

HERITAGE AND CULTURAL ARTS COMMISSION

REGULAR MEETING

Minutes

CITY OF DUBLIN

May 8, 2014

The May 8, 2014 Regular Meeting of the Heritage and Cultural Arts Commission was called to order at 7:00 PM at the Dublin Civic Center, Dublin, California, by Chair Deets.

PLEDGE OF ALLEGIANCE

Cm. Carr 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

Mr. Rich Guarienti, Dublin Resident and Heritage Park and Museums Volunteer, stated he attended the Planning Commission Meeting on April 29, 2014. Mr. Guarienti learned that the Antone Schoolhouse would be repurposed to create a new structure and has some concerns regarding the loss of history of the Schoolhouse due to the transformation. Mr. Guarienti voiced his displeasure that the Antone Schoolhouse options were not discussed with the Heritage and Cultural Arts Commission, Parks and Community Services Commission, Dublin Historic Preservation Association or the City Historian prior to the Planning Commission Meeting.

Chair Deets asked if the Heritage and Cultural Arts Commission could receive a copy of the Staff Report regarding Wallis Ranch. Mr. McCreary, Parks and Community Services Director, stated the Commission would be provided a copy of the Staff Report.

Cm. Minniear also asked why the Heritage and Cultural Arts Commission was not informed about the Antone Schoolhouse before the report was presented at the Planning Commission Meeting. Mr. McCreary stated he will look into the matter and report back to the Commission. Cm. Minniear asked that the Developer's current plans for the Schoolhouse be included in the report.

APPROVAL OF MINUTES

4.1 March 13, 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 March 13, 2014 as presented.

WRITTEN COMMUNICATIONS

None

PUBLIC HEARING

None

UNFINISHED BUSINESS

None

NEW BUSINESS

8.1 Winter Quarterly Report

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

Cm. Minniear asked about the 50% cancellation rate in the Cultural Arts classes. Ms. Mottola stated the high cancellation rate is due more to the fact that additional classes are being offered on various days and times to find the target market availability, rather than a loss of interest from the customers.

Cm. Minniear asked about the total registrations in the 2014 being significantly less than in 2010. Mr. McCreary, Parks and Community Services Director, stated the classes offered may have been categorized differently in 2010.

Cm. Minniear asked about the number of volunteer hours being 91 hours less than last year. Ms. Mottola stated the volunteers were scheduled differently in 2013, with an extra volunteer shift during the week.

Cm. Minniear suggested Staff include the revenue for facility rentals in the Quarterly Reports to see how much the rentals are bringing into the City. Mr. McCreary stated revenues by program area are not typically included in Quarterly Reports to Commissions. However, if there is a value to the Commission to have the revenue information, Staff can look into including revenues in the Quarterly Reports.

Chair Deets asked if all the rentals are of equal value. Ms. Mottola stated rentals are not all the same value as they may be booked for different lengths of time and the fees vary based on their classification, as defined in the rental policy. Mr. McCreary stated the rental fees charged cover the facility attendant(s) and some of the costs incurred by the City. The rentals are not a large source of revenue. The Heritage Park and Museums facilities are viewed more as program space, rather than a rental source.

Cm. Minniear stated that given the information that the Heritage Park and Museums is not viewed as a main rental facility for large revenue, including the rental revenues and finances is not necessary for the Quarterly Report to the Commission. Mr. McCreary stated Staff is working on a Business Plan that will cover cost recovery by program area and will be presented to the Commission. Cm. Minniear withdrew his request to view the finances in the Quarterly Reports in light of the Business Plan information.

8.2 Performing Arts Grant Funding

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

Cm. Minniear asked for clarification on what City Council asked of Staff in regards to the Performing Arts Grant Funding. Ms. Mottola stated City Council asked Staff to find a source for Performing Art Grant Funding; specifically if it was possible to access the Public Art Fund.

Chair Deets informed the Commission that a few performing arts groups applied for grant funding from the City. City Council and Staff stated the current funding source was only for the purpose of human services. The interest by regional arts groups prompted City Council's request for Staff to look into a separate source of funding for performing arts.

Chair Deets asked, in regards to the Cultural Arts Classes Surcharge options, if someone who did not want to contribute to the Art Fund would have an opportunity to opt out. Ms. Mottola stated a customer would not have the option to opt out. Mr. McCreary, Parks and Community Services Director, stated if this option is approved, it would be a policy of the City Council on the fee schedule and would be a required fee.

Chair Deets commented that space for community groups to come together is an important issue.

Cm. Minniear asked if there are currently any prohibiting factors that prevent art groups from using City facilities. Ms. Mottola stated that if an art group requested to use a facility, the City has a fee policy currently in place that would have to be followed. Ms. Mottola stated the Arts Grant Fund Program would be a separate policy that specifically identifies the purpose of art uses. Cm. Minniear asked if the grant of facility space would be similar to an exception to the facility use policies. Mr. McCreary stated it would be a more defined policy for City Council to allow the approval of a waiver for groups that meet certain guidelines.

Cm. Tutino asked what criteria Staff would use to approve a grant of space. Ms. Mottola stated the main criteria for the program would be that the organization was either based in Dublin or would serve the Dublin community and have IRS Non-Profit status. The program would permit the City the ability to review the content being performed or displayed in order to ensure it is appropriate for programs the City would hold. Mr. McCreary added Staff would closely follow the policy for the existing human services grant program.

Chair Deets commented that Dublin has many talented children that end up attending programs outside of Dublin because there isn't a local program or location for them. Chair Deets stated that it is important for Dublin children to have places in Dublin to perform and the support of their home city.

Cm. Carr suggested requiring some statistical information from the organizations applying for the Art Grant, such as the percentage or number of people in the Dublin community who participate in the organization or attend their performances.

Ms. Mottola stated the Art Grant Program would create a dynamic that would allow the City to make more partnerships.

Cm. Minniear suggested that Staff have a simple and easy process for groups to apply for the Art Grant so as not to inadvertently eliminate groups that are starting out or who lack experience with these types of applications and procedures. Ms. Mottola stated that if City Council agrees to proceed with Art Grant Program, the criteria would be presented to the Heritage and Cultural Arts Commission for review and input.

Cm. Minniear asked if other communities provide grant money for the arts. Chair Deets stated the City of Pleasanton provided \$5,000 to the Opera and Dublin did as well in 2013. Cm. Minniear further asked how the City was able to provide the grant to the Opera in 2013. Mr. McCreary stated it was provided through the existing Community Grant Program which focuses on human services.

Chair Deets informed the Commission that different organizations such as the Dublin Lions Club and the Dublin Rotary Club also provide grants as well, and for more than just art.

Cm. Carr asked if the City would have a Grant Approval Committee if the Art Grant Program is approved. Mr. McCreary stated there would be subcommittee that would present their recommendation to the Heritage and Cultural Arts Commission, for recommendation to City Council.

Chair Deets asked if some of the new or less experienced organizations could participate in the City's current Grant Training Program held once a year. Ms. Mottola stated that the organizations could attend

the Grant Training Program. Ms. Mottola stated that this program would be a great way to do a community outreach as well.

Cm. Minniear commented that the Funding Campaign should be seen as an opportunity to partner with other organizations, should they choose to sponsor or contribute to the grant. Mr. McCreary stated when the Youth Fee Assistance Program first started Staff reached out to Dublin organizations for an opportunity to be an inaugural sponsor.

Chair Deets asked for clarification on the Cultural Arts Classes Surcharge options. Mr. McCreary stated only one surcharge option would be implemented, either the flat rate option or the percentage option based on City Council direction.

Cm. Minniear commented that he liked the idea of granting space and resources. Cm. Minniear also stated that with the Cultural Arts Classes Surcharge options, he feels it is unfair to ask those that have already paid for cultural arts classes to also contribute to a fund that will offer cultural art programs for those that will not be paying. He prefers the Funding Campaign as he thinks many organizations and corporations would be willing and would want to donate to the Art Grant Fund.

Cm. Tutino stated she agrees with Cm. Minniear. With the Cultural Arts Classes Surcharge options, the nominal charge may still affect customers' ability to register for classes. Cm. Tutino does not think the amount of money that could be collected from this option would be enough to outweigh the negatives.

Cm. Carr stated she likes the Funding Campaign and the Cultural Arts Classes Surcharge-Percentage options.

Chair Deets asked for clarification on which art groups would be eligible to receive the grant. Mr. McCreary stated, if City Council agrees to proceed with the Art Grant, Staff would propose that the grant be available for all types of Dublin based art groups and not limited to performing arts groups.

Cm. Minniear commented that he agrees that the Art Grant would be better for the community if it were for all art groups, rather than only performing arts groups.

Chair Deets commented that performing arts groups do not have places to perform in Dublin as the arts are currently geared to visual and historical arts.

Vice Chair Iharosi suggested that Staff could hold an annual event in which the ticket sales proceeds would go toward the Art Grant Fund. Ms. Mottola stated adding an event is different than a campaign. Mr. McCreary stated that the cost to bring in additional staff for an art event would make turning a profit at the event difficult. Mr. McCreary also stated the downside of a funding campaign explaining that it takes Staff time to replenish the funds.

Cm. Minniear suggested making a condition of the grant that a portion of admission fees, if any, be given back to the Art Grant Fund. Mr. McCreary stated there would be a financial statement required as part of the proposal that could take this suggestion into consideration.

Chair Deets stated by offering an art group facility space for their performance or exhibit, they are not receiving "free money" as they are providing a service to the Dublin community in exchange for the facility space.

Cm. Minniear stated that he would like to amend his previous suggestion and to have a condition of the Grant of Space require a portion of the admission fees be given back to the Art Grant Fund. Ms. Mottola gave an example of how the City's direct costs could be recouped.

Chair Deets asked if Staff looked at how other cities in the Tri-Valley have recouped costs with their program. Ms. Mottola stated Staff did research how other cities recoup costs.

Cm. Minniear retracted his suggestion for collecting a portion of the admission fees and instead suggested having a donation box available for the Arts Grant Fund.

Cm. Tutino commented that with the surcharge options it feels like the City is "nickel and diming" the participants. Cm. Tutino asked if customers would know there is a surcharge on the class fees. Mr. McCreary stated customers would not be aware of the surcharge as it would be built into the fees. Cm. Tutino further asked if Staff foresees the surcharge affecting registrations. Mr. McCreary stated the amount of the surcharge would determine the effects on registration.

Chair Deets commented that performing arts groups generally recover about 50%-60% of their costs in ticket sales and the remaining costs are covered by grants.

Cm. Carr stated she likes the Funding Campaign option the most, the Cultural Arts Classes Surcharge Percentage option and then the Non-Monetary Support options.

Cm. Vanderpool stated she likes the Funding Campaign option, the Cultural Arts Classes Surcharge Percentage option and the Non-Monetary Support options. Cm. Vanderpool asked if Staff would be able to get sponsors as well. Ms. Mottola stated that would be part of the Funding Campaign.

Vice Chair Iharosi stated she likes Funding Campaign option and the Non-Monetary Support options.

Chair Deets stated he likes the Funding Campaign option, the Cultural Arts Classes Surcharge Percentage option and the Non-Monetary Support options

Cm. Minniear stated he prefers the Funding Campaign option and the Non-Monetary Support options.

Cm. Tutino stated she also prefers the Funding Campaign option and the Non-Monetary Support options. Cm. Tutino commented that the marketing and promotion resources offered through the Non-Monetary options would save organizations quite a bit of money they would otherwise need to spend to do their own marketing.

Cm. Minniear stated that the Commission unanimously likes the Funding Campaign option and the Non-Monetary Support options. However, the Commission is evenly split on the Cultural Arts Classes Surcharge Percentage option.

Cm. Carr commented that with funding campaigns they need to be done every year and some organizations or corporations can become tired of donating and it can be hard to predict how much money would be received. Ms. Mottola stated Staff can take steps to help increase the success of the campaign by inviting organizations to a Grant Workshop or coordinating the timing with the Alameda County Art Commission grant process.

Chair Deets asked about the process for starting the Art Grant Fund Program. Ms. Mottola stated as part of the proposal, Staff would need to discuss what type of program could be successfully implemented. Mr. McCreary stated Staff would need to look at how much Staff time would be needed and alternative ways to fund the program other than from the General Fund.

Cm. Minniear commented that a funding campaign does not have to be run by City Staff alone or need to fundraise each year. Ms. Mottola stated that it is not unusually for grant programs to fundraise every other year.

Cm. Carr asked if the Commission could recommend that the Cultural Arts Classes Surcharge Percentage option be reduced from 1% to 0.5%. Cm. Minniear commented that he doesn't feel a surcharge is fair and it does not raise very much money. Cm. Minniear added that a surcharge can vary greatly depending on how many people register for classes.

Cm. Tutino asked what will be taken to City Council regarding the Art Grant Fund. Mr. McCreary stated at this time City Council will only receive a copy of the minutes of the Commission Meeting.

Cm. Minniear asked if all the funding options will be presented to City Council. Mr. McCreary stated Staff will present the options the Commission recommended but will also present the alternative options if requested by City Council.

On a motion by Cm. Minniear, seconded by Cm. Carr and by a vote of 6-0-0, with Cm. King absent, the Heritage and Cultural Arts Commission unanimously voted to recommend that the Arts Grant Funding include a funding campaign component to include both public and private participation, non-monetary support and that there be a cultural arts class surcharge consideration.

Mr. McCreary stated the Staff Report regarding the Art Grant will go to City Council at a future meeting. A copy of the report will be given to the Commission prior to the meeting.

8.3 Appointments to Dublin Crossing Community Park Master Plan Task Force

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

Cm. Tutino asked if the Dublin Historic Preservation Association (DHPA) will have a representative on the Task Force. Mr. McCreary stated the DHPA was not one of the groups included by City Council as a part of the Task Force composition. However, members of the DHPA could apply to be a part of the Task Force as a Community Member at Large.

Vice Chair Iharosi asked if the Task Force meetings would conflict with any Commission Meetings. Mr. McCreary stated the Task Force and Commission meetings would not conflict with each other.

On a motion by Cm. Carr, seconded by Cm. Vanderpool, and by a vote of 6-0-0 with Cm. King absent, the Commission voted to select Vice Chair Iharosi as the representative and Cm. Minniear as the alternate for the Dublin Crossing Park Master Plan Task Force.

OTHER BUSINESS

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

Vice Chair Iharosi reported that she attended the Eggstravaganza Event. She commented that it was an amazing and well organized event. Vice Chair Iharosi suggested that Staff look into options that would prohibit the children from removing the treat in the eggs and leaving the shells behind. She suggested increasing the event hours as the lines to participate in the different activities were long.

Chair Deets reported that he attended the Grand Opening of Passatempo Park. He commented that he heard many positive comments on the play area's foamy surface. Chair Deets also reported that he attended the Community Car Show and the City Council Meeting on May 6, 2014.

Cm. Minniear reported he attended the Dublin Farmers' Market. He informed the Commission that Non-Profit Organizations had the opportunity to be there and patrons needed to visit each Non-Profit booth in order to receive their free Farmer's Market Money. Cm. Minniear thought this was a great idea to promote Non-Profit Organizations. Cm. Minniear commented that many residents were unaware of the Heritage Park and Museums location.

Cm. Tutino stated she was glad to hear that the Public Art Recommendation for the Emerald Glen Recreation and Aquatic Complex (EGRAC) was well received by City Council. Ms. Mottola stated artist Mr. Todji Kurtzman was approved for the Public Art at the EGRAC and the retaining of the other artists in a pre-approved pool was also approved.

Ms. Mottola stated she is working with members of the Pleasanton Art League to schedule times they can hold exhibits at the Heritage Park and Museums. Cm. Carr commented that Staff should clarify with the Pleasanton Art League on the display plans. Ms. Mottola stated the details of the art displays are still being discussed.

Cm. Minniear asked if it would be possible to include an art component at the Farmers' Markets. Mr. McCreary stated the City has an agreement with the Growers Association which allows Staff to have a limited number of auxiliary events with the Farmer's Market. Therefore, it may be possible to have an art component, but Staff needs to be judicious with the events.

Chair Deets reminded the Commissioners of the training by the California Association of Park and Recreation Commissioners & Board Members being held on May 17, 2014.

Ms. Mottola provided program and project updates.

ADJOURNMENT

Being no further business, the meeting adjourned at 8:45 PM.

Respectfully submitted,

Jennifer Kransky
Senior Office Assistant

APPROVED:

Chairperson