



CITY OF DUBLIN
HERITAGE & CULTURAL ARTS COMMISSION
REGULAR MEETING AGENDA

THURSDAY, MAY 8, 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 – March 13, 2014**

STAFF RECOMMENDATION: Approve Minutes.
5. **WRITTEN COMMUNICATIONS - None**
6. **PUBLIC HEARING - None**
7. **UNFINISHED BUSINESS - None**
8. **NEW BUSINESS**
 - 8.1 **Winter Quarterly Report**

The Commission will receive a report on the programs, activities and events conducted during the winter of 2014.
STAFF RECOMMENDATION: Receive Report.
 - 8.2 **Performing Arts Grant Funding**

The Commission will receive a report on methods of potentially funding an Arts Grants program.
STAFF RECOMMENDATION: Receive report and recommend to the City Council the preferred method(s) of funding Arts Grants, if any.
 - 8.3 **Appointments to Dublin Crossing Community Park Master Plan Task Force**

The Commission shall select one Commissioner and one alternate to serve on the Dublin Crossing Community Park Master Plan Task Force.
STAFF RECOMMENDATION: Select one Commissioner and one alternate to serve on the Dublin Crossing Community Park Master Plan Task Force.
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

March 13, 2014

The March 13, 2014 Regular Meeting of the Heritage and Cultural Arts Commission was called to order at 7:03 PM at the Dublin Civic Center, Dublin, California, by Chair Deets.

PLEDGE OF ALLEGIANCE

Cm. 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 None

APPROVAL OF MINUTES

4.1 January 9, 2014

On a motion by Cm. Vanderpool, seconded by Cm. Carr, and by a vote of 6-0-0 with Commissioner King absent, the Commission voted to approve the minutes of January 9, 2014, with one amendment.

WRITTEN COMMUNICATIONS – None

PUBLIC HEARING – None

UNFINISHED BUSINESS – None

NEW BUSINESS

8.1 Parks and Community Services Department Work Plan, 2014-2016

Mr. Paul McCreary, Parks and Community Services Director, and Ms. Ann Mottola, Heritage and Cultural Arts Manager, presented the specifics of the item as outlined in the Staff Report.

Cm. Tutino asked about the future public art piece at the Heritage Park and Museums. Mr. McCreary stated the artwork planned at the Heritage Park and Museums is beyond the five-year Capital Improvement Program. Therefore, the details of the art piece have not been determined at this time.

Cm. Tutino asked about the Cemetery Phase at the Heritage Park and Museums. Mr. McCreary stated Staff will be looking at possible improvements for the Cemetery as well as its expansion.

Chair Deets asked if any Heritage and Cultural Arts or Parks and Community Services Commission Members would be on the Master Plan task force for the Dublin Crossing Community Park. Mr. McCreary stated both Commissions will appoint one of their Commission Members to be on the Task Force.

Cm. Carr asked if the Library Community Room would remain available for rental use with the expansion of the Library Technology Room. Mr. McCreary stated both the Community Room and the Program Room would remain available for rental use.

Cm. Minniear asked how the expansion at the Library would affect the storage of the Camp Parks Collection, which is currently stored in the Library's expansion space. Mr. McCreary stated the designated space for the Technology Room does not contain the Camp Parks collection.

Cm. Minniear asked how the planning phase for museum art collections would accommodate growing collections. Mr. McCreary stated the purpose was more focused on what the City should be collecting and how to preserve current collections. However storage should be addressed. Cm. Minniear stated he thinks a discussion is needed to determine where the collections and historical items are being displayed and stored. Cm. Minniear further stated Dublin's history and future events should be documented and asked who would be able to work on such a project. Mr. McCreary stated that as the project it is not on the proposed budget plan, if the Commissioners concurred with the concept it would need to be presented to City Council for approval before determining how to proceed.

Cm. Minniear asked if the City currently has a policy for documenting and retaining artifacts from City events. Mr. McCreary stated the City does not currently have such a policy.

Chair Deets asked if the Commission would be able to form a sub-committee to pursue the process for retaining Dublin's history. Mr. McCreary stated the Commission would need to make a motion and vote to recommend adding the proposed project to the two year work plan for City Council consideration. If the Council concurs with the project then the project would be included in the two-year budget and then a sub-committee could be formed to help provide recommendations to the larger Commission.

On a motion by Cm Minniear, seconded by Cm. Vanderpool, and by a vote of 6-0-0 with Commissioner King absent, the Commission voted to recommend including a project in the upcoming two-year budget to identify the historical collections the City should be maintaining; processes for managing the collections; and, the impacts that may have, such as funding, storage and staffing.

The Commission went on to discuss projects related to the two-year work plan.

Chair Deets stated Advanced Management Services (AMS) Consulting Incorporated will be sending an invitation to the Commission to attend the ribbon cutting for the Dublin Unified School District Performing Arts Center.

Chair Deets informed the Commission that the two non-profit groups who received funding from the City, Civic Symphony and Livermore Valley Opera, have served over two thousand students at multiple schools.

Chair Deets asked if the City has developed a funding source for performing arts grants. Mr. McCreary stated a funding source has not been identified at this time. A report will be presented to the City Council in May 2014.

Vice Chair Iharosi asked how Emerald Glen Park will be affected when the Recreation & Aquatic Complex is under construction. Mr. McCreary explained how the construction is anticipated to affect the Park.

Cm. Minnear asked if there will be Public Art at the Recreation & Aquatic Complex. Ms. Mottola stated a selection panel was just held for the Public Art. Mr. McCreary added the Public Art will not be located inside the building, but rather outside in the park plaza.

Vice Chair Iharosi asked if Dublin Preschool at Emerald Glen would be closing due to the construction of the Recreation & Aquatic Complex. Mr. McCreary stated the preschool would be relocated to Fallon Sports Park this summer. A future phase at Emerald Glen Park would include a permanent structure for the preschool.

Vice Chair Iharosi asked if the Dublin Preschool is operated by City Staff, and Mr. McCreary said yes.

Cm. Minnear asked if the local arts resource bank that Staff is developing would be used to find potential groups to utilize the Performing Arts Center at Dublin High School, should the space become available for community use. Ms. Mottola stated the local arts resource bank would be a tool used to contact the local artists and organizations for possible future events as well as for common interest purposes amongst the artists themselves.

Cm. Minnear commented that groups other than performing artists could also take advantage of an opportunity to use a facility such as the Performing Arts Center. Ms. Mottola stated the building would probably not be limited to performing arts groups only. Mr. McCreary added that the Dublin Unified School District has indicated the Performing Arts Center will be used for both arts and education.

Chair Deets asked if the City has any funds allocated for construction of the Performing Arts Center. Mr. McCreary stated the City has contributed \$300,000 towards enhancing the facility for community use.

Chair Deets stated he would like Dublin Unified School District to put together an advisory board of community members in order to receive input from the community. Cm. Tutino stated that Chair Deets can go before the School Board with his request. Mr. McCreary added AMS Consulting is developing a business plan for Dublin Unified School District to operate the Center.

Cm. Tutino reiterated that the Performing Arts Center should engage more than just performing artists and include visual arts. Mr. McCreary stated that Staff may be able to host an event for artists that will inspire a variety of artists to come forward.

Cm. Tutino asked if expansion of the Heritage Park and Museum school tours would be included on the Parks and Community Services Department Work Plan, 2014-2016. Mr. McCreary stated Staff is currently working on expanding the school tours, although it is not listed on the PCSD Work Plan.

Cm. Minnear asked if the historical plaques in the City are considered Public Art. Ms. Mottola stated the plaques can be included with the public art lists to ensure they are maintained and cleaned regularly.

Chair Deets asked the Commission about interest in serving on the subcommittee for the historical needs project discussed earlier. Mr. McCreary restated the subcommittee cannot be formed at this time as the project has not been formally approved. Upon approval in the next two-year budget it will be brought back to the Commission to appoint subcommittee members.

Cm. Minnear asked about the process needed to re-evaluate the Heritage District Specific Plan, since a new subdivision is proposed adjacent to the Heritage Park and Museums. Mr. McCreary stated the City Council would initiate a study to evaluate what has changed since the original Specific Plan was adopted. McCreary indicated however that the changes and impacts mentioned are more relevant to the Park Master Plan, which is currently being updated, and will be presented to the Commission at a future meeting.

OTHER BUSINESS

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

Cm. Vanderpool reported she attended the Speaker Series in Pleasanton where Cm. Minniear spoke. She'd like to see Dublin have a similar event.

Cm. Carr congratulated Cm. Minniear on his Mayor's award.

Cm. Carr reported that she was appointed by Alameda County's First District Supervisor, Scott Haggerty, to the Alameda County Arts Commission. Cm Carr stated the Alameda County Arts Commission is partnering with Alameda County Library in offering free art events through the "Tell Your Story" program.

Chair Deets reported he attended the Dublin Crush and the Persimmon Groundbreaking events and is planning to attend the St. Patrick's Day Green and White Gala held at the Shannon Community Center on Friday, March 14, 2014.

Cm. Tutino complimented Ms. Mottola on a well-run Public Art Selection Panel for the Emerald Glen Recreation and Aquatic Complex.

Cm. Carr asked about the progress on repairing the lights on The Dubliner art piece. Ms. Mottola explained that the artist is working towards repairing the issues within the next month. Cm. Carr asked if the artist has had similar issues with his previous lighted sculptures. Ms. Mottola stated the Dubliner was the first sculpture the artist used this particular type of light.

Mr. McCreary informed the Commission of the new Recreation Coordinator hired for special events and marketing efforts, Mr. Greg von Schottenstein.

Ms. Mottola provided program and project updates.

ADJOURNMENT

Being no further business, the meeting adjourned at 8:34 PM.

Respectfully submitted,

Jennifer Kransky
Senior Office Assistant

APPROVED:

Chairperson



AGENDA STATEMENT
HERITAGE AND CULTURAL ARTS COMMISSION
MEETING DATE: May 8, 2014

SUBJECT: **Winter Quarterly Report**
Prepared by Ann Mottola, Heritage and Cultural Arts Manager

ATTACHMENTS: 1. Cultural Arts Classes Registration Report – Winter 2014

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 program of offerings for youth and adults in the disciplines of music; dance; fine arts; and visual and performing arts. The Division also provides a variety of programs at the Heritage Park and Museums to support education and stewardship of the City's historic collections. The following report is a summary of programs conducted during Winter 2014.

CULTURAL ARTS CLASSES

Cultural Arts Classes provide a unique social setting for meeting new people or sharing cultural arts experiences with friends and family members. The variety of classes offered provides opportunities for community members of all ages to attempt new experiences or refine current artistic and performance skills. Classes are taught by contracted specialty instructors and are typically offered from four to eight weeks in duration.

A total of 266 participants registered for Cultural Classes during Winter 2014. There was a small decrease in overall registration as compared to Winter 2013, largely due to fewer ballroom classes as compared to those held in Winter 2013; however, overall class enrollment in other classes increased slightly. The sculpture classes in particular have continued to grow in popularity and enrollment since last year. Youth dance programs including Irish Dance, Pre-Ballet and Tap, continue to be mainstays of the cultural arts classes offered.

COPIES TO:

ITEM NO: 8.1

Attendance Type	2014	2013	2012	2011	2010
Resident	210	226	168	223	305
Non Resident	56	56	37	78	105
Total Registration	266	282	205	301	410
Classes Held	38	41	27	35	51
AVG Registration per Class	7.2	6.9	7.6	8.6	8.0
Classes Offered	81	84	36	62	60
Cancellation Rate	53%	51%	25%	44%	15%

PUBLIC ART PROGRAM

CITY – Emerald Glen Recreation and Aquatic Complex

- On February 22, 2014 the Public Art Selection Committee, comprised of members designated by the City Council, convened to review public art proposals for the Emerald Glen Recreation and Aquatic Complex. Todji Kurtzman’s proposal, “The Spirit of Alamilla Spring,” was selected for recommendation to the City Council and Commission by a consensus.

CITY – “Dubliner”

- The City has completed extensive re-wiring of the data lines required to operate the lighting at the “Dubliner.” The repair has been a highly technical and complex process, involving the efforts and coordination of multiple product vendors and contractors. Seven of the eight lights are functional and operating. The final aspect of the repair before the lights can be re-programmed is the diagnostics of one of the lights that remains inoperative.

PRIVATE DEVELOPER – Essex

- The public art by artist Eric Powell for the Essex property, Connolly Station, was approved by City Council at their January 21, 2014 meeting. Installation is scheduled for June of this year.

CULTURAL PROGRAMS

In the past quarter, two exhibits were held in the Little Classroom of the Murray Schoolhouse:

- “**Dublin CRUSH**,” an exhibit of love letters, hand-crafted valentines, short stories, photographs, poems, and essays about the people, places and things that are loved within the City of Dublin, was held February 9 – March 3, 2014. The exhibit included a total of 50 unique works from 43 contributors, ranging in age from 5 to 79. An opening reception was held on Thursday, February 13, 2014 with approximately 108 guests in attendance.
- The **Dublin San Ramon Women’s Club** exhibited a Student Art Contest March 5 – 19, 2014. This was the 22nd year of the contest which was open to all students in the cities of Dublin and San Ramon. The artwork exhibited that presented a variety of mediums including oil, watercolor, chalk, pencil, crayons and photography. Approximately 100 visitors viewed the exhibit.

HERITAGE PROGRAMS

EXHIBITS

“Exhibit Attendance” captures the number of individuals who visit an 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. For this reporting period, **“Keep Calm and Merry On: Holidays on the Home Front,”** which opened on December 1, 2013, was on display through January 12, 2014. The Museum also hosted the “Dublin CRUSH” and San Ramon Women’s Club exhibits.

EXHIBIT ATTENDANCE

Attendance Type	2014					2013				
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL
Tours	N/A				N/A	N/A	389	N/A	65	454
Walk-In	246				246	N/A	193	N/A	618	811
Special Events	N/A				N/A	100	457	N/A	*32	589
Total Visitors	246				246	100	1,039	0	715	1,854

N/A No City-sponsored exhibits during this time.

VISITORS

“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. New to the grid is a line to separately indicate the visitors and participants who attend the Music Jams that take place six days per month. A line has also been added for the Cultural Programs and exhibits that are located at Heritage Park.

VISITORS COMPARISON

Attendance Type	2014					2013				
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL
Adult – Tour	47				47	59	78	49	10	196
Child – Tour	201				201	161	311	30	55	557
Walk-In	516				516	455	915	349	618	2,337
Special Events	N/A				N/A	0	1,100	50	1,058	2,208
Total Visitors	764				764	675	2,404	478	1,741	5,298
School Tour	6				6	6	13	0	0	19
Community Tour	3				3	1	2	4	4	7
Total Tours	9				9	7	15	4	4	26

VOLUNTEERS

Museum Volunteers. There are 66 people who are actively volunteering at the Heritage Park and Museums. Volunteers are grouped by interest and may choose to participate in a variety of specialized work groups including: Docents/Greeters, Collections and Archives, Gardeners, Walking-Tours and Tractor Volunteers. Museum Volunteers are coordinated by Staff and contribute approximately 54 volunteer hours per week during regular Museum hours. Also during the Winter quarter:

- Museum Volunteers provided 74 hours of volunteer service for the Tea Room at the St. Patrick’s Day Festival. This venue is coordinated annually by the Heritage Museum Director and hosted by the Heritage Park and Museum Staff and Volunteers.
- The Garden Volunteers, led by Jim and Sue Farr, have organized a number of work parties where they have given the rose garden new life, weeded and pruned throughout the park.
- Rich Guarienti has been researching the historic district surrounding the Heritage Park and Museums over the past year and has developed a “Historic Walking Tour.” The walking tour, which is on paved level ground, takes about one hour and the loop is less than one mile. Walkers will visit the site of Michael Murray’s and John Green’s homes, the Rasmussen and Neidt ranches (where the Tee-Pee Diner once stood), to Mape Memorial Park and onward.

Student Volunteers. The Heritage Park and Museums receives regular volunteer service from Dublin High School, and Dougherty Valley High School in San Ramon. Students provided 70 hours of volunteer service for the Tea Room at the St. Patrick’s Day Festival and an additional 30 hours assisting with documentation of the collection.

Interns are also coordinated on a regular basis to work for school credit on a variety of projects to enhance the Museum. However, there were no intern projects this Winter.

VOLUNTEER COMPARISON

Volunteer Type	2014					2013				
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL
Museum Volunteer	531				531	622	531	696	853	2,702
Student Volunteer	100				100	43	114	309	203	669
Intern	N/A				N/A	0	33	60	120	213
Total Hours	631				631	665	678	1,065	1,176	3,584

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 Winter quarter, there were 8 rentals at the Sunday School Barn and 19 rentals at St. Raymond Church.

FACILITY RENTALS Comparison

Rental Type	2014					2013				
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL
St Raymond Church	19				19	20	16	21	17	74
Sunday School Barn	8				8	3	0	8	3	14
Total Rentals	27				27	23	16	29	20	88

RECOMMENDATION:
receive the report.

Staff recommends that the Heritage and Cultural Arts Commission

CULTURAL ARTS ACTIVITY REGISTRATION WINTER 2014

ACTIVITY	TOTAL REGISTRATION	DUBLIN RESIDENTS	NON- RESIDENTS
Acoustic Guitar Mix	5	4	1
Animal Kingdom, its a jungle out there!	3	1	2
Argentine Tango	3	3	0
Ballet 1	7	7	0
Beginning Ballet I & Tap	9	9	0
Beginning Irish Dance	14	11	3
Boogie with Your Baby	3	3	0
Combo Ballet/Tap	9	9	0
Creating Ceramic Sculptures	4	4	0
Creating Ceramic Sculptures	5	4	1
Creative Movement	5	5	0
EverPro Kids-Magic of Acrylics on Canvas	1	1	0
EverPro Kids-Realistic Drawing and Painting	6	6	0
EverPro Kids-Realistic Drawing and Painting	5	5	0
Fun Sculpting for Kids	6	5	1
Fun Sculpting for Kids	2	2	0
Fun Sculpting for Kids	9	9	0
Fun Sculpting for Kids	3	3	0
Give me a "C" for Cheerleading	10	6	4
Guitar & Bass I	7	6	1
Hip Hop Dance for Children and Tweens	8	8	0
Hip Hop Dance for Children and Tweens	7	6	1
Intermediate Irish Dance	8	7	1
International & American Latin	1	1	0
Irish Dance - Teens/Adults	11	4	7
KinderDrama	8	4	4
Kindermusik (TM) Wiggle & Grow with Siblings	10	6	4
Kindermusik (TM) Wiggle & Grow with Siblings	6	3	3
Kindermusik (TM) Wiggle & Grow with Siblings	8	4	4
Kindermusik Village - Feathers	10	9	1
Kindermusik Wiggle & Grow: Up in the Sky & Wild Animal Park	13	9	4
Little Hands Art Class	5	4	1
On Track To Diablo	15	12	3
Pre-Ballet	9	5	4
Pre-Ballet and Creative Dance	8	4	4
Pre-Ballet I & Tap	12	12	0
Twist and Shout with Your Tot	6	4	2
Young Rembrandts - FUNdamental Drawing	5	5	0
TOTAL REGISTRATION	266	210	56



AGENDA STATEMENT
HERITAGE AND CULTURAL ARTS COMMISSION
MEETING DATE: May 8, 2014

SUBJECT: **Performing Arts Grant Funding**
Prepared by Ann Mottola, Heritage and Cultural Arts Manager

ATTACHMENTS: None

RECOMMENDATION: Receive report and recommend to the City Council the preferred method(s) of funding Arts Grants, if any

FINANCIAL STATEMENT: None

DESCRIPTION: During the 2013 Human Services grant cycle, significant community interest by regional arts groups in grant funding from the City of Dublin prompted the City Council to ask Staff to investigate methods of potentially funding Performing Arts Grants, including exploring the option of using the Public Art Fund for that purpose.

Staff has explored several options in response to Council's request, as well as recommendations for a potential grant program that might be developed in the future.

Funding Options

- **Public Art Fund**
After considerable research by the City Attorney's Office, Staff does not recommend that the Public Art Fund should be considered as a funding mechanism for a grant program. The City Attorney's opinion concluded:

"The City's Public Art Ordinance and Master Plan both clearly tie the purpose of public art fees to physical beautification in the City. The California courts have determined that this type of fee program is a legitimate use of a city's power, because they are similar to typical land use regulation of the look and feel of development. Because funds already collected by the City were collected for the purpose of acquiring tangible art, the fees must be utilized solely for those purposes. Although the City has the power to modify its Code and Master Plan to allow for non-tangible arts grants, the change would essentially transform the fee into an "exaction" that would be subject to the more stringent "reasonable relationship test." This

COPIES TO:

ITEM NO: 8.2

would potentially expose the City to substantial legal risk should a developer choose to oppose the fee.”

In light of the City Attorney’s opinion, Staff has developed several potential funding mechanisms. Should the City Council direct Staff to implement a grant program, Staff recommends consideration of the following elements of the program: the grants are not limited to performing arts, but are accessible for visual arts and other cultural programs that could potentially serve the Dublin community; and Programs funded or supported through grants take place wholly in the City of Dublin Community. Additionally Staff would recommend that a target budget threshold be achieved before granting of funds.

- **Funding Campaign**

A potential option for funding is to create a local fund-raising campaign inviting residents to contribute on a voluntary basis, with a recommended minimum contribution. This could be a playfully branded campaign promoted through the Activity Guide, the City website and the Vertical Response e-mail database. The Vertical Response database has approximately 17,000 unique e-mails. In general, the response to this type of solicitation campaign is .5% - 2.5%. If 1% of those registered e-mails responded, a \$5.00 donation per e-mail would yield \$850.

- **Cultural Arts Classes Surcharge – Flat Rate**

Another mechanism for funding is a surcharge on registrations for Cultural Arts Classes. This would be built into the administrative fee structure and included in the total class fee, rather than be indicated as a separate fee. Since class fees range from \$50 to \$595, Staff recommends developing a scale ranging from \$1 to \$5, depending on the base fee. The average number of registrations in the last two fiscal years is 1,729. The minimum estimated revenue through this funding mechanism is approximately \$1,700 per fiscal year.

- **Cultural Arts Classes Surcharge - Percentage of Cultural Arts Classes Revenue**

The average revenue for Cultural Arts Classes for the last two fiscal years is \$140,820. Each 1% of this revenue source redirected to a cultural arts grant fund would yield approximately \$1,400.

Non-Monetary Support

In addition to these funding options, Staff has identified other means of providing support to art groups that are not monetarily-based. This includes grants of City resources to support cultural programs. Examples of non-monetary support include:

- Marketing and Promotions via the Activity Guide and Vertical Response
- Exhibit Space in the Little Classroom, City Hall Lobby
- Performance Space at the Sunday School Barn and Shannon Community Center
- Cultural Event Space at park locations

This type of program would require creation of guidelines that evaluate the measured value of the support provided in trade for City sponsorship status. Guidelines would also ensure content of supported projects are consistent with the goals and values of the City and Parks and Community Services Department.

RECOMMENDATION: Staff Recommends the Heritage and Cultural Arts Commission Receive report and recommend to the City Council the preferred method(s) of funding Arts Grants, if any.



AGENDA STATEMENT
HERITAGE AND CULTURAL ARTS COMMISSION
MEETING DATE: May 8, 2014

SUBJECT: **Appointments to Dublin Crossing Community Park Master Plan Task Force**
Prepared by Rhonda Franklin, Administrative Analyst

ATTACHMENTS: None

RECOMMENDATION: Select one Commissioner and one alternate to serve on the Dublin Crossing Community Park Master Plan Task Force

FINANCIAL STATEMENT: None

DESCRIPTION: On April 15, 2014 the City Council approved the formation of a Dublin Crossing Community Park Master Plan Task Force.

The 30-acre Dublin Crossing Community Park will be centrally located in Dublin at the intersection of Dublin Boulevard and the future Scarlett Drive extension on a portion of the current Camp Parks property. The park will be developed over three phases with 10-acres developed in each phase. The master planning process is scheduled to be completed in Fiscal Year 2014-2015.

The purpose of this Task Force is to provide input and direction on the development of a comprehensive Dublin Crossing Community Park Master Plan. The Task Force will be charged with the following tasks:

- Identify the recreational needs of the residents who reside in the immediate vicinity of the park.
- Identify the recreational needs of the overall Dublin community who will be served by the park.
- Identify the recreational facilities, both passive and active, that should be included in the park.
- Identify the park and recreational amenities that should be included in each phase.
- Ensure that the park is designed in accordance with the standards contained in the Park and Recreation Master Plan.

The Task Force will be comprised of the following representatives:

COPIES TO:

ITEM NO: 8.3

- Community Members at Large (15)
- Commissions and Committees
 - Heritage and Cultural Arts Commissioner (1)
 - Parks and Community Services Commissioner (1)
 - Senior Center Advisory Committee Member (1)
 - Youth Advisory Committee Member (1)
- Agency Partners
 - SunCal Development (1)
 - Alameda County Surplus Property Authority (1)
 - Camp Parks Garrison Command (1)
- Non-Profit Organizations
 - Valley Children’s Museum (1)
 - Youth Sports Organizations (2)
 - Adult Sports Organization (1)

Staff anticipates the Task Force will convene in July 2014.

Staff is seeking recommendation of a Heritage and Cultural Arts Commissioner to serve on the Public Art Selection Committee, as well as an alternate in the event the selected member is not available.

RECOMMENDATION: Staff recommends the Heritage and Cultural Arts Commission select one Commissioner and one alternate to serve on the Dublin Crossing Park Master Plan Task Force.