

- The decrease in number classes offered was due to a programming shift in the Art Room at Heritage Park. A ceramics instructor who had previously taught classes in the Art Room at Heritage Park is no longer offering classes. This attributed to a decrease in approximately 11 classes. (In Fall 2011, eleven ceramic classes were offered and 5 ceramic classes held.)

On a positive note, Staff has been actively engaged in recruiting new cultural arts instructors and is looking forward to a gain in registrations in Cultural Arts due to the addition of two new sculpting instructors.

FALL QUARTER COMPARISON: Cultural Arts Classes

Attendance Type	2012	2011	2010	2009	2008
Resident	168	223	305	283	265
Non Resident	37	78	105	79	97
Total Registration	205	301	410	362	362
Classes Held	27	35	51	40	35
AVG Registration per Class	7.59	8.6	8.0	9.5	10.34
Classes Offered	36	62	60	47	51
Cancellation Rate	25%	44%	15%	15%	31%

CULTURAL PROGRAMS

Hometown Heroes

On Saturday, November 3, the City of Dublin honored all veterans at the Hometown Heroes Annual Celebration event, held at the Dublin Senior Center. Vice Mayor Hart hosted the event. Camp Parks Garrison Commander, Lieutenant Colonel David James provided a stirring address about the role of the military. The closing concert featured “the CoolTones” big band that provided a musical program celebrating the "Greatest Generation." The event also featured a selection of the “***We Can Build, We Can Fight: The U.S. Navy Seabees in WWII Dublin***” exhibit. There approximately 150 people in attendance.

PUBLIC ART PROGRAMS

Dubliner

Staff has been troubleshooting a lighting issue at the “Dubliner” public art sculpture at the East BART Station. The sculpture was reported to be experiencing intermittent power and then total loss of power. Representatives from City Public Works, MCE and the Project Manager and Superintendent for Avalon Bay worked collaboratively to investigate all possible causes of the issue.

The power source is from a PG&E light pole on the north side of the street – across the street from the sculpture. That light pole is powered. There is a relay between the pedestal and the power source (also on the north side of the street and now within the Avalon construction site) that was excavated by Avalon Bay. That run of conduit in the excavated area has been determined to be the source of the disruption. Staff is now pursuing contracts to repair the issue.

HERITAGE PROGRAMS

Visitors

The “Visitors Comparison” records the number of people who visit the Heritage Park and Museums as part of a formal tour or as a walk-in guest. This measurement also includes those who experience the Heritage Park and Museums as a participant in one of the many community events hosted at the site by the City. Tours are also tracked to differentiate between those tours that are a school group or those that are for some other formal or informal community group.

In general, schools do not take field trip during the Fall quarter, however, three groups toured during the last quarter including one scout tour, a group from a Senior Housing Facility and the “Country Collectors” from Livermore.

The City also hosted the following events at Heritage Park and Museums:

- **Harvest Faire:** 600 participants enjoyed the “Cutest Show on Earth”, a petting zoo, tractor-drawn wagon rides, live bluegrass music, and a pumpkin patch with the help of more than 80 volunteers.
- **Holiday Faire:** 300 participants **enjoyed** rustic holiday activities including Merrie Olde Christmas Carolers, jingle-bell wagon rides, traditional winter crafts, vendors and traditional German foods.
- **Holiday Tea:** 80 guests enjoyed a traditional tea service with a menu prepared by Dublin High School Gaels Catering.

VISITORS COMPARISON

Attendance Type	2012					2011				
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL
Adult – Tour	58	158	18	30	234	73	220	76	68	437
Child – Tour	216	466	43	15	725	150	360	45	75	630
Walk-In	60	375	998	418	1,433	87	329	690	426	1532
Special Events	228	1,000	3,000	980	4,228	450	635	2000	1800	4885
Total Visitors	562	1,999	4,059	1,443	6,620	760	1,544	2,811	2,369	7,484
School Tour	6	17	1	0	24	3	18	1	2	24
Community Tour	0	5	5	3	10	2	5	4	3	14
Total Tours	6	22	6	3	34	5	23	5	5	38

Exhibits

“Exhibit Attendance” captures the number of individuals who visit a special exhibit as part of a formal tour, as a walk-in guest, and those who visit during special events when the Museums are open to the public.

SEABEES: Exhibit Attendance

Attendance Type	2012					2011				
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL
Tours	N/A	*883	*38	N/A	921	N/A	N/A	N/A	N/A	
Walk-In	N/A	*998	*375	N/A	1,373	N/A	***524	***221	N/A	745
Special Events	**100	*554	*180	N/A	834	**100	***197	N/A	N/A	297
Total Visitors	100	2,435	593	N/A	3,128	100	721	221	0	1,042

*“ *We Can Build, We Can Fight: The U.S. Navy Seabees in WWII Dublin*” opened in the Murray Schoolhouse on April 29, 2012. This exhibit’s original closing date of July 21, 2012 was extended to September 1, 2012 due to its popularity with the community. The exhibit featured 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 Dublin San Ramon Women’s Club’s local elementary school art contest hangs in the “Little Classroom” March – April.*

*** *The Heritage Center curated the exhibit “Donlon; From Derryshannoge to Dublin” which opened in April and ran through July 2011.*

NA *No exhibits during this time.*

Volunteers

There are currently 60 volunteers on the active Heritage Park and Museums volunteer roster. This group provides approximately 54 volunteer hours per week to support the Museum on a regular basis. The Museum volunteers also contribute to work parties, provide tours, assist at special events and attend monthly meetings. There is also a dedicated group of volunteers that provide specialized work handling and caring for the collections.

The Heritage Park and Museums also receives regular volunteer service from Dublin High School, Dougherty Valley High School, and Foothill High School in Pleasanton. Each of these schools provides twenty-five student volunteers for each of the City’s quarterly events at the Museum.

Interns are also coordinated on a regular basis to work for school credit on a variety of projects to enhance the Museum. Currently, Rita Szollos, a Cal State East Bay History Program is working on developing an interactive website that will show changes to Dublin over time.

Past intern projects have included:

- **Maggie Stockel**, Museum Studies Graduate Program, San Francisco State University, worked on the newly acquired Camp Parks collection to develop the Seabees exhibit.

- **Rita Szollos**, conducted an oral history interview with Carol Kolb Strom and from that, developed a tour for a 4th grade audience.

VOLUNTEER COMPARISON

Volunteer Type	2012					2011				
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL
Volunteer Guild	600	730	756	830	2,086	63	228	120	378	789
Student Volunteer	29	80	20	68	129	18	27	0	27	72
Intern	60	60	20	100	140	60	60	0	60	180
Total Hours	689	870	796	998	3,353	141	315	120	465	1,041

FACILITY RENTALS

St. Raymond Church has been available to the public for private rental since prior to the expansion of the Heritage Park and Museums. The Sunday School Barn became available for private rentals on May 1, 2012. In the Fall Quarter, there were 6 rentals at the Sunday School Barn and thirteen rentals at St. Raymond Church. The dramatic increase of rentals at St. Raymond Church as compared to Fall 2011 is due to a church who is currently using the historic site for their weekly services.

FACILITY RENTALS Comparison

Rental Type	2012					2011				
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL
St Raymond Church	11	6	7	13	37	5	6	1	10	22
Sunday school Barn	0	15	5	6	26	0	0	0	0	0
Total Rentals	11	21	12	19	63	5	6	1	10	22

RECOMMENDATION:

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

CULTURAL ARTS ACTIVITIES - FALL SESSION 2012	Total	Resident	Non-Resident
Adult Tap II	11	7	4
Beginners Belly Dance	5	3	2
Beginning Ballet I & Tap	14	14	0
Beginning Irish Dance	12	8	4
Boogie with Your Baby	4	4	0
Guitar & Bass I	5	5	0
Guitar & Bass II	4	4	0
Guitar & Bass IIA	2	2	0
Hip Hop Dance for Children	14	14	0
Intermediate Irish Dance	6	2	4
International Latin Dancing	2	2	0
Introductin to Drawing	3	3	0
Irish Dance - Teens/Adults	11	2	9
KinderDrama	6	4	2
Kindermusik ™ Wiggle & Grow	12	7	5
Kindermusik ™ Wiggle & Grow	6	5	1
Kindermusik ™ Zoom Buggy	6	3	3
Kindermusik ™ Zoom Buggy	5	4	1
Line Dancing	8	8	0
Little Hands Art Class	6	5	1
Pee Wee Art Time	11	10	1
Pee Wee Art Time	10	10	0
Pre-Ballet	11	11	0
Pre-Ballet II & Tap	13	13	0
Pre-Ballet II & Tap	8	8	0
Twist and Shout with Your Tot	6	6	0
Young Rembrandts FUNdamental Drawing	4	4	0
Grand Total	205	168	37



AGENDA STATEMENT
HERITAGE AND CULTURAL ARTS COMMISSION
MEETING DATE: February 14, 2013

SUBJECT: **Avalon Bay Public Art Project – Public Input**
Prepared by Ann Mottola, Heritage and Cultural Arts Manager

ATTACHMENTS: None

RECOMMENDATION: Recommend up to two Commissioners to take part in Avalon Bay’s Public Art Project video conference review; and choose a date of February 18, 19, or 20, 2013, for the video conference review.

FINANCIAL STATEMENT: None

DESCRIPTION: Avalon Bay is developing a residential development adjacent to the East Dublin BART Station on Iron horse Parkway and Demarcus Boulevard.

As part of their Development Agreement Plan, the developer opted to install public art versus paying the in lieu fee. That proposal will be presented to the Commission in March for review and recommendation to City Council.

While not required of the private developer, they are encouraged to engage the community in the process of public art. To that end, Avalon Bay asked Staff if one or two of the Commissioners would like to review the artwork that has been selected in advance of the formal review and recommendations by the full Heritage and Cultural Arts Commission.

Avalon Bay would like to host a video conference on any one of the following dates: Monday, February 18, Tuesday, February 19 or Thursday, February 21. Avalon Bay is flexible with the time of day of the conference. The recommended Commissioners will be able to access the conference remotely or are welcome to attend from the office of the Heritage and Cultural Arts Manager.

RECOMMENDATION: Staff recommends that Commission recommend up to two Commissioners to take part in Avalon Bay’s Public Art Project video conference review; and choose a date of February 18, 19, or 20, 2013, for the video conference review.

COPIES TO:

ITEM NO: 8.2