

MINUTES - PLACENTIA CULTURAL ARTS COMMISSION
REGULAR MEETING OF SEPTEMBER 14, 2010
COMMUNITY MEETING ROOM

The regular meeting was called to order at 6:02 p.m.

ROLL CALL Present: Davis, Dewey, Mulroney, Stark
Absent: Bullock, Heaton, Lawrence
Staff: Steve Pischel, Director of Community Services
Mike Kudron, Community Services Manager
Felipe Zambrano, C.S. Coordinator

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

ELECTION OF NEW OFFICERS -

Commissioner Stark opened the nominations for the Chair position.

Commissioner Dewey nominated Commissioner Lawrence for the Chair position, Second by Commissioner Davis. Nominations were closed.

MOTION by Commissioner Dewey to appoint Commissioner Lawrence for the Chair position;
SECOND by Commissioner Davis and **CARRIED** by a **4-0-0-3 VOICE VOTE** (Bullock, Heaton, Lawrence Absent).

Commissioner Stark opened the nominations for the Vice-Chair position.

Commissioner Davis nominated Commissioner Stark for the Vice-Chair position, Second by Commissioner Dewey. Nominations were closed.

MOTION by Commissioner Davis to appoint Commissioner Stark for the Vice-Chair position;
SECOND by Commissioner Dewey and **CARRIED** by a **4-0-0-3 VOICE VOTE** (Bullock, Heaton, Lawrence Absent).

ORAL COMMUNICATIONS – City Treasurer, Chad Wanke was in attendance. He introduced himself and indicated he was running for City Council and wanted to familiarize himself with what the Cultural Arts Commission deals with.

COMMISSIONER'S COMMENTS AND REPORTS – Commissioner Stark expressed an interest to change the Commission's meetings to other than the second Tuesday of the month and/or changing the time. Staff Kudron indicated that the meetings are set by Resolution. Staff Pischel added that the recommendation to make any changes would have to go to City Council for consideration and approval.

1. Approval of Minutes – June 8, 2010

MOTION by Commissioner Davis to approve the minutes of June 8, 2010 as submitted;
SECOND by Commissioner Mulroney, **MOTION CARRIED 4-0-0-3** (Bullock, Heaton,

Lawrence Absent).

2. **Concerts in the Park** - Commissioner Davis reported that the concert series was a huge success and many positive comments by the audience were received. Staff Zambrano indicated that attendance numbers were 1,500 to 900; Einstein Brown concert drew the highest number. He will provide a summary report at the next meeting. Commissioner Stark extended the Commission's thanks to all the "red shirts" and commented that they do a great job. Commissioner Davis added that Miss Placentia and her court stood out with their red aprons.
3. **Measure W Ballot Measure** – to be discussed last on the agenda.
4. **Budget Updates** – Staff Kudron indicated that he will be able to provide an update at the next meeting that will include concert proceeds and a financial summary of all the accounts. There is still approximately \$3,800 remaining in the trust and agency account. Staff Zambrano added that all the food vendors had submitted payment, including the new Kettle Corn vendor.
5. **CAPES Program** - Commissioner Davis indicated that the deadline for teachers to submit their application will be the end of October as previously agreed. Staff Zambrano will bring the applications to the next meeting to be updated. Staff Kudron stated that the subcommittee can meet to approve the application prior to the next Commission meeting so that they can be mailed out the end of September. There is approximately \$4,000 that was raised strictly for CAPES.
6. **Heritage Festival & Parade** - Staff Kudron reviewed the activities planned for this year's Heritage Festival to be held on Saturday, October 9, 2010. Commissioner Dewey stated that she had attended a Heritage Committee meeting and they had requested that the Commission help with the parade registration the day of. This volunteering commitment will start at 7:30 a.m. Commissioner Mulrone will be able to help. Staff Kudron added that for the second year in a row, the beer garden will be part of the event. This year it has been relocated to the picnic shelters at Tri-City Park to be closer to the festivities.
7. **Winter Holiday Celebration** – Staff Kudron indicated that this event had been cut from the City's budget. The Commission had agreed to try and keep this event through fundraising efforts. The amount collected at the concerts for this effort only raised about \$250.00; another \$250 may be expected through Ruby's Diner food sales at the Heritage Festival. Certain components of the event could possibly be donated through Visions Lighting, and the actual event cost of \$4,000 may be able to be reduced in half if additional contributions are received. Chad Wanke mentioned that his church was interested in helping with the event.

After some discussion, it was decided that staff will bring a revised budget and a confirmation of those groups willing to donate towards this event to be discussed at the next meeting. Staff Wanke mentioned that as part of the Placentia Foundation Board, this event had been discussed and the Foundation will be able to contribute towards this event next year once its non-profit status has been finalized. Staff Pischel also mentioned that the Commission could consider using monies from the trust and agency account to supplement the balance of sponsorships received. Overall, last year's event included the sponsorship from Visions Lighting and Lee Castner's sound equipment that was more than

\$10,000 total event cost. The subcommittee will meet prior to the next meeting and bring back a recommendation to the Commission.

3. **Measure W Ballot Measure** – Staff Pischel stated that Measure W will be on the ballot to be voted on November 2. This measure is a language modernization of the Utility Users Tax that has not been updated since 1970. This maintains the UUT at its current rate of 3.5%, but because the language is outdated, it could be challenged and the City would not be able to collect the approximate \$800,000 in revenue it currently receives. This goes directly into the General Fund to pay for essential city services and without these revenues, city service levels may have to be cut.

8. **Agenda Building and Meeting Schedule** – Items for next agenda: Concerts in the Park Update, Heritage Festival Commission participation, CAPES, and Winter Holiday Event.

STAFF COMMENTS – Staff Pischel congratulated the Commissioners on the successful conclusion of the Concerts in the Park Series. People in the community look forward to it every summer and it is a program that the whole family can enjoy. Staff Kudron also reported that Movies at the Park was a very successful program as well with average attendance of 500.

ADJOURNMENT - There being no further business, a **MOTION** by Commissioner Davis to adjourn to a special meeting on Tuesday, September 21, 2010 at 6:00 p.m., to discuss possible Commission meetings change; **SECOND** by Commissioner Mulroney, **MOTION CARRIED 4-0-0-3** (Bullock, Heaton, Lawrence Absent) The meeting adjourned at 7:00 p.m.

Maria Elena Maurer, Recording Secretary
Cultural Arts Commission