



Cultural Arts Commission Agenda

May 11, 2010 – 6:00 p.m.

Regular Meeting

Evelyn Lawrence
Chair

Allan Stark
Vice Chair

Daniel Davis
Commissioner

Thea Bullock
Commissioner

Elizabeth Dewey
Commissioner

William Heaton
Commissioner

Marsha Mulrone
Commissioner

Procedures for Addressing the Cultural Commission

Any person who wishes to speak regarding an item on the agenda or on a subject within the City's jurisdiction during the "Oral Communications" portion of the agenda should fill out a "Speaker Request Form" and give it to the recording secretary BEFORE that portion of the agenda is called.

The Cultural Arts Commission encourages free expression of all points of view. To allow all persons the opportunity to speak, please keep your remarks brief. If others have already expressed your position, you may simply indicate that you agree with a previous speaker. If appropriate, a spokesperson may present the views of an entire group. To encourage all views, Cultural Arts Commission discourages clapping, booing or shouts of approval or disagreement from the audience.

PLEASE SILENCE ALL PAGERS, CELL PHONES, AND OTHER ELECTRONIC EQUIPMENT WHILE COMMISSION IS IN SESSION.

Special Accommodations

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Services Department at (714) 993-8184. Notification 48 hours prior to the meeting will generally enable City staff to make reasonable arrangements to ensure accessibility.
(28 CFR 35.102.35.104 ADA Title II)

Copies of all agenda materials are available for public review in the Office of the City Clerk. Persons who have questions concerning any agenda item may call the Community Services Department, (714) 993-8184, to make inquiry concerning the nature of the item described on the agenda.

In compliance with Senate Bill 343, any writings or documents provided to a majority of the City Council regarding any item on this agenda that are not exempt from disclosure under the Public Records Act will be made available for public inspection at the City Clerk's Office at City Hall, 401 East Chapman Avenue, Placentia, during normal business hours.

City of Placentia
401 E Chapman Avenue
City of Placentia, CA 92870

Community Services
Department
Phone: (714) 993-8184
Fax: (714) 961-0283
Website: www.placentia.org

Cultural Arts Commission

May 11, 2010

REGULAR MEETING

6:00 p.m. – Community Meeting Room

MEETING CALLED TO ORDER

ROLL CALL: Chair / Commissioner Lawrence
Vice Chair / Commissioner Stark
Commissioner Bullock
Commissioner Davis
Commissioner Dewey
Commissioner Heaton
Commissioner Mulrone

PLEDGE OF ALLEGIANCE

ORAL COMMUNICATIONS

At this time the public is invited to address the Cultural Arts Commission concerning any agenda item, which is not a public hearing item or other items under the jurisdiction of the Cultural Arts Commission.

COMMISSIONER COMMENTS AND REPORTS

The purpose of these reports is to provide information on projects and programs that are discussed at sub-committee meetings. No decisions are to be made on these issues. If a Commission member would like formal action on any of the discussed items, it will be placed on a future Commission Agenda.

CULTURAL ARTS AGENDA

1. **Approval of Minutes** – April 13, 2010.
2. **Downtown Merchant Association** - Commissioner Stark to provide update on any recent meeting developments.
3. **Photo Contest** – Commission to judge 2010 Photo Contest entries.
4. **Branding Efforts-** Commission to explore different concepts and contest ideas.
5. **Budget Updates-** Staff to provide any changes in budget matters.

6. **Placentia Community Foundation** – Staff to provide an update on any recent developments.
7. **Concerts in the Park** – Subcommittee to provide any recent updates regarding Concerts in the Park.
8. **Agenda Building and Meeting Schedule** – Commission to review agenda items and schedule upcoming meetings.

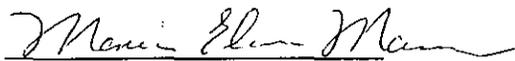
STAFF COMMENTS

ADJOURNMENT

The Cultural Arts Commission Adjourn to a Regular Meeting on Tuesday, June 8, 2010 at 6:00 p.m. in the front conference room, located at City Hall, 401 E. Chapman Avenue, Placentia.

CERTIFICATION OF POSTING

I, Maria Elena Maurer, Recording Secretary of the Cultural Arts Commission, hereby certify that the Agenda for the May 11, 2010 meeting of the Cultural Arts Commission was posted on May 6, 2010.



Maria Elena Maurer
Recording Secretary

MINUTES - PLACENTIA CULTURAL ARTS COMMISSION
REGULAR MEETING OF APRIL 13, 2010
COMMUNITY MEETING ROOM

The regular meeting was called to order at 6:00 p.m.

ROLL CALL Present: Davis, Dewey, Heaton, Mulrone, Stark
Absent: Bullock, Lawrence
Staff: Mike Kudron, Community Services Manager
Felipe Zambrano, Community Services Coordinator

PLEDGE OF ALLEGIANCE – Commissioner Stark led the Commission on the Pledge of Allegiance.

ORAL COMMUNICATIONS – None in attendance.

COMMISSIONER'S COMMENTS AND REPORTS – Commissioner Stark stated that Commissioner Lawrence was not able to attend the meeting and she had called him to request that he chair the meeting tonight.

1. **Approval of Minutes** – March 9, 2010

MOTION by Commissioner Dewey to approve the minutes of March 9, 2010 as submitted; **SECOND** by Commissioner Heaton, **MOTION CARRIED 5-0-2-0** (Bullock, Lawrence Absent).

2. **Downtown Merchant Association** - Commissioner Stark reported that he attended the Merchants' Association meeting this morning. Three items were discussed that would be of interest to the Commission. 1) A proposal to refurbish the back of the buildings that would be facing the Metrolink platform and having a rear entrance into the businesses. 2) A multi-level parking structure that is being proposed on the vacant lot off of Crowther, and 3) Making Santa Fe and Bradford up to Main Street, a one-way street to allow for better traffic flow and allowing the sidewalks to be enlarged so that restaurants may use the sidewalk for outdoor dining. The Merchants also approved the Farmers' Market that will be set up on Main Street. Approximately 12 vendors will be participating; the Merchants have designated a booth space for the City to promote events/activities and this will be ideal to promote the upcoming Concerts in the Park and the Photo Contest. Staff Kudron clarified that the City is the organizer of the Farmers' Market, not the Merchants. It is hoped that once the Farmers' Market is established, that the Merchants will be able to take over and a partnership will be developed. The Farmers' Market will take place every Saturday from 9:00 – 1:00 p.m. beginning on May 22, 2010. Commissioner Stark added that the multi-level parking structure will break ground in January 2011.
3. **Photo Contest** – Staff Zambrano was asked how many entries had been received for the Photo Contest. He responded that two had been received. Commissioner Stark mentioned that there were a couple of options. Put out more flyers or should the contest be eliminated for not enough participation. After some discussion, it was suggested that a minimum number of entries be established.

MOTION by Commissioner Heaton to set a minimum number of entries for the Photo Contest to ten (10), otherwise cancel the contest; **SECOND** by Commissioner Mulrone. **MOTION CARRIED by VOICE VOTE 4-1-0-2** (Dewey No), (Bullock, Lawrence Absent).

4. **Branding Efforts** – Commissioner Stark stated that he had not come up with any ideas regarding branding. Commissioner Heaton suggested that Chair Lawrence set up a subcommittee that can dedicate the time to come up with ideas. He suggested that Commercial/Graphic Design Instructors from Cal State Fullerton and Chapman University be contacted to ask for student participation on this effort.
5. **Budget Updates** - Staff Kudron reported that all departments had submitted their budgets and even though it is not the final approved budget, the Cultural Arts Commission's budget for 2010-11 will cover all of their planned activities. Commissioner Stark stated that this is not only a reflection of Staff's knowledge of the Commission's efforts in meeting its budget, but also acknowledging the hard work and the success of events like Concerts in the Park, Capes, and the Holiday Celebration. He expressed his thanks to his fellow Commissioners and to staff for a team effort.
6. **Kettle Corn Vendor** - Staff Zambrano stated that the kettle corn vendor has contacted him via e-mail a few times to discuss the money owed from the Concerts in the Park. He is not able to pay the full amount owed, but plans to make payments until paid in full. As mentioned before, the Health Department will not be approving his permits until he takes care of the \$700.00 debt. Commissioner Stark mentioned that he was not aware the Health Department could hold approval of permits due to non-payment and that they only could monitor quality of food. Staff Zambrano responded that the kettle corn vendor was acting as a non-profit, and as such, he is responsible to meet his obligations as part of being issued a health permit. Staff Kudron added that this vendor did not respond to phone calls from the City until the Health Department withheld other permits and suggested that this vendor not be used on future events. Commissioners were in agreement and will leave it up to staff.
7. **Goals & Objectives** - Staff Zambrano indicated that he had e-mailed the Commission's Goals & Objectives for 2009-10 to be reviewed by the Commissioners. The intent now is to review and update them for fiscal year 2010-11. Discussion took place regarding the Goals and Objectives including an idea to consider having a youth representative on the Commission in an effort to bring a young perspective. Commissioner Mulrone stated that since young people are not getting involved in city management, it would be a good idea to offer the opportunity to the youth of our community. Another goal that was discussed included adding a tab/link in the City's website to direct people to "what to do in Placentia." Staff Kudron stated that the new City website will soon be launched. The new site will be much easier to navigate and it could be possible to add a tab. Staff Zambrano read each of the 2009-10 Goals & Objectives and all Commissioners present agreed to maintain this list for 2010-11.

MOTION by Commissioner Stark to roll-over the current 2009-10 Goals & Objectives with minor changes to the fiscal year 2010-11; **SECOND** by Commissioner Heaton and **CARRIED** by a **5-0-2-0 VOICE VOTE** (Bullock, Lawrence Absent).

8. **Concerts in the Park** - Staff Zambrano reported that all contracts to the selected bands were mailed out today. Letters will also go out this week to previous non-profit food

vendors to invite them to participate in this year's concerts including the Merchants Association. Commissioner Stark asked if the placement of the vendors had been determined by staff. Staff Zambrano responded that this will be determined in a few weeks with a visit to the park. Commissioner Mulrone stated that she had re-typed the suggestions discussed regarding the craft vendors and had sent it to Chair Lawrence for her review. Staff Zambrano stated that Commissioner Lawrence will not be able to serve on the craft vendor sub-committee. Commissioner Mulrone indicated she can take care of this portion. She will need the craft vendor list from the Heritage Festival.

After further discussion, it was agreed that craft vendors will be charged \$25 per concert or \$150 for the whole series. Crafters will also be limited to 4-5 vendors per concert. The food vendors will be limited to four per concert including: 2 main food vendors, 1 kettle corn vendor, and 1 shaved ice vendor. Each food vendor will be charged \$50 per concert. Commissioners Heaton stated that the funds raised could possibly be used to purchase a weekly advertisement in the local paper to advertise the concert and the non-profit selling food items. Commissioner Davis stated that a 3x10' banner would cost \$3/s.f. and the ability to change part of the banner would run \$1.50/s.f. Staff Zambrano added that the City has already a banner that is placed at the entrance to the park, but this information will be helpful for other banner possibilities.

Commissioner Dewey advised that she had already received sponsored certificates from Kenos. Staff Kudron added that a credit union was interested in sponsoring one of the concerts and wanted to know the sponsorship levels available. Commissioner Heaton will follow up and call this group.

9. **Agenda Building and Meeting Schedule** – The next Cultural Arts Commission to be held on Tuesday, May 11, 2010 at 6:00 p.m. Next month's items will be the same with the removal of Kettle Corn Vendor and Goals & Objectives. An update of the Placentia Foundation will be added.

Commissioner Heaton reported that the Mayor's Gala has been postponed to a future date.

STAFF COMMENTS – Staff Zambrano informed the Commissioners that Chair Lawrence had talked to him and indicated that her husband was extremely sick and was being admitted to the hospital for treatment.

ADJOURNMENT - There being no further business, a **MOTION** by Commissioner Heaton to adjourn to the regular meeting on Tuesday, May 11, 2010 at 6:00 p.m., **SECOND** by Commissioner Dewey, **MOTION CARRIED 5-0-2-0** (Bullock, Lawrence Absent). The meeting adjourned at 7:08 p.m.

Maria Elena Maurer, Recording Secretary
Cultural Arts Commission