

CITY COUNCIL AGENDA: AUGUST 6, 2013

SCHEDULED MATTER

SUBJECT: DINNER AND ARTS ON MAIN

SOURCE: COMMUNITY DEVELOPMENT DEPARTMENT

COMMENT: The Dinner and Arts on Main event is to be held at Centennial Park and consists of art displays by local artists and musical performances by local groups and/or community members. In 2012, the event was sponsored by the American Association of University Women (AAUW), but this year lacks a sponsor for the event. The AAUW has requested that the Arts Commission endorse the event and request the City Council to sponsor the event. During the Arts Commission meeting on July 17, 2013, the Arts Commission voted to recommend to the Council that the City sponsor the event. Based on the presentation by the citizens making the request, the focus of the sponsorship would be to cover the insurance obligations and have the Parks Department assist in delivering tables and chairs and picking them up after the event. After the Commission voted to recommend that the Council sponsor the event, the Dinner and Arts on Main Committee met to discuss scheduling the activities for October. Due to the late date, the Committee has decided there is not adequate time to plan for an October 2013 event. However, the Committee recommends that planning for the event next year commence in order to have more time to prepare.

RECOMMENDATION: That the City Council consider the Arts Commission recommendation to sponsor the Dinner and Arts on Main event next year, with the City of Porterville providing insurance liability and staff support.

ATTACHMENT: Dinner and Arts on Main Information Report

DINNER & ARTS ON MAIN INFORMATION REPORT

Sponsors: Staff contacted the Chamber of Commerce regarding sponsoring the event. Their reply was that they would assist in placing an article in their newsletter, place an ad in the Porterville Recorder, allow the use of the banner created last year, use of flyer template, and contact Dr. Allard to ask about the orchestra performing on the day of the event.

Staff made a presentation to the Porterville Art Association (PAA) board asking about the possibility of sponsoring the event. The PAA board decided that this is an event they cannot take on due to the limited volunteer participation they are experiencing.

AAUW feels they cannot sponsor the event this year since they have their time and efforts committed to other activities. However, Eleanor Foerster volunteered to be part of the planning committee. As such, there are no formal sponsor unless the City agrees to sponsor.

Insurance:

If the Arts Commission decides to either sponsor or endorse this event, the cost for the City of Porterville to provide insurance would be zero (\$0), since the City is self insured.

Budget:

There is no cost associated with this event. If the Arts Commission sponsors or endorses the event, flyers could be printed in-house in the Community Development Department. Donations of printing would be beneficial due to the fact that the Department's budget did not anticipate copying for Event promotions. The porta-potties would be covered by a donation made by Finance and Thrift.

Planning Committee:

Eleanor Foerster, Daniel Lovato, Denise Marchant, Lupe Diaz

Sales:

There would be no sales of art, food or any other items during the event. Local nearby restaurants can choose to participate by having specials for either pick-up or delivery.

Artist:

Local area artist would be invited to display their art.

Entertainment:

The groups that participated last year would be invited to perform again. Any other local groups that wish to participate would be considered. Program length would determine the number of groups that can perform.