



CITY OF DUBLIN  
HERITAGE & CULTURAL ARTS COMMISSION  
MEETING AGENDA

THURSDAY, MARCH 13, 2014, 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 – January 9, 2014**

**STAFF RECOMMENDATION: Approve Minutes.**
5. **WRITTEN COMMUNICATIONS - None**
6. **PUBLIC HEARING - None**
7. **UNFINISHED BUSINESS - None**
8. **NEW BUSINESS**
  - 8.1 **Parks and Community Services Department Work Plan, 2014-2016**

The Commission will receive a report on the Department Work Plan for the next two fiscal years.  
**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 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 (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.*

# HERITAGE AND CULTURAL ARTS COMMISSION

## REGULAR MEETING

### *Draft Minutes*

#### CITY OF DUBLIN

January 9, 2014

The January 9, 2014 Regular Meeting of the Heritage and Cultural Arts Commission was called to order at 7:02 PM at the Dublin Civic Center, Dublin, California, by Chair Vanderpool.

#### **PLEDGE OF ALLEGIANCE**

Chair Vanderpool led the Pledge of Allegiance.

#### **ROLL CALL**

Commissioners (Cm.) Present: Carr, Deets, Iharosi, Minniear, Tutino, Vanderpool

Commissioner Absent: King

#### **ORAL COMMUNICATIONS**

##### **3.1 PUBLIC COMMENTS**

Rich Guarienti, Dublin resident and Heritage Park and Museum Volunteer, commented on the January 9, 2014, Valley Times article about Old St. Raymond's Church at the Heritage Park and Museum. He suggested offering regularly scheduled tours of the Kolb House.

#### **APPROVAL OF MINUTES**

##### **4.1 December 12, 2013**

On a motion by Cm. Tutino, seconded by Cm. Minniear, and by a vote of 4-0-2, with Chair Vanderpool and Cm. Deets abstaining and Cm. King absent, the Commission voted to approve the minutes of December 12, 2013, as presented. Chair Vanderpool and Cm. Deets abstained from the vote as they were absent during the December 12, 2013 meeting.

**WRITTEN COMMUNICATIONS** – None

**PUBLIC HEARING** – None

**UNFINISHED BUSINESS** – None

#### **NEW BUSINESS**

##### **8.1 Election of Officers**

Mr. Paul McCreary, Parks and Community Services Director, presented the specifics of the item as outlined in the Staff Report.

Chairperson Vanderpool opened the floor to nominations for Chairperson.

Vice Chair Carr nominated Cm. Deets as Chairperson. By a vote of 6-0-0 with Cm. King absent, the Commission voted to elect Cm. Deets as Chairperson.

Cm. Vanderpool opened the floor to nominations for Vice Chairperson.

Chair Deets nominated Cm. Iharosi as Vice Chairperson. By a vote of 6-0-0 with Cm. King absent, the Commission voted to elect Cm. Iharosi as Vice Chairperson.

## **8.2 Fall Quarterly Report**

Mr. Paul McCreary, Parks and Community Services Director, presented the specifics of the item as outlined in the Staff Report.

Cm. Vanderpool asked if the Heritage Park and Museum school tours are only for Dublin Unified School District schools. Mr. McCreary stated school tours can be arranged for any interested school, public or private.

Cm. Vanderpool asked how the schools are informed about the Heritage Park and Museum tours. Mr. McCreary stated the tours are promoted directly to the Dublin Unified School District schools as well as Valley Christian School and Quarry Lane School.

Cm. Tutino stated that as a former 3<sup>rd</sup> grade teacher, all the Dublin Unified School District schools are aware and take advantage of the Heritage Park and Museum tour programs. However, Dougherty Elementary no longer participates due to field trip requirements which led to funding issues.

Cm. Tutino asked if the Kolb House is part of the Heritage Park and Museum 3<sup>rd</sup> grade tour. Mr. McCreary stated the Kolb House is included as part of the 4<sup>th</sup> grade tour.

Cm. Tutino commented that she appreciated being given the names of the lead Museum Volunteers so the Commission knows who is leading the different volunteer efforts and programs.

Cm. Tutino asked if it was possible to prepare an informational pamphlet for the Walking Tour so teachers can extend the tour on their own after the organized portion of the tour. Rich Gaurienti, Heritage Park and Museum Volunteer, handed Cm. Tutino an informational pamphlet for the walking tours.

Mr. McCreary stated the Lead Volunteers have been very helpful to Elizabeth Isles, Heritage Center Director.

Cm. Tutino suggested submitting Heritage Park and Museum photos to Diablo Magazine for publicity to promote the facility as a wedding venue. Mr. McCreary stated there are free websites available to register City of Dublin Facilities as alternate options. Cm Tutino further asked if Diablo Magazine would charge the City for a venue publicity photo. Mr. McCreary stated Diablo Magazine would most likely charge for a special section photo in their magazine.

Cm. Minniear asked if the Public Art Selection Committee meeting is a public meeting. Mr. McCreary stated the meeting is open to the public.

Cm. Minniear stated the “Dubliner” is still not working properly. Mr. McCreary stated the light issue is still in the process of being repaired, however one light is now working.

Cm. Minniear asked if the increase in St. Raymond’s Church rentals was primarily due to the church group renting the Church for their congregation services. Mr. McCreary stated the church group rentals is the main reason for the increased in St. Raymond’s Church rentals.

Cm. Tutino asked if is typical to have only 25 people in attendance at the Holiday Concerts. Mr. McCreary stated the Holiday Concerts have had an attendance of 60-70 in the past.

Mr. Guarienti, informed the Commission about the progress being made on the Walking Tour and invited the Commission to take the tour.

Cm. Tutino stated she likes Mr. Guarienti's ideas for expanding the educational aspect of the Walking Tour.

Cm. Minniear stated he enjoyed the Walking Tour. He suggested offering the tour to the Senior Center and Dublin schools.

Cm. Tutino asked if there is a map available that shows where all the historical points of interest and monuments are located. Mr. Guarienti showed the Commissioners documents containing more in-depth information on the historical points.

Cm. Carr asked if the historical information documents could go on the City website so the public has access to the information. Mr. McCreary stated the documents could be incorporated in the Geographical Information System on the website.

Cm. Minniear stated Mr. Guarienti gave a walking tour in the eastern part of Dublin for Naval Hospital Shoemaker.

Chair Deets asked if Intern Riza Szollos's webpage will be part of the City of Dublin website. Mr. McCreary stated Ms. Szollos's webpage will be accessible from the City's website.

## **OTHER BUSINESS**

### **9.1 BRIEF INFORMATION ONLY REPORTS FROM HERITAGE & CULTURAL ARTS COMMISSIONERS AND/OR STAFF**

Cm. Vanderpool stated she attended the Holiday Tea. She suggested using cloth napkins instead of paper napkins. She further mentioned she noticed dry rot on the front steps to the Old Murray School House. Mr. McCreary stated he will look into the matter as the steps were scheduled to be replaced.

Mr. McCreary stated City Council approved the partnership with Camp Parks to move forward with the "Dublin Military History Center". There will be a meeting to go over the next steps and the operational agreement. The City Manager was authorized to approve a contract with a consultant to develop an exhibition plan and a cost estimate.

Cm. Minniear stated Camp Parks will be moving forward with moving the historic Camp Parks entrance sign to the new main gate location. Mr. McCreary stated Camp Parks needs to find funding before they can move the sign. Mr. McCreary stated he will find out if the City is invited to attend the meeting regarding the historic Camp Parks sign. Cm. Minniear further stated he wanted to engage Dublin citizens and the public to help make this project happen.

Mr. McCreary provided program and project updates.

Chair Deets asked if the calendar of events could be emailed to the Commissioners. Mr. McCreary stated he would email the calendar of events to the commissioners.

Cm. Minniear asked what the process is to clean the historical monuments and plaques. Mr. McCreary stated he will look into the matter and report back to the Commission.

Cm. Tutino asked if the Public Art pieces have a record of the history of the art piece. Mr. McCreary stated there are files on many of the art pieces, but not all of them. A complete log of the Public Art pieces is in progress.

Cm. Minniear suggested adding the Public Art log to the City website.

Mr. McCreary passed out flyers for a new writing project, “Dublin Crush”.

Cm. Minniear stated the University of Alaska has love letters from a soldier stationed at Camp Parks.

**ADJOURNMENT**

Being no further business, the meeting adjourned at 8:02 PM.

Respectfully submitted,

---

Jennifer Kransky  
Senior Office Assistant

APPROVED:

---

Chairperson



**AGENDA STATEMENT**  
**HERITAGE AND CULTURAL ARTS COMMISSION**  
**MEETING DATE: March 13, 2014**

---

**SUBJECT:** **Parks and Community Services Department Work Plan, 2014-2016**  
*Report by Paul McCreary, Parks and Community Services Director*

**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 Department Work Plan items proposed for the two-year budget cycle.

***Public Art Collection: Inventory and Maintenance***

In the next two-year budget cycle, Staff proposes to develop an Inventory and Maintenance Plan for the City's Public Art Collection. As the City's collection continues to grow and age, the plan will provide adequate documentation of the artist responsible for the artwork, concept of each piece, fabrication and maintenance requirements. The plan will also develop a timeline for catch-up repairs requiring immediate attention and an ongoing maintenance plan for the collection as a whole. Additionally, Staff will capture and record information for each artwork and enter into the Past Perfect Collections Data Base currently being used for the Kolb and Camp Parks collections. This project will be achieved by using existing consulting services funds to retain a contract conservator to develop a maintenance plan, and recruiting an intern or volunteers to develop the archival database.

---

**COPIES TO:**

**ITEM NO.: 8.1**

### ***Department Marketing Plan Implementation***

In FY 2013/2014 Parks and Community Services Department completed a Department Marketing study to evaluate the effectiveness of the current methods of marketing its programs, and develop a tactical execution plan to identify various ways to improve communications to its customers. Some of the strategies in the execution plan were no cost and are in the beginning stages of being implemented. These include restructuring the website navigation and Activity Guide sections and subsections to better target the primary market segments. As part of the next two-year budget, additional strategies to be implemented include:

- An update and new installation of the recreation software, CLASS, which will allow the department to better capture demographics of its customer base.
- Program Specific Marketing and Promotions Campaigns to developed by a Consultant:
  - Emerald Glen Recreation and Aquatics Complex Marketing and Promotions Plan
  - Summer Camps
  - Heritage Park and Museums

### ***Cultural Arts***

In the past year, the Heritage and Cultural Arts Commission has had several discussions regarding visual and performing arts. In the visual arts discussion, which was a part of an agenda item to address the Public Art Master Plan, the Commission prioritized the need for gallery space within the City. The performing arts were discussed over two Commission meetings that resulted in a prioritization of performing arts with the top five performing art program types as:

- Multicultural Performance/Showcase
- Partnerships with Local Arts Groups
- Arts Festival or Event
- Grassroots Partnerships
- Musical Theatre

There have also been frequent inquiries about the new Center for the Performing Arts and Education at Dublin High School and the potential for the City to facilitate use of that facility. In an effort to support the arts as prioritized by the Commission, Staff proposes the following actions:

- Develop a local arts resource bank of individual artists and arts organizations that will be compiled into a database so that as space becomes available for performances or exhibits, the City is prepared to make a “Call to Local Artists” for participation. This will also be an effective tool to identify the Grassroots arts profile within Dublin. Additionally, when the new theater becomes available to the community, there will be an existing resource available to pursue partnerships.

With regard to the performing arts priorities, while funds are not available to create a new event, splatter, which features “art as entertainment,” will address the following:

- Feature multi-cultural performances: This was the theming for the Main Stage entertainment throughout the day in splatter 2013 and was well received by the community. Staff is committed to continuing partnering with multi-cultural arts groups to provide a diverse line-up of entertainment for this event.
- Engage local art groups in partnerships to provide arts experiences: Tri-Valley Young Performers is a Dublin-based performing arts group that has produced the Back-seat Theatre in partnership with the City.

### ***Camp Parks Collection***

In August 2011, the City received the Camp Parks Collection on permanent loan. Since that time, the City has prioritized preservation and exhibition of the collection. Recently, Camp Parks extended an invitation to the City to enter into a partnership agreement to develop an exhibit in a building at the new gate at the base. The City is currently engaged in developing a partnership agreement for use of the Visitor Center to house a permanent Camp Parks exhibit, using items from the collection. The City will also be retaining a museum consultant to develop the exhibit plan and content for that space.

### ***Conservation Assessment Program Summary – Heritage Park***

In July 2013, the Dublin Heritage Park and Museums was visited by two conservation specialists through the nationwide nonprofit Heritage Preservation's Conservation Assessment Program (CAP.) The program provides museums with funds for professional conservation and advice on how to care for their collections and historic buildings. During the two year budget, Staff will be developing an implementation plan and identifying funding sources.

### ***Development of a Focused Business Plan for Operation of Emerald Glen Recreation & Aquatic Complex***

The opening of the Emerald Glen Recreation and Aquatic Complex is anticipated for summer 2016. As part of the preparation for the operation of the facility, the Department is working with a Consultant to prepare a focused business plan that addresses operational and organizational efficiencies, operational priorities, staffing, and enhancements to programs, services and delivery models. In addition, the Department will identify opportunities for maximizing cost recovery.

### ***Expand Picnic Area Rentals***

The City has several picnic areas available for use by the community. The majority of the picnic areas are available on a first come, first served basis. Currently, the City has one large group picnic area at Emerald Glen Park which can be reserved for small and large gatherings, which is governed by the Emerald Glen Park Group Picnic Area Facility Use Policy. It has been observed that to claim a first come, first serve picnic table someone needs to hold the space early in the morning to ensure the space is held until the start of the event. To offer a better solution, Staff is proposing to add an option to reserve group picnic areas at additional park sites, including Schaefer Ranch Park, Kolb Park and an additional picnic area at Emerald Glen Park. Expanding the number of picnic areas that can be reserved will allow residents greater ease in advance planning and preparing for a picnic event thereby providing a more pleasant picnic use experience.

### ***Coordinate the following Capital Improvement Projects***

The Commission will review the recommended project priorities and make a recommendation to City Council on those projects in April. Tentatively, Staff anticipates completing the following Capital Improvement Projects as part of the upcoming two-year work plan.

- Complete design and construction of the neighborhood park in Jordan Ranch
- Complete design and begin construction of the Recreation and Aquatic Complex
- Complete the design and construction of the lower terrace of Fallon Sports Park
- Complete design and construction of the Cemetery Phase at the Heritage Park
- Begin design of Phase I of the Dublin Crossing Community Park
- Complete design and construction of the Youth Phase of the Dublin Library Expansion Project

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