app that will go live on August 9, 2012 (in coordination with the release of the Fall Activity Guide.) The mobile app will be linked via QR (quick response) code. This code is being included in most event collateral materials so potential patrons can get a glimpse of the event content, basic information regarding event location, and so they can share the event with a friend by forwarding through e-mail, FaceBook or Twitter. It is prominently featured on the back cover of the Fall Activity Guide.

RECOMMENDATION: Staff recommends that the Heritage and Cultural Arts Commission receive the report.