



CITY OF DUBLIN
HERITAGE & CULTURAL ARTS COMMISSION
REGULAR MEETING AGENDA

THURSDAY, NOVEMBER 10, 2016, 7:00 PM
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**
 - 4.1 **Minutes of the October 13, 2016 Regular Meeting**

The Commission will consider approval of the minutes of the October 13, 2016 Regular Meeting.
STAFF RECOMMENDATION:
Approve the minutes of the October 13, 2016 Regular Meeting.
5. **WRITTEN COMMUNICATIONS** – None.
6. **PUBLIC HEARING** – None.
7. **UNFINISHED BUSINESS** – None.
8. **NEW BUSINESS**
 - 8.1 **Cultural Arts Needs Assessment**

The Commission will receive a report on the Cultural Arts Needs Assessment conducted this summer, as well as a summary of the key recommendations, with Staff input on how these could be accomplished.
STAFF RECOMMENDATION:
Receive the Report and make a recommendation to City Council.
 - 8.2 **Summer 2016 Quarterly Report**

The Commission will receive a report on Cultural Arts classes, activities, and events conducted during the summer 2016 season.
STAFF RECOMMENDATION:
Receive the Report.
9. **OTHER BUSINESS**
 - 9.1 **Brief Informational–Only Reports**

Brief INFORMATIONAL-ONLY reports from Commissioners and/or Staff, including Reports by Commission related to Meetings Attended at City Expense (AB 1234).

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 Office of Parks and Community Services (925) 556-4500 at least 72 hours in advance of the meeting. A complete packet of information containing Staff Reports 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.

9.2 Discussion of Future Agenda Items

Staff will offer a preview of agenda items expected in the next two months. The Commission may suggest topics it would like to see added to future agendas with consensus of the majority of the Commission.

10. ADJOURNMENT



STAFF REPORT

HERITAGE AND CULTURAL ARTS COMMISSION

DATE: November 10, 2016

TO: Honorable Chair and Commissioners

FROM: Tegan McLane, Cultural Arts & Heritage Manager

SUBJECT: Minutes of the October 13, 2016 Regular Meeting

EXECUTIVE SUMMARY:

The Heritage & Cultural Arts Commission will consider approval of the minutes of the October 13, 2016 Regular Meeting of the Heritage and Cultural Arts Commission.

FINANCIAL IMPACT:

None.

RECOMMENDATION:

Approve the minutes of the October 13, 2016 Regular Meeting of the Heritage and Cultural Arts Commission.

DESCRIPTION:

The Heritage and Cultural Arts Commission will consider approval of the minutes of the October 13, 2016 Regular Meeting of the Heritage and Cultural Arts Commission.

NOTICING REQUIREMENTS/PUBLIC OUTREACH:

None.

ATTACHMENTS:

1. Draft Minutes of the October 13, 2016 Regular Meeting of the Heritage and Cultural Arts Commission.



HERITAGE AND CULTURAL ARTS COMMISSION

REGULAR MEETING

Draft Minutes

CITY OF DUBLIN

October 13, 2016

The October 13, 2016, Regular Meeting of the Heritage and Cultural Arts Commission was called to order at 7:11 PM at the Dublin Civic Center, Dublin, California, by Chair Blackburn.

Commissioners (Cm.) Present: Blackburn, Iharosi, Deets, Szollos
Commissioners Absent: He, Minniear, Tutino

PLEDGE OF ALLEGIANCE

Chair Blackburn led the Pledge of Allegiance.

ORAL COMMUNICATIONS

3.1 New Parks and Community Service Director James Rodems.

Ms. Tegan McLane introduced the new Director of the Parks & Community Services Department, Mr. Jim Rodems, to the Commission.

Cm. Iharosi welcomed Mr. Rodems. Chair Blackburn asked how Mr. Rodems has worked in the past with advisory commissions such as Heritage and Cultural Arts Commission and where it fits into the public process. Mr. Rodems responded that working with commission groups is integral to how the Department does its business because the Department works for the public and it's important to listen to what the public has to say. Commissions are a part of that communication with the public.

3.2 Public Comments – None.

NEW BUSINESS

8.2 Heritage Park & Museums Annual Report, October 2015 – September 2016

Ms. McLane introduced Ms. Laura Johnston, Recreation Supervisor at the Heritage Park and Museums.

Ms. Johnston presented the Annual Report for the Heritage Park and Museums for October 2015 – September 2016 as outline in the Staff Report.

Cm. Iharosi noted a correction at the top of page four in the Staff Report, Attendance Total Visitors for April – June should be 1,378. Cm. Iharosi also asked what date Ghosts of Dublin will be held at Heritage Park. Ms. McLane stated it will be held on Friday, October 28, 2016.

Chair Blackburn asked about the visitor comparison in the report and why the visitor totals are down from the previous years. Ms. Johnston stated that the walk-in visitor numbers went down because of the construction across the street. Donlon Way in front of Heritage Park and Museums has been completely blocked at times due to construction vehicles. Visitor numbers also include the Spring Fair attendance, which was significantly impacted by rain.

ACTION:

The Commission received the Report.

Cm. Deets arrived at 7:30 PM.

8.4 Fallon Sports Park Public Art

Ms. Tegan McLane, Cultural Arts and Heritage Manager, presented the specifics of the item as outlined in the Staff Report.

Cm. Iharosi commented that in the past advertisements for comments has not always been received by the public, but she has received information about this item from three sources and hopes that this time it will be received by more people in the community.

ACTION:

The Commission received the Report.

8.3 Heritage and Cultural Arts Commission Term Expirations.

Ms. Tegan McLane, Cultural Arts and Heritage Manager, presented the specifics of the item as outlined in the Staff Report.

Cm. Deets asked the deadline for the application and whether all commissions follow the same application schedule. Ms. McLane said that November 18 is the deadline to apply, and she believes that all commissions do follow the same application schedule.

ACTION:

The Commission received the Report.

Recess was called at 7:36 PM because there was no quorum. Ms. McLane again attempted to call the other Commissioners to determine when they would arrive.

Vice Chair Szollos arrived at 7:58 PM.

At 7:58 PM Chair Blackburn reopened the meeting once a quorum was met.

APPROVAL OF MINUTES

4.1 Minutes of August 11, 2016 Regular Meeting

On a motion by Cm. Deets, seconded by Cm. Iharosi, and by a vote of 4-0-3 with Cm. Minniear, Cm. Tutino and Cm. He absent, the Commission took the following action:

ACTION:

Approved minutes of the August 11, 2016 Regular Meeting, as presented.

WRITTEN COMMUNICATIONS – None.

PUBLIC HEARING – None.

UNFINISHED BUSINESS - None.

NEW BUSINESS

8.1 Arts Space Grant Pilot Program

Ms. Tegan McLane, Cultural Arts and Heritage Manager, presented the specifics of the item as outlined in the Staff Report.

Ms. Jeannie Brophy spoke regarding the Amador Valley Quilters – Quiltinators and their request for meeting space at the Dublin Library for meetings on the first Wednesday of each month.

The group donates its quilts to approximately 15 agencies, including the Dublin Police Department, which offers the quilts to comfort children in emergency situations. The group also presents Quilts of Valor to Dublin Veterans. Membership is open, and 25 percent of the current participants are Dublin Residents.

Chair Blackburn asked if the donated quilts bear a tag identifying them as being made through this program. Ms. Brophy said yes. Chair Blackburn asked if the space grant request is this lieu of the location Quiltinators is currently using in Pleasanton, or if this will this be an additional day. Ms. Brophy explained that they are no longer able to use the Masonic Lodge in Pleasanton, as the facility is being sold. The Dublin Library will be the new location if awarded. Chair Blackburn asked how many quilts the group hopes to make. Ms. Brophy said the goal is 300 quilts per year. Chair Blackburn asked if the group would be open to suggestions regarding themes for the quilts. Ms. Brophy said the quilters are open to suggestions.

Ms. Lee Jouthas spoke on behalf of the Dublin Historical Preservation Association (DHPA) – regarding DHPA’s request to present a display of historical aerial photographs in the Civic Center Lobby.

Ms. McLane noted a change in the application regarding the length of the display in the Civic Center lobby to February 27– March 10, 2017. The initial request was for three days, but Staff encouraged DHPA to take the full two weeks allowed, and to mark the opening with a talk and reception.

Vice Chair Szollos asked how many photos will be displayed. Ms. Jouthas stated she did not have specifics at this time.

Chair Blackburn asked the size and mounting method of the photos. Ms. Jouthas did not have specifics, and noted that the curator, Mr. Steve Minniear, is still developing the exhibit. Chair Blackburn asked whether this is an existing exhibit or new, Ms. Jouthas explained that this will be a new display of aerial photographs of Dublin. Some of the photographs have been donated.

Cm. Deets asked, since this is a one-year pilot program and the display will only be up and available for view for two weeks, would DHPA consider offering another display of the photography at another time during the year. Ms. Jouthas stated she thinks DHPA would be open to another showing.

Ms. Anjali Gandhi spoke regarding East Bay Marathi Mandal request to use some of the City’s time at Dublin High School Center for the Performing Arts.

Vice Chair Szollos asked about the expected attendance. Ms. Gandhi estimated the audience will be 500. Past EBMM programs drew approximately 275-300 people. Vice Chair Szollos asked what time

performance starts. Ms. Gandhi explained that the performance would start around 4:00 PM and the additional time requested includes rehearsal time.

Cm. Iharosi asked for clarification about an item in the budget for rent. Ms. Gandhi explained the amount was included in case the group had to rent the time. Ms. McLane explained that the application is for the “space grants” only, but under the agreement between the City and the Dublin Unified School District (DUSD), there would not be a facility fee charged, if the application was approved by City Council.

Chair Blackburn asked for clarification about the performers, specifically whether George Brooks would perform. Ms. Gandhi explained that George Brooks was a possible performer; the group also has another professional performer, but his participation is dependent on whether or not the space grant is awarded. Chair Blackburn also asked about the local youth performers. Ms. Gandhi explained that the one professional performer also teaches classes locally; it would be from those classes youth would be chosen.

Cm. Deets asked if the youth performers would include Dublin residents. Ms. Gandhi confirmed there are performers from Dublin who participate.

Ms. Hester Wagner spoke regarding Futures Explored request for a facility for a youth film-making class.

Vice Chair Szollos questioned the choice of Sunday School Barn as a venue and asked about the set-up cost. Ms. Wagner explained that the Sunday School Barn was the most versatile for their use. Ms. McLane explained \$880 is the cost for a facility attendant to set up the room and remain onsite during the class, because the facility does not normally have attendant at this site on Monday evenings.

Chair Blackburn questioned the delay between the class and the screening at a later date. Ms. Wagner explained that the organization will also create a behind the scenes documentary to show along with the films created by the students. Having a delayed screening will allow time for editing the documentary and creating a DVD for the students and their families.

Chair Blackburn questioned whether the course and the screening need to be considered as two requests. Ms. McLane explained that it is being considered a package, so that both would be included. Chairperson Blackburn also asked about the enrollment for the class being open to both students with or without disabilities. Ms. Wagner assured the course is open to anyone who wants to apply.

Ms. McLane said that Valley Concert Chorale had withdrawn its application, so no decision is needed regarding that group’s application.

On a motion by Cm. Szollos, seconded by Cm. Iharosi, and by a vote of 4-0-3 with Cm. Minniear, Cm. Tutino and Cm. He absent, the Commission took the following action:

ACTION:

Commission will recommend all four applications to the City Council for approval.

Cm. Iharosi asked when the organizations would go before City Council. Ms. McLane stated the date is November 1, 2016.

NEW BUSINESS – None.

OTHER BUSINESS

9.1 Brief Information Only Reports from Heritage & Cultural Arts Commissioners and/or Staff

Cm. Iharosi attended the Parks and Community Services Commission meeting regarding Dublin Crossing Park Plan. She also noted the Shannon Community Center Fountain is now working and recommends visiting it. She also the attended Splatter Festival and enjoyed the event.

Vice Chair Szollos also attended the Splatter Festival and enjoyed it, though she thought the event could use more shade tents. She also noted that a regional Bay Day celebration was held October 1, 2016, to celebrate the Bay Area microclimates.

Cm. Deets had no report. He discussed the Heritage and Cultural Arts Commissioners' informal tradition of a celebration for outgoing Commissioners and noted that the group is well aware of Brown Act concerns and the importance of not discussing business at this purely social event.

Ms. McLane provided program, project, and event updates.

9.2 Discussion of Future Agenda Items

Ms. McLane provided an overview of upcoming agenda items for the Commission.

ADJOURNMENT

Being no further business, the meeting adjourned at 8:58 PM.

Minutes prepared by Kristen Finn, Recording Secretary.

Kathy Blackburn
Chairperson

ATTEST: _____
Tegan McLane
Cultural Arts and Heritage Manager



STAFF REPORT

HERITAGE AND CULTURAL ARTS COMMISSION

DATE: November 10, 2016

TO: Honorable Chair and Commissioners

FROM: Tegan McLane, Cultural Arts & Heritage Manager

SUBJECT: Cultural Arts Needs Assessment

EXECUTIVE SUMMARY:

The Commission will receive a report on the Cultural Arts Needs Assessment conducted this summer, as well as a summary of the key recommendations, with Staff input on how these could be accomplished.

FINANCIAL IMPACT:

Based on information previously presented at the February 2, 2016 City Council meeting, the cost to transform the existing Police Services wing into a Cultural Arts Center is estimated at \$5.6 million.

All of the other recommendations can be implemented in phases, with little to no additional costs required to begin implementation, and could be scaled up as cultural arts programs generate revenue to support expansion.

A revision to the Cultural Arts Master Plan, based on the results of the Cultural Arts Needs Assessment, would require no additional costs, just redirection of existing Staff resources. A revision to the Public Art Master Plan could also be handled with existing in-house resources.

RECOMMENDATION:

Receive the Report and make a recommendation to City Council.

DESCRIPTION:

In May 2016, the City engaged ArtsMarket Inc., a nationally recognized consulting firm specializing in arts-related studies, to conduct an extensive review of Dublin's existing arts programs and facilities; comparative analyses of neighboring communities and similar cities nationwide recognized for their innovative and successful arts programming; and extensive public outreach to identify community needs and interests related to the arts.

ArtsMarket conducted more than 30 stakeholder interviews; held roundtable meetings with working artists, nonprofit arts groups, educators, business owners, working parents, preschool parents, teens and seniors; and administered a 28-question online survey of the general public.

The survey netted 705 responses, which is considered a strong sample for a community of our size. Respondents' demographics closely mirrored the demographics of the community-at-large. Based on standard ratios used in statistical analysis, the margin of error is +/-3.6%, with a 95% confidence rate.

KEY FINDINGS

Research revealed a high interest among Dublin residents for quality arts and cultural programming beyond what is currently offered. This interest cuts across all socio-economic cohorts, neighborhoods, age groups and ethnicities.

Interest in Arts

A majority (76%) have attended arts activities here or elsewhere in the past two years. Thirty-nine percent actively pursue arts related hobbies; 35% have enrolled children in arts programs through the City, and 22% have enrolled children in non-City arts programs. Ninety-one percent have attended some City of Dublin-sponsored events in the past two years, with the St. Patrick's Day Festival being the most popular (80%), followed by Farmers' Market (78%).

Room for Improvement

A majority agree City arts programs and events are a good value (60%), conveniently located (58%), and family-oriented (52%). However only 30% personally considered the programs and events enjoyable and derived community pride from them; 19% considered them inclusive and reflective of current Dublin residents' interests; and 8% agreed they are better than what is available in other cities.

Desire for Arts Center

There was considerable interest in a dedicated arts facility with 70-75% indicating it was somewhat or very important to have an arts venue offering performing and visual arts instruction spaces, a small performance space and gallery space. Eighty-two percent of the Dublin respondents felt it was very or somewhat important for Dublin to have a venue offering professional performances.

Demand for Arts Education

The second-most frequently mentioned need is for arts education. Parents of children of all ages and educators alike expressed strong interest in seeing more collaboration between the City and the School District on art-related programming. A majority of survey respondents (51%) would like to see more classes for children and teens. Forty-nine percent would like to see more adult classes. Only 13% are satisfied that Dublin is offering everything its residents need in arts and cultural programming, and 30% say they regularly look outside Dublin for arts and cultural programming.

Need for Communication

Research also noted that better communication about the arts in Dublin is needed within the community. Thirty-two percent believed it was easy to hear about or learn arts events and activities here. While 75% of the respondents believe public art somewhat or greatly enhances the community, 74% would find it useful if the City made available some sort of bike/walking trail guide and provided additional information about the pieces to help people discover and enjoy Dublin's public art.

KEY RECOMMENDATIONS

Staff thoroughly reviewed the Consultant's findings and recommendations in the context of the City's staffing, workload and long-term budgetary constraints and concurs with the following actionable recommendations:

Cultural Arts Facility

The Consultant recommends Dublin move forward with plans to transform the Police Services Wing into a cultural arts facility. Planning should take into account the Dublin Library's planned expansion to create a "cultural campus" at Civic Center that would serve as a hub for arts and cultural activities. ArtsMarket recommends seeking out arts programming that is unique to Dublin. Among recommendations for the venue, the Consultant recommends more and slightly smaller classrooms, a maker space, a small performance space and catering kitchen to allow for event rentals. The Consultant recommends that the City also deliberately design the outside as event space and regularly offer activities, such as art shows, craft shows, student events and family art-making days, which seem to spill out of the building.

Multicultural Programming

Beyond the Irish-themed St. Patrick's Day Festival, occasional appearances by ethnic music and dance groups at Splatter and other community events and handful of cultural arts classes, Dublin does not offer multicultural programming reflecting its diverse population. The Consultant recommends offering family-oriented multicultural programming, perhaps tied in to ethnic celebrations. These could begin as modest events, perhaps replacing existing events whose attendance has declined. Multicultural performers should also be considered when programming the Amphitheater, Dublin High Center for Performing Arts and other venues. Care should be taken to have programming mirror the diverse make-up of the community.

Amphitheater Programming

With the Emerald Glen Amphitheater under construction and due to open this summer, the Consultant recommends developing the Amphitheater so it can be optimally used, establishing a program budget for a City-produced summer series, and encouraging non-profit organizations to provide amphitheater programming. One way to do this might be by offering free use of the amphitheater under the Arts Space Grant program. The Consultant recommends the Amphitheater be enhanced with a back wall, shade structure over the stage and small dressing room area near the stage. The Consultant also suggested offering sponsorship opportunities, and working to ensure the space is fully programmed.

Partnership with Dublin Unified School District

The public outreach portion of this assessment revealed widespread misconceptions and frustrations about the lack of community programming at Dublin High School Center for Performing Arts and Education and the City's role in providing arts in the schools. The Consultant recommends the City share the results of this study with the District; work with the District to jointly offer afterschool arts programming; and coordinate with the District to ensure programming at Dublin High's theater, through City-sponsored and produced shows and Arts Space Grants. ArtsMarket also recommends working with District staff to offer opportunities for teens.

Master Plan Updates

Both the Cultural Arts Master Plan and Public Art Master Plan, which serve to guide Staff priorities, are in need of an update. Recommendations from this Assessment should serve as the basis for a phased Cultural Arts Master Plan that would include a strategic implementation plan for Staff. The Public Art Master Plan should also be updated to take into account public input from the Assessment and best practices from peer cities around the country.

These updates could lay the groundwork for accomplishing other recommendations suggested by the Consultant, including expanding marketing of arts activities in Dublin; using art initiatives to further economic development; the continued incorporation of public art in City planning; involving the arts community through ad hoc committees; and fostering the creation of a Cultural Arts Foundation to seek private sector funding to support the arts in Dublin.

Staff recommends that the Heritage and Cultural Arts Commission recommend to City Council that the City initially pursue these five key recommendations:

1. Proceed with plans to convert the lower level of the Police Services wing at City Hall to a Cultural Arts Center.
2. Increase multi-cultural programming (classes, events and City-produced performances), especially through partnerships with culturally specific arts and community groups.
3. Maximize use of the new Emerald Glen Amphitheater through City-produced performances and rentals.
4. Work with Dublin Unified School District on ways to increase arts-related programming at school sites, including public performances at the Dublin High School Center for Performing Arts and afterschool arts-related programming to serve Dublin Unified students.
5. Update the Cultural Arts Master Plan and Public Art Master Plan.

Additionally, Staff proposes that these recommendations be implemented as part of a sustainable growth initiative, allowing the program to be built over a period of years with stages being attained relative to revenue and program growth.

NOTICING REQUIREMENTS/PUBLIC OUTREACH:

The Consultant has forwarded notice of this meeting to members of the public who responded to the Cultural Arts Needs Assessment survey.

ATTACHMENTS:

None.



STAFF REPORT

HERITAGE AND CULTURAL ARTS COMMISSION

DATE: November 10, 2016

TO: Honorable Chair and Commission Members

FROM: Tegan McLane, Cultural Arts & Heritage Manager

SUBJECT: Summer 2016 Quarterly Report

EXECUTIVE SUMMARY:

The Commission will receive a report on Cultural Arts classes, activities, and events conducted during the summer 2016 season, June- August 2016.

RECOMMENDATION:

Receive the Report.

FINANCIAL IMPACT:

None.

DESCRIPTION:

The Parks and Community Services Department develops and implements quality programs that strengthen community image, provides recreational experiences, encourages healthy lifestyles and preserves the City's heritage. This is accomplished by providing innovative recreational and social programs. The following is a summary of the Cultural Arts programs and events offered by the Heritage and Cultural Arts Division during the summer 2016 quarter. Heritage programs were previously covered in an annual report.

Cultural Arts Classes

Registration for Cultural Arts classes and camps remained steady for summer 2016, compared to summer 2015. As compared to summer 2015, the number of classes offered and held as well as overall attendance also remained steady with a slight 2% increase.

The Division offered camps and classes in a variety of arts disciplines, including performing arts, dance, media design and visual art. Camps with the strongest enrollment were those offered in conjunction with the Camp Connector program, which provides extended early morning, lunchtime and late afternoon supervision, making it easier for working parents to enroll children in multiple camps at the same site. Of the 36 summer arts camps offered, only four were cancelled. Camp attendance (385) accounted for 70 percent of summer's enrollment. The most popular camps were visual arts camps offered by EverPro Kids Art Explosion and

Young Rembrandts, dance camps offered by All 4 Dance, and media camps such as Bart Cox’s Let’s Make Movies! Video Production.

Fewer adult cultural arts classes were offered during the summer. Historically adult enrollment drops in the summer. The most successful summer adult classes were Adult Tap I and Irish Dance.

Attendance Type	2016	2015	2014	2013	2012
Resident	499	477	408	376	255
Non-Resident	53	65	54	79	72
Total Registration	552	543	462	455	327
Courses Held	50	51	50	56	36
<i>Avg. Registration/Class</i>	11	12	9	8.13	9.08
Courses Offered	67	65	69	89	52
<i>Cancellation Rate</i>	25%	22%	28%	37%	31%

Special Events

Family Campouts

Family Campouts provide an opportunity for families to experience outdoor camping right here in Dublin. The Campouts are especially popular with those who are camping novices. This year the Parks and Community Services Department offered two Family Campouts: Emerald Glen Park (July 9-10) and Alamo Creek Park (August 13-14). Each Campout included a unique, featured presentation, with an East Bay Regional Park Naturalist leading a nature walk at Emerald Glen Park, and a reptile expert introducing more than more 30 species of snakes, lizards and tortoises at Alamo Creek Park. Both campouts also include a schedule of traditional camp activities, including outdoor games, arts and crafts, and an evening campfire followed by s’mores. Two meals are included: a barbeque dinner, cooked by the Dublin Lions Club, and breakfast. This year in response to customer satisfaction surveys from the previous summer, Staff added a hot breakfast menu item. Breakfast at the Emerald Glen Park Campout included scrambled eggs and sausage. Breakfast at the Alamo Creek Park campout included hot oatmeal with a toppings bar. Combined attendance at this year’s events was 413. The decrease in attendance is due to Staff’s decision to limit attendance to approximately 200 per location to ensure a quality level of service was maintained. Staff is considering adding a third campout event next year.

Family Campout Attendance Emerald Glen Park

	2016	2015	2014	2013	2012
Total Registration	201	250	239	205	192

Family Campout Attendance Alamo Creek Park

	2016	2015	2014	2013	2012
Total Registration	212	235	205	205	192

Picnic Flix

The City’s popular outdoor “Picnic Flix” Friday evening movie series drew large crowds to enjoy free movies at Emerald Glen Park. Movies shown this summer were Minions (June 24), The Goonies (July 22), and the sing-along version of Frozen (August 19), all titles were selected from audience suggestions given on surveys from the prior year. Food vendors offered kettle corn, smoothies/ice cream, and water and snacks to movie viewers.

Picnic Flix Attendance

	2016	2015	2014	2013	2012
Total Estimated Attendance	2,900	2,500	3,200	*	*

*Picnic Flix events were held in these years; however, Staff did not track attendance.

Concerts at the Farmers' Market

A free summer concert series was held during the City-sponsored Farmers' Market on "First Thursdays," May through September at Emerald Glen Park. The concert series featured the bands: Rebel Yell, Ruckatan, Aja Vu (Steely Dan cover band), OTR and East Bay Mudd. These bands played a variety of pop and dance hits from the 1970s to present. Pacific Coast Farmers Market Association tracks Farmers' Market attendance and reported "First Thursday" concert crowds averaged 1,512, which is about 300 people more than markets on non-concert nights. Estimated individual concert/Farmers' Market attendance ranged in size from 950 to 1,800.

Concerts at Farmers Market

	2016	2015	2014	2013	2012
Total Estimated Attendance	7,560	5,000	750*	**	**

*In 2014 three Sham Rock'n concerts were held at Emerald Glen Park on July 13, August 10 and September 7, 2014. This concert series featured the cover bands: TW-Party band, Take 2-Dance band, and Solsa- Top 40 band.

**Attendance was not tracked in 2013 and the concert series was not held in 2012.

NOTICING REQUIREMENTS/PUBLIC OUTREACH:

None.

ATTACHMENTS:

None.