

CITY OF PORTERVILLE ARTS COMMISSION

February 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 January 22, 2014
Re: Adopt minutes of Arts Commission meeting**
- 4. Long Term Plan – continued discussion**
 - 1) Discuss and finalize Long Term Plan to present to City Council
On Tuesday, March 18, 2014**
- 5. Survey – review**
 - 1) Student Survey**
 - 2) Entertainment Survey**
- 6. Commissioners Terms -
Re-Appointment of three commissioners' terms,
Joan Givan, Monte Reyes, and Deana Worthington

New Commissioner Appointment.**
- 7. Next Meeting Scheduled for March 26, 2014**
- 8. Other Matters**
- 9. Adjourn**

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Arts Commission Meeting
January 22, 2014
Minutes

Members present: Judy Holloway, Deana Worthington, Brenda Carrasco, Monte Reyes and Joan Givan.

Absent: Alex Schooler
Excused: Mel Gosage

Staff Present: Lupe Diaz, 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 5:30 p.m. Monte Reyes thanked everyone for coming.

Item No. 2 – ORAL/WRITTEN COMMUNICATIONS

There were no oral or written communications.

Item No. 3 – ARTS COMMISSION MINUTES OF DECEMBER 18, 2013

COMMISSION ACTION

MOVED by Joan Givan and SECONDED by Judy Holloway to accept the minutes for December 18, 2013 as written.

AYES: 5
NOES: 0
ABSENT: 2
No Discussion.

Item No. 4 – LONG RANGE PLAN – CONTINUED DISCUSSION

Monte Reyes touched base with everyone on the Long Range Work Plan, asked if everyone had read the draft bullet points. He asked for thoughts on each point and each point was discussed. Judy Holloway would like more detail in the directory. Lupe Diaz explained that the directory is only as detailed as the artist information received. Judy Holloway mentioned having a printed version of the directory and Lupe Diaz replied that once the directory is finished then it can definitely be a printed option, that it can be a future goal of the Arts Commission. Discussion is had as to why the Arts Association isn't a part of the Arts Commission and it is explained that they are their own entity. Monte Reyes brought up the suggestion that a flyer be sent out with the

City water billing as that will reach the most people. Brenda Carrasco asked about marketing and whether or not that is an option. Lupe Diaz agreed that eventually this could happen. Discussion of collaborating with the Chamber of Commerce is had and it is agreed to continue doing so. Deana Worthington mentioned the Community Showcase event that the Chamber holds during the Spring and that it might be important to support this event or be a part of it. Monte Reyes suggested a map of places of interest in Porterville that can be handed out or available on the website, citing the statues and murals and other art that is available in Porterville. Regarding bullet point #5 from the One-year Goals section, it is stated that Joan Givan is already attending the Arts Consortium meetings and that helps fulfill this objective. It is also agreed to try and form a subcommittee to identify other state and national groups or agencies to connect with. Groups like the Quilters Guild, Weavers Guild and Poetry society, and others, are thrown out to possibly connect with. Joan Givan and Deana Worthington offered to do some research on this topic. A reminder that if any Commissioner knows about an event an email should be sent to a member of City staff so it can be placed on the website.

COMMISSION ACTION

MOVED by Deana Worthington and SECONDED by Judy Holloway to remove bullet point #6 from the One-year Goals section: "Develop long-term vision and strategy, including action plans for visual and performing arts." from the draft Long Range Work Plan.

AYES: 5

NOES: 0

ABSENT: 2

No Discussion.

Monte Reyes brought up the suggestion that the Commissioners consider asking businesses if they are open to displaying art inside their business locations, up on the wall or in the windows and such. Judy Holloway gave an example of a business on Main Street that already does this and agreed that there are probably quite a few businesses in town that would be open to doing this, if approached. Brenda Carrasco asked what the Art Walk was and it was explained to her, along with the dates, times and locations. It is agreed that they would form a partnership with businesses that would like to display art through the Artist Directory that the Arts Commission is creating. Monte Reyes mentioned the idea of advertising businesses and artists on the printed version of the directory. Deana Worthington gave the idea of having a small advertisement (i.e. a line mention) for those businesses that display local artists in their store for free and a larger advertisement could be purchased.

It is agreed to combine the bullet points 2, 3 and 4 from the One-Two Year Goals Section of the draft as it is the Commissioners' opinion that they are all similar. Monte Reyes would like to have an Art Exhibit from all the schools, including the college, with submissions from all teachers and it was agreed by everyone that this is an event they all wish to do, possibly in the spring of each year. There is talk of having at Community Art showcase also. Lupe Diaz brought up the fact that Galaxy Theaters brings the symphony and the opera to Porterville and that it would be nice if they could invite the schools to attend. There is debate over the price of this type

of show and Joan Givan would like to see them have one night where it's free for students. It is agreed by all that bullet points #2, 3 & 4 in the One to Two-year Goals section should be combined as they are all related and similar.

Bullet point #4 from the One-Year Goals section is repeated in the Two to Three-year Goals section so it's agreed to remove it from the One-year goals and keep it in the Two to Three-year Goals.

Monte Reyes offered the suggestion of increasing the appreciation and awareness of art in Porterville. He would like ideas on how to accomplish this. Joan Givan offered the idea of having classes for children, especially for performances at the Barn Theater. Monte Reyes let them know that there are several organizations in Porterville that do offer classes for children, such as the Art Association, Imagine, Boys and Girls club, etc. His goal is to support those that do offer those opportunities for children and maybe help expand those programs. There is discussion about possibly having a joint meeting with the Parks and Leisure Commission to help expand on some programs for the children with art.

Lupe Diaz let everyone know that she will incorporate all the changes and ideas into the final draft Long Range Work Plan. She also let the Commissioners know that she will not be at the next two meetings as she is going out on medical leave.

The Arts Commission members went over the Student Art Survey and made changes to it.

COMMISSION ACTION

MOVED by Deana Worthington and SECONDED by Brenda Carrasco to approve the Student Art Survey as edited.

AYES: 5
NOES: 0
ABSENT: 2
No Discussion.

Item No. 5 – FUNDING AVAILABLE TO ARTS COMMISSION FROM CITY COUNCIL

Lupe Diaz gave the Commissioners an update on the topic if City funds available for the Arts Commission. She informed them that there is a general fund account for events with a certain amount that is available every year but the spending of that account is at the discretion of the City Council and a request has to be presented before the City Council for the money for the any event. Lupe Diaz reminded everyone that to be placed on the City Council Agenda for a request to City Council is a process and requires a certain time frame.

Item No. 6 – COMMISSIONER TERMS

Joan Givan and Deana Worthington agreed to stay on the Arts Commission for a second term each. Monte Reyes raised some concerns about how the ordinance reads. He asked for clarification on the two consecutive terms. Lupe Diaz answered his question.

Deana Worthington asked for clarification on the missed meeting portion of the ordinance. She questioned Alex Schooler's attendance. City staff leave the room to check attendance records of Arts Commission. While waiting, Deana Worthington requested, for future meetings, that during roll call, if a person has notified another person or City staff that they would not be attending the meeting, that it is announced and they are "excused" on the minutes instead of just "absent". A look at the Arts Commission prior minutes showed that Alex Schooler has missed four consecutive meetings.

COMMISSION ACTION

MOVED by Deana Worthington and SECONDED by Joan Givan to resign Alex Schooler's membership on the Arts Commission due to lack of attendance and ask the City Council re-appoint another person.

AYES: 5
NOES: 0
ABSENT: 2
No Discussion.

It was asked if someone would let Alex Schooler know via a phone call and Monte Reyes stated that he would place that phone call.

Lupe Diaz asked the Commissioners to encourage others to join the Arts Commission and that there are other aspects of art that are not represented that she would like to see someone represent. She reminded them to let anyone interested know that the procedure is to go to the City Clerk's office to fill out the application.

Item No. 7 – NEXT MEETING SCHEDULE

The next meeting is scheduled for February 26, 2014.

Item No. 8– OTHER MATTERS

Joan Givan gave an update on her attendance to the Arts Consortium meeting.

Item No. 9 – ADJOURN

Meeting adjourned at 7:24 p.m.

ARTS COMMISSION AGENDA: February 26, 2014

TITLE: LONG TERM PLAN

SOURCE: ARTS COMMISSION STAFF

COMMENT: On November 14, 2012, the Porterville Arts Commission committed to develop a Long Term Plan and to present it to City Council for their approval.

On September 25, 2013, it was agreed by the Arts Commission to postpone working on the Long Term Work Plan to the next meeting scheduled for October 23, 2013, with the agreement that all commissioners would review what has been discussed to date and bring back ideas and goals.

On November 13, 2013, the Porterville Arts Commission reviewed Long Range Plan DRAFT as submitted by staff. Staff was given direction to revise the draft to reflect the changes made by the Porterville Arts Commission and bring back to the next scheduled meeting on December 18, 2013.

On December 18, 2013 the Long Term Plan was discussed and the commissioners were instructed to review the plan and develop action items for each objective.

On January 22, 2014 the Long Term Plan was discussed and the commissioners assigned action items to each objective. Staff was directed to prepare a final draft for their approval during the next scheduled meeting on February 26, 2014.

RECOMMENDATION: That the Arts Commission approve the Long Term Plan after discussing the action items for each objective, and direct staff to prepare a final copy to be presented to City Council.

That the Arts Commission direct staff to prepare a Staff Report regarding the Long Term Work Plan to be presented to City Council during their regularly scheduled meeting on March 18, 2014.

ATTACHMENTS: Long Term Plan Final Draft

ARTS COMMISSION
LONG-TERM WORK PLAN

FINAL DRAFT

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

Student Art Survey

1. How do you artistically envision Porterville?

2. What characteristics of Porterville would like to see in its art?

3. How would you promote art in our community?

4. What can we do to encourage more involvement?

5. Would you like more information about the Art Commission's plans?

6. Are you willing to participate in future events?

7. How can we make participation more beneficial for you?

8. If educational credit was given for your participation, would you be willing to give more of your time?

Entertainment Survey

1. What kind of plays would you like to see in Porterville community theatres?

Comedy Dramas Musicals

2. Would you like to see drama workshops for children?

Yes No Ages 9-12 Ages 12-18

3. What kind of entertainment would you like to see at "Music at the Park" during the Friday evening programs at Centennial Plaza?

Country Music Barber Shop Quartets Rock Music
 Swing Big Band Music Classical Music (string quartets)
 Choruses from local schools

4. Would you like more information about the Art Commission's plans?

5. Are you willing to participate in future events?

6. How can we make participation more beneficial for you?

ARTS COMMISSION AGENDA: FEBRUARY 26, 2014

TITLE: ARTS COMMISSION NEW MEMBER APPOINTMENT

SOURCE: ARTS COMMISSION STAFF

COMMENT: On February 4, 2014, City Council of the City of Porterville appointed the following persons to serve as commissioners:

<u>NAME</u>	<u>APPOINTED</u>	<u>TERM</u>	<u>EXPIRATION</u>
Joan Givan	2/04/2014	3 years	2/15/2017
Monte Reyes	2/04/2014	3 years	2/15/2014
Deana Worthington	2/04/2014	3 years	2/15/2014
<u>Appointed for remainder of commissioner Alex Schooler's term was:</u>			
TBD	_____	2.5 years	8/7/2016

RECOMMENDATION: Informational Item

ATTACHMENTS: None