

**CITY OF PORTERVILLE ARTS COMMISSION**

**March 26, 2014**

**5:30 p.m.**

**City Hall - Hamamatsu Conference Room**

**291 N. Main Street**

**Porterville, California**

**AGENDA**

- 1. Call to order and Roll Call**
- 2. Oral/Written Communications from Public**
- 3. Arts Commission Minutes of February 26, 2014  
Re: Adopt minutes of Arts Commission meeting**
- 4. Long Range Work Plan – continued discussion**
  - 1) Discussion on City Council Presentation**
  - 2) Discussion on implementation of first set of goals**
- 5. Discussion to assign Commission liaisons to the following arts groups:**
  - 1) Theatrical/Performing arts**
  - 2) Visual/Graphic**
  - 3) Music**
  - 4) Youth**
- 6. Next Meeting Scheduled for April 23, 2014**
- 7. Other Matters**
- 8. Adjourn**

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Arts Commission Meeting  
February 26, 2014  
Minutes

Members present: Judy Holloway, Deana Worthington, Brenda Carrasco, Monte Reyes and Mel Gosage.

Excused: Joan Givan

Staff Present: Brad Dunlap, Christina Tank and Carolina Gamboa

Members of the Public: none

**Item No. 1 – WELCOMING REMARKS AND INTRODUCTION**

The meeting was opened by Monte Reyes at 5:33 p.m. Monte Reyes wanted to make sure that everyone received their Agenda packets twice, once via email and once via postal mail. It is decided to bring this topic up in the Other section of this meeting. Mel Gosage wanted on the record that his last name is spelled G-O-S-A-G-E as his last name on his place card was accidently misspelled.

**Item No. 2 – ORAL/WRITTEN COMMUNICATIONS**

There were no oral or written communications.

**Item No. 3 – ARTS COMMISSION MINUTES OF JANUARY 22, 2014**

**COMMISSION ACTION**

MOVED by Mel Gosage and SECONDED by Deana Worthington to accept the minutes for January 22, 2013 as written.

AYES: 5  
NOES: 0  
ABSENT: 1  
No Discussion.

**Item No. 4 – LONG TERM PLAN – CONTINUED DISCUSSION**

Monte Reyes asked for any questions or comments on the final draft that the Commissioners received of the Long Range Work Plan. There were none from the other Commissioners but he wanted to clarify that the One-Year Goals, Liaison Section, that those are generalized examples of who the Arts Commission want to connect with so that when he presents this item to the City Council so that he is clear on what the Arts Commission decided for this section.

### **Item No. 5 – SURVEY - REVIEW**

Monte Reyes asked if there were any questions regarding the Student Survey. Brad Dunlap asked if there had been any discussion with regard to coordinating with the Youth Commission. Monte Reyes replied that there had not been any discussion and that he is in agreement that it should be presented to them. Brad Dunlap offers for City Staff to contact the Parks and Leisure Department to see when they are meeting so that someone from the Arts Commission could attend and make a presentation to help circulate this survey to the youth in the community. Monte Reyes asked Brenda Carrasco, since she is the Youth Representative in the Arts Commission, if she'd like to attend the next Youth Commission meeting with him to present the Student Survey. She agreed to attend and asked when the next meeting was. Monte Reyes indicated that he wished to attend after they presented the Long Rage Work Plan to the City Council and that it's his understanding that they meet at the beginning of each month. They agreed to figure it out.

### **Item No. 6 – COMMISSIONER TERMS**

Judy Holloway asked if there had been anything received from the public regarding the vacancy. Carolina Gamboa replied that she had been in contact with the City Human Resources Department and there has been no applications submitted. Judy Holloway informed the Commission that she let the Arts Association know of the vacancy on the Arts Commission and also contacted a few authors she knows to see if they would like to represent the Literary Community portion of the Art Community.

Brad Dunlap mentioned that the expiration date of Deana Worthington and Monte Reyes are listed incorrectly on the sheet everyone had. It should read 2017 instead of 2014.

Deana Worthington asked Brad Dunlap if there was a possibility of serving again after the two consecutive terms are fulfilled. Brad Dunlap replied that it's his understanding that it's not the intent of the term limits for a prior Commissioner to serve repeatedly, that his understanding is that there be new people to serve. He further answered that if there seems to be no interest in the vacant spot, the Commission can bring forth to the City Council an item to change the bylaws to reflect that a prior Commissioner can serve again if they so choose. Monte Reyes asked for clarification on the organization of the Art Commissioners and that his understanding was that each original three (3) members that were appointed by City Council and were representative of certain aspects of the Art Community and that the other members later appointed were also assigned certain aspects of the Art Community. He wants to know if this is still the way it is to be organized so that everyone would know what kind of Art is missing and that he wants everyone to be understanding it the same way he is. Brad Dunlap replied that it is referenced in the newly amended Ordinance that the aspects each Commissioner represents is still there and that it is a must that when someone applies for a position on the Arts Commission that they must indicate what aspect of art they represent. Mel Gosage offered to be representative of any aspect he is needed. Brad Dunlap stated that the Commissioners can designate an aspect to each person and it doesn't have to be restrictive to their aspect, that there can be overlaps. Monte Reyes asked

if the Arts Commission gives recommendations to the City Council on any applications received and Brad Dunlap replied that most commissions stay neutral. He further explained that this is handled by the City Clerk's department and that the city staff that represent each commission are not given applications to review, and they don't have input on any of them or anything having to do with that situation. Monte Reyes said that they would have to decide which aspect each person represented among themselves. Brad Dunlap said that this topic can be put on the next Agenda for the Commissioners to choose liaison responsibilities.

#### **Item No. 7 – NEXT MEETING SCHEDULE**

The next meeting is scheduled for March 26, 2014.

#### **Item No. 8– OTHER MATTERS**

Mel Gosage brought up the topic of staff sending the Agenda packets two ways, via email and via postal mail. Deana Worthington requested that she continue to receive both a hard copy via postal mail and an email copy, and everyone else requested an email version. She will let staff know that when this request changes to her wanting an email version only.

Judy Holloway asked about getting an insert into the water bills. Brad Dunlap said to wait until the Long Range Work Plan is approved by the City Council and then they can start discussing specifics regarding the marketing issues. He also gives a brief statistic on the amount of households in Porterville and the number of accounts connected to city water. Monte Reyes indicated that this kind of insert would need to be paid for, as would a flyer included in the Chamber Newsletter. Deana Worthington wanted to look into this as she thinks that if the flyer is supplied to the Chamber then there is no charge. Mel Gosage asked how open everyone is to having the public come and sit in on an Arts Commission meeting as he thinks this would be beneficial. Monte Reyes would like to wait until all vacancies are filled and when it is the Commissioners are planning something so it's an interesting meeting. He indicated that this is where Item No. 2 Oral Communications comes into action as this is the only time a member of the public can speak. Brad Dunlap lets them know that the agendas for the Arts Commission are public knowledge as they are posted online on the City website, on the doors of City Hall and they are sent out as an email to people who have signed up as interested in City meetings. Everyone agreed that the newspaper would be a good resource when they are ready to have article written and the meetings noticed. Mel Gosage expressed interest in being the contact person with the Porterville Recorder when the Commissioners are ready.

Brad Dunlap announced that he is retiring from the City of Porterville and his last day will be April 4<sup>th</sup>. He expressed his pleasure in working with all the Commissioners and thanked them for their service on the Arts Commission. Everyone on the Arts Commission wished Brad well with his future endeavors and thanked him for all his help in establishing the Arts Commission.

#### **Item No. 9 – ADJOURN**

Meeting adjourned at 6:10 p.m.

ARTS COMMISSION AGENDA: MARCH 26, 2014

SUBJECT: LONG RANGE WORK PLAN

SOURCE: COMMUNITY DEVELOPMENT DEPARTMENT

COMMENT On February 26, 2014, the Arts Commission approved the Long Range Work Plan. The Chairman of the Arts Commission attended the City Council meeting of March 18, 2014 and presented the plan. The City Council unanimously approved the Long Range Work Plan for the Arts Commission.

The task before the Commission now is to move forward with implementing the plan. Staff is seeking the Commission's input on the development of the first measures.

RECOMMENDATION: That the Arts Commission discuss how to implement the first set of goals of the Long Range Work Plan.

ATTACHMENTS: 1) Long Range Work Plan

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Item No.   4

ARTS COMMISSION  
LONG-TERM WORK PLAN

**One (1) year goals:**

- Support local arts organizations and artists
  1. Continue to identify artists
  2. List events on Art Commission's Calendar
- Raise awareness of the arts in the community through communication and marketing
  1. Directory – set goal to ----- printed copy
  2. Insert in City of Porterville's utility bill
  3. Marketing on website
  4. Collaborate with Chamber of Commerce
- Assess existing arts facilities and encourage future facility development
  1. Use business license data information to identify facilities such as parks, schools, and venues where events can be held
- Liaison with other agencies (local, county, state, and national)
  2. Arts Consortium
  3. Quilters Guild
  4. Sub-committee will identify State & National groups

**One (1) to Two (2) year goals:**

- Create partnership with local businesses
  1. Share directory with local businesses
  2. Display art at different businesses
  3. Approach businesses to advertise in directory
- Facilitate partnerships between schools and the community;  
Create arts and cultural events to involve participation from all schools; and  
Partner with the local colleges to bring art into the community and to enhance arts students' education
  1. Organize a City of Porterville sponsored Arts Exhibit (Spring) targeting PUSD, BUSD, and Porterville City College
  2. Organize Art Showcase

**Two (2) to Three (3) year goals:**

- Conduct needs assessments of the community as it relates to arts and culture
  1. Map points of interest (i.e. Murals, Statues, Museums, etc.)
- Expand Arts opportunities and programming to increase economic impact
  1. Increase art appreciation and awareness in the community

**Three (3) year goals:**

- Develop a community-wide approach to funding and resources
  1. Request “specific event” grants from local businesses
  2. Seek monetary support from public and other agencies
  3. Request funds from City Council

ARTS COMMISSION AGENDA: MARCH 26, 2014

SUBJECT: LIAISON CONTACT LIST

SOURCE: COMMUNITY DEVELOPMENT DEPARTMENT

COMMENT: On February 26, 2014, the Arts Commission committed to develop a liaison contact list in the areas of theatrical/performing arts, visual/graphic arts, music and youth. Each commissioner will be appointed to serve as the direct contact person in their area of expertise.

RECOMMENDATION: That the Arts Commission:

- 1) Direct staff as to who will be designated as the liaison person for each area of the arts; and
- 2) Direct staff to compile and distribute a list to the Arts Commission and post on the website.

ATTACHMENTS: None

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Item No. \_\_\_5\_\_\_