



# CITY OF NEWPORT BEACH CITY ARTS COMMISSION AGENDA

Newport Beach Central Library  
1000 Avocado Avenue, Newport Beach, CA 92660

Thursday, September 8, 2016 - 5:00 PM

## **City Arts Commission Members:**

Lynn Selich, Chair  
Michael Kerr, Vice Chair  
Jennifer Van Bergh, Secretary  
Michelle Bendetti, Commissioner  
Judy Chang, Commissioner  
Arlene Greer, Commissioner  
Caroline Logan, Commissioner

## **Staff Members:**

Tim Hetheron, Library Services Director  
Francine Jacome, Administrative Support Technician

The City Arts Commission special meeting is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the special meeting City Arts Commission agenda be posted at least seventy-two (72) hours in advance of the meeting and that the public be allowed to comment on agenda items before the Commission and items not on the agenda but are within the subject matter jurisdiction of the City Arts Commission. The Chair may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

The City of Newport Beach's goal is to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, we will attempt to accommodate you in every reasonable manner. Please contact Tim Hetheron, Library Services Director, at least forty-eight (48) hours prior of the meeting to inform us of your particular needs and to determine if accommodation is feasible at (949) 717-3801 or [thetheron@newportbeachca.gov](mailto:thetheron@newportbeachca.gov).

## **NOTICE REGARDING PRESENTATIONS REQUIRING USE OF CITY EQUIPMENT**

Any presentation requiring the use of the City of Newport Beach's equipment must be submitted to the Library Services Department 24 hours prior to the scheduled meeting.

### **I. CALL MEETING TO ORDER**

### **II. ROLL CALL**

### **III. NOTICE TO THE PUBLIC**

*The City provides a yellow sign-in card to assist in the preparation of the minutes. The completion of the card is not required in order to address the City Arts Commission. If the optional sign-in card has been completed, it should be placed in the tray provided at the Staff table.*

*The City Arts Commission of Newport Beach welcomes and encourages community participation. Public comments are generally limited to three (3) minutes per person to allow everyone to speak. Written comments are encouraged as well. The City Arts Commission has the discretion to extend or shorten the time limit on agenda or non-agenda items. As a courtesy, please turn cell phones off or set them in the silent mode.*

### **IV. PUBLIC COMMENTS**

*Public comments are invited on agenda items. Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The City Arts Commission has the discretion to extend or shorten the speakers' time limit on agenda items, provided the time limit adjustment is applied equally to all speakers. As a courtesy, please turn cell phones off or set them in the silent mode.*

**V. CONSENT CALENDAR**

*All matters listed under CONSENT CALENDAR are considered to be routine and will all be enacted by one motion in the form listed below. City Arts Commissioners have received detailed staff reports on each of the items recommending an action. There will be no separate discussion of these items prior to the time the City Arts Commission votes on the motion unless members of the City Arts Commission request specific items to be discussed and/or removed from the Consent Calendar for separate action. Members of the public who wish to discuss a Consent Calendar item should come forward to the lectern upon invitation by the Chair.*

**A. Approval of Minutes of the July 14, 2016 and August 13, 2016, City Arts Commission Meetings**

[09-08-2016 - City Arts Commission - 01 Draft Minutes 07-14-2016.pdf](#)

[09-08-2016 - City Arts Commission - 02 Draft Minutes 08-13-2016.pdf](#)

**B. Consent Calendar Items**

**1. Financial Report**

Review of financial information.

[09-08-2016 - City Arts Commission - 03 Financial Report FY 2015-16.pdf](#)

[09-08-2016 - City Arts Commission - 04 Financial Report FY 2016-17.pdf](#)

**2. Cultural Arts Activities**

Monthly review of cultural arts activities from the Library Administrative Office for upcoming Library and City arts events and services.

[09-08-2016 - City Arts Commission - 05 Staff Report Cultural Arts Activities for July and August 2016.pdf](#)

**VI. CURRENT BUSINESS**

**A. Items for Review and Possible Action**

**3. Committee Appointments**

The City Arts Commission Chair will appoint Ad Hoc Sub Committees of one or more members for such specific purpose as the business of the Commission may require from time to time.

**4. Proposal for Arts Funding**

Staff requests that the City Arts Commission approve an overarching plan for arts programs, funding, and private support to submit to City Council for consideration.

[09-08-2016 - City Arts Commission - 06 Staff Report Proposal for Arts Funding.pdf](#)

[09-08-2016 - City Arts Commission - 07 ATTACHMENT A - Arts Funding in Peer Cities.pdf](#)

**5. Balboa Performing Arts Theatre Foundation Funds**

Staff proposes that the City Arts Commission submit a plan to Council to make the Balboa Performing Arts Theatre Foundation funds available as matching funds to arts organizations, enabling them to introduce or expand arts programs offered to the local community.

[09-08-2016 - City Arts Commission - 08 Staff Report Balboa Performing Arts Theatre Foundation Funds.pdf](#)

[09-08-2016 - City Arts Commission - 09 ATTACHMENT A - Matching Fund Application - BPTAF Funds.pdf](#)

**6. Proposal to Fund Classical Music Concert at St John Vianney Chapel in Conjunction with the Balboa Island Improvement Association (BIIA)**

Staff recommends funding an additional concert for the Balboa Island Improvement Association (BIIA) at St. John Vianney Chapel on Balboa Island.

[09-08-2016 - City Arts Commission - 10 Staff Report Proposal to Fund Concert at St John Vianney Chapel.pdf](#)

**VII. CITY ARTS COMMISSION ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEM)**

**VIII. PUBLIC COMMENTS ON NON-AGENDA ITEMS**

*Public comments are invited and non-agenda items generally considered to be within the subject matter jurisdiction of the City Arts Commission. Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The City Arts Commission has the discretion to extend or shorten the speakers' time limit on agenda or non-agenda items, provided the time limit adjustment is applied equally to all speakers. As a courtesy, please turn cell phones off or set them in the silent mode.*

**IX. ADJOURNMENT**

Newport Beach City Arts Commission Regular Meeting Minutes  
Thursday, July 14, 2016  
Regular Meeting – 5:00 PM  
Friends Meeting Room, Central Library  
1000 Avocado Avenue  
Newport Beach, CA 92660

I. **CALL MEETING TO ORDER** – 5:03 PM

II. **ROLL CALL**

Commissioners Present: Arlene Greer, Chair  
Lynn Selich, Vice Chair  
Caroline Logan  
Michelle Bendetti  
Michael Kerr

Commissioners Absent: Judy Chang  
Jennifer Van Bergh

Staff Present: Tim Hetheron, Library Services Director  
Francine Jacome, Administrative Support Technician

Chair Greer announced she would not seek reelection as Chairman of the City Arts Commission and highlighted events of the past year.

III. **ELECTION OF OFFICERS** - *The City Arts Commission shall nominate and elect Commissioner to serve as Chair, Vice Chair and Secretary for FY 2016/2017.*

Nomination made by Chair Greer, seconded by Commissioner Logan, and carried (5-0-0-2) of Lynn Selich for Chairman.

AYES: Greer, Selich, Logan, Bendetti, Kerr  
NOES: None  
ABSTENTIONS: None  
ABSENT: Chang, Van Bergh

Nomination made by Commissioner Logan, seconded by Vice Chair Selich, and carried (5-0-0-2) of Commissioner Kerr for Vice Chairman.

AYES: Greer, Selich, Logan, Bendetti, Kerr  
NOES: None  
ABSTENTIONS: None  
ABSENT: Chang, Van Bergh

Nomination made by Vice Chair Selich, seconded by Chair Greer, and carried (5-0-0-2) of Commissioner Van Bergh for Secretary.

AYES: Greer, Selich, Logan, Bendetti, Kerr  
NOES: None  
ABSTENTIONS: None

ABSENT: Chang, Van Bergh

Chair Selich welcomed newly appointed Commissioners Bendetti and Van Bergh. Commissioner Bendetti shared autobiographical information. Chair Selich related her goals for the year, including the Master Plan for Arts and Culture, trends in the art world, arts education, and fundraising.

**IV. NOTICE TO THE PUBLIC**

**V. PUBLIC COMMENTS**

Jim Mosher commented regarding a budget item of \$25,000 for City Arts Commission activities and noted an error in the Cultural Arts Activities staff report (Item VI.B.2).

**VI. CONSENT CALENDAR**

**A. Approval of Minutes of the May 12, 2016 and June 9, 2016, City Arts Commission Meetings**

Commissioner Greer provided corrections to pages 5, 6, and 8 of the May 12, 2016, draft Minutes; and to page 2, 3 and 8 of the June 9, 2016, draft Minutes.

Motion made by Commissioner Greer, seconded by Commissioner Logan, and carried (5-0-0-2), to approve the draft Minutes for the meetings of May 12, 2016, and June 9, 2016 as emended.

AYES: Selich, Kerr, Greer, Logan, Bendetti  
NOES: None  
ABSTENTIONS: None  
ABSENT: Chang, Van Bergh

**B. Consent Calendar Items**

1. **Financial Report** - *Review of financial information.*
2. **Cultural Arts Activities** - *Monthly review of cultural arts activities from the Library Administrative Office for upcoming Library and City arts events and services.*

Chair Selich announced City National Bank agreed to a \$10,000, two-year title sponsorship for the Pacific Symphony performance scheduled for August 14, 2016. In addition, the Chamber of Commerce agreed to be an official partner. Other City organizations would be present at concerts to engage with the community. Vice Chair Kerr reported the City had allocated \$60,000 toward the Pacific Symphony performance. The City Arts Commission hoped to raise matching funds to continue this event – and others – in future years. The City Arts Commission would be developing a financial plan and structure to include the private sector in the funding and promotion of arts in the City. Plans were being made to acknowledge private donors of different levels.

Motion made by Vice Chair Kerr, seconded by Commissioner Greer, and carried (5-0-0-2) to approve the Consent Calendar.

AYES: Selich, Kerr, Greer, Logan, Bendetti  
NOES: None  
ABSTENTIONS: None  
ABSENT: Chang, Van Bergh

**VII. CURRENT BUSINESS**

**A. Items for Review and Possible Action**

- 3. Committee Appointments** - *The City Arts Commission Chair will appoint Ad Hoc Subcommittees of one or more members for such specific purpose as the business of the Commission may require from time to time.*

Chair Selich reported Committee appointments would be deferred to a date following the City Arts Commission retreat.

- 4. Sculpture Exhibition in Civic Center Park – Phases III and IV** - *Staff requests that the City Arts Commission review a proposal for Phases III and IV of the Sculpture Exhibition in Civic Center Park for submission to City Council for approval.*

Director Hetherington recalled Council direction to determine details of the proposal. His report covered the utilization of funds, the sculpture garden as a focal point for private fundraising, and public engagement.

Vice Chair Kerr was not aware that the City Arts Commission should be re-visioning the sculpture garden as requested by the Council. He understood rotation had always been part of the vision. The Council approved a multiyear, multi-rotational plan.

Chair Selich remarked that the Council's direction was a result of the Council approving funds for the sculpture garden.

Director Hetherington suggested new Council Members wished to become familiar with the history and value of the project.

Commissioner Greer noted salient points from Director Hetherington's report. When the sculpture garden was constructed, pads were placed for rotational art installations. That fact indicated the sculpture garden was intended to be a rotational art and sculpture garden with a program on an indefinite basis.

Commissioner Bendetti concurred with Vice Chair Kerr's comments. She was interested in the history of the sculpture garden.

Jim Mosher supported use of Policy I-13 funds for the sculpture garden. He requested clarification regarding the status and timeline of the sculpture garden.

Chair Selich advised there would be a 6-month delay of the next phase of the sculpture garden. She believed the community wanted to continue and improve the project.

Michael Magrutsche felt the Council had to make a commitment before the City Arts Commission proceeded with anything. Rotating sculptures would provide new topics for discussion and prevent weather damage to the sculptures that were never intended for long-term display.

Chair Selich clarified that artists would provide artwork that would last for a year while on display. An important component would be a protocol for acceptance of art.

Carmen Smith, Newport Beach Arts Foundation President, indicated the Council postponed acceptance of *Sphere 112* and wanted other possible locations for the sculpture. She requested the City Arts Commission support the Arts Foundation's purchase of and location for *Sphere 112*.

Commissioner Bendetti left the meeting at 6:15 PM

Susan Cramer stated art is subjective; art engages people; and artwork does not have to be perfect.

Commissioner Greer suggested more social media engagement with the sculpture garden program.

Commissioner Logan recalled that the Council requested options for *Sphere 112*.

Vice Chair Kerr suggested a Commissioner orally present information to the Council regarding the sculpture garden.

Commissioner Greer indicated the Library Director typically gave the report to the Council. If the City Arts Commission did not approve the report, the sculpture garden would be further delayed. The sculpture garden was a priority for the City Arts Commission and the City Art Commission's most significant project.

Motion made by Commissioner Greer, seconded by Commissioner Logan, and carried (4-0-0-3) to approve submission of the report to the Council.

AYES:	Selich, Kerr, Greer, Logan
NOES:	None
ABSTENTIONS:	None
ABSENT:	Chang, Van Bergh, Bendetti

Vice Chair Kerr proposed tabling the discussion of *Sphere 112* and incorporating the discussion into a discussion of policies for acceptance of art.

Director Hetherton reported the Chair could refer discussion of *Sphere 112* to the Fine Arts Committee or appoint a subcommittee for the topic.

Chair Selich suggested referring the discussion to the Fine Arts Ad Hoc Subcommittee and encouraged the Committee to obtain professional input.

Commissioner Greer indicated *Sphere 112* was scheduled to leave the garden on August 17 and inquired whether the sculpture would remain in the garden until a decision was made.

Director Hetherton received permission for the piece to remain in the garden until the issue was resolved.

Chair Selich acknowledged the Art Exhibition and the Arts Foundation's role in the Exhibition.

- 5. Acceptance of Sculpture *Sunset Years* into the City Art Inventory -**  
*The Fine Arts Ad Hoc Subcommittee requests that the City Arts Commission review the sculpture and proposed site for *Sunset Years* by sculptors Miriam Baker and Rhonda Jones and recommend that City Council accept into the City Art inventory.*

Director Hetherton reported the Fine Arts Ad Hoc Subcommittee evaluated the piece in relation to Council Policies I-9 and I-11 and determined the sculpture met the criteria.

Commissioner Greer felt the proposed location for the artwork was appropriate.

Commissioner Logan requested Miriam Baker, the sculptor of the piece, provide her opinion of the location.

Miriam Baker stated the proposed location was acceptable. However, placing the sculpture facing the Bay and close to the rail would not allow the public to view all sides of the sculpture. The sculpture should be placed so that it faced the ferry. She expressed concern regarding the strength of the wood deck.

Commissioner Greer understood Public Works recommended the location.

Director Hetherton added that Public Works had approved the site.

Miriam Baker gave an update regarding the progress of the sculpture, which would be complete on time.

Lee Pearl was excited about the sculpture and a proposed mural celebrating the centennial of Balboa Island. Families donated funds for the mural. The Concert in the Church series was well attended and funded through a grant from the City. Concerts in the Park during August were funded through the Balboa Island Improvement Association (BIIA) and the Business Association.

Commissioner Greer attended the Concert in the Church in June and highly recommended it.

Lee Pearl thanked all donors for the wonderful addition to public art. Hopefully a plaque could be installed to recognize contributors.

Jim Mosher believed the Recreation & Senior Services should be involved. The process for the City Arts Commission to accept artwork was not clear. He was concerned that the City Arts Commission was not involved with public art at an earlier stage. He did not understand the connection between *Sunset Years* and Balboa Island in particular. Perhaps the City Arts Commission could accept the piece for two years. If the piece became popular, the City could sell it to support other art activity on Balboa Island.

Motion made by Commissioner Greer, seconded by Vice Chair Kerr, and carried (4-0-0-3) to recommend the City Council accept the sculpture, *Sunset Years*, into the City art inventory.

Commissioner Logan stated she was a member of the Fine Arts Ad Hoc Subcommittee but was not involved with reviewing the proposed location.

Chair Selich inquired whether Commissioner Logan wanted to defer a recommendation regarding the location of the piece.

Commissioner Logan wished to recommend the City Council accept the sculpture but defer a recommendation regarding the location.

Miriam Baker felt the location was good. She had previously offered a location and a bench on her own property.

Commissioner Logan commented that the commotion at the ferry landing was not compatible with her feeling toward the piece. The many attractions near the ferry landing detracted from the quietness of the piece.

Commissioner Greer inquired whether the proposed site was recommended to the Fine Arts Ad Hoc Subcommittee after Director Hetherington and Public Works Staff considered and reviewed the location.

Director Hetherington advised that there was a paucity of public sites. A site along Marine Avenue was deemed unacceptable.

Commissioner Logan clarified that neighbors were opposed to the Marine Avenue location. She wished to evaluate the location that Miriam Baker was contemplating as she created the sculpture.

Commissioner Greer was not aware that the Fine Arts Ad Hoc Subcommittee was to explore the City for possible sites for the sculpture. She was under the impression that the site had been chosen, and the Fine Arts Ad Hoc Subcommittee's role was simply to review it.

Commissioner Logan requested to table the item.

Chair Selich asked if the consultant for the *Sphere 112* issue could also comment on a location for *Sunset Years*.

Miriam Baker reported a location should be determined by September 1st.

Lee Pearl indicated a centennial celebration and dedication was scheduled for September 18th.

Chair Selich questioned whether the City Arts Commission could reach a recommendation and agreement in time for the piece to be installed by September 18.

Vice Chair Kerr added that there could be delays with the City Council considering the item. Rather than tabling the issue, the City Council could accept the piece but reserve the final location until a decision on the location could be made.

Director Hetherton was unsure whether the City Arts Commission could accept a piece of art if the location was not established, per Policies I-9 and I-11.

Commissioner Greer concurred with Vice Chair Kerr's recommendation as the sculpture was a private piece.

Director Hetherton suggested the City Arts Commission continue the item, allow the Subcommittee time to review the site, and then take up the issue at a special meeting.

Commissioner Logan agreed.

Director Hetherton inquired about alternative locations.

Lee Pearl explained the reasons for locating the sculpture at the ferry landing.

Miriam Baker advised the City Arts Commission to accept the proposed location.

Commissioner Logan accepted the proposed location as Ms. Baker had agreed to it.

Motion made by Commissioner Logan, seconded by Commissioner Greer, and carried (4-0-0-3) to recommend the City Council accept the piece into the City's art inventory.

AYES:	Selich, Kerr, Greer, Logan
NOES:	None
ABSTENTIONS:	None
ABSENT:	Chang, Van Bergh, Bendetti

**6. City Arts Commission Strategic Planning Session - Staff proposes hiring Loren Lillestrand of Lillestrand Leadership Consulting to facilitate a strategic planning session.**

Vice Chair Kerr wanted to ensure that all advance preparation are included in the \$3,100 fee for the one-day planning session.

Chair Selich asked if the proposal should include work following the retreat.

Director Hetherton explained that the eight hours included some work before and after the retreat.

Chair Selich inquired whether the City Arts Commission had held a retreat in the recent past.

Director Hetherton responded no, not since he had been employed with the City.

Jim Mosher concurred with Vice Chair Kerr's comments. He questioned whether the City Council needed to approve the proposal.

Motion made by Commissioner Greer, seconded by Chair Selich, and carried (4-0-0-3) to approve the allocation of funds to hire a facilitator, Loren Lillestrand, to assist with the Strategic Planning Session.

AYES: Selich, Kerr, Greer, Logan  
NOES: None  
ABSTENTIONS: None  
ABSENT: Chang, Van Bergh, Bendetti

7. **Cultural Arts Grants 2016-17** - *The sum of \$40,000 (Cultural and Arts, City Grants Account #4002-8254) is provided annually for specific arts programming or projects as approved by the City Council. The City Arts Commission has the responsibility to review all programs and requests for support from arts groups and make recommendations or funding to the City Council for final approval. For Fiscal Year 2016/17, staff recommends that the City Arts Commission distribute the entire amount of \$40,000 to arts organizations, with the encouragement that the arts programming take place in City facilities.*

Director Hetherton suggested all funds, \$40,000.00 be awarded directly to arts organizations. Staff could encourage organizations to hold programming on City sites such that events were sponsored by the City Arts Commission, but labor and administrative costs were outsourced. The City Arts Commission could take advantage of Cultural Arts grants in order to engender public support and advocacy.

Commissioner Greer concurred that Staff's proposal had all the benefits and no liability.

Vice Chair Kerr concurred. He asked how the City Arts Commission would replace the funds it had been granting itself in the past.

Director Hetherton explained that the City Arts Commission had a programming budget of \$35,000, but it was budgeted for concerts. Thus far, the concerts had cost \$18,000.

Chair Selich supported Staff's proposal.

Motion made by Commissioner Greer, seconded by Commissioner Logan, and carried (4-0-0-3) to utilize \$40,000 for Cultural Arts grants to arts organizations, while encouraging arts programming to take place in City facilities.

AYES: Selich, Kerr, Greer, Logan  
NOES: None  
ABSTENTIONS: None

ABSENT: Chang, Van Bergh, Bendetti

**B. Monthly Reports**

8. **Fine Arts Ad Hoc Subcommittee** – *Chair Arlene Greer (Chair), Secretary Caroline Logan, Commissioner Judy Chang*

The Newport Beach Art Exhibition was held Saturday, June 18th, with 160 artists, 290 works of art, and approximately 2,000 attendees. More art was sold than in the past. Chair Greer thanked volunteers, sponsors, and Staff for their assistance.

Commissioner Logan left the meeting at 7:15 PM.

Vice Chair Kerr noted the lack of a quorum and suggested the meeting adjourn.

9. **Newport Beach Sculpture Garden Ad Hoc Subcommittee** – *Chair Arlene Greer (Chair), Vice Chair Lynn Selich*
10. **Master Plan for Arts and Culture Steering Committee** – *Chair Arlene Greer (Chair), Secretary Caroline Logan*
11. **Communications/Publicity/Marketing Ad Hoc Subcommittee** – *Vice Chair Lynn Selich, Commissioner Judy Chang*
12. **Newport Beach Arts Foundation Liaison Ad Hoc Subcommittee** – *Chair Arlene Greer (Chair), Vice Chair Lynn Selich*
13. **Cultural Arts Collaborations Ad Hoc Subcommittee** – *Vice Chair Lynn Selich (Chair), Commissioner Judy Chang, Commissioner Michael Kerr*

VIII. **CITY ARTS COMMISSION ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEM)**

IX. **PUBLIC COMMENTS ON NON-AGENDA ITEMS**

X. **ADJOURNMENT** – 7:15 PM

**Newport Beach City Arts Commission Special Meeting Minutes  
Saturday, August 13, 2016  
Regular Meeting – 9:00 AM  
Friends Meeting Room, Central Library  
1000 Avocado Avenue  
Newport Beach, CA 92660**

**I. CALL MEETING TO ORDER – 9:07 AM**

**II. ROLL CALL**

Commissioners Present: Lynn Selich, Chair  
Michael Kerr, Vice Chair  
Jennifer Van Bergh, Secretary  
Judy Chang  
Arlene Greer  
Caroline Logan

Commissioners Absent: Michelle Bendetti

Staff Present: Tim Hetherton, Library Services Director  
Elaine McMillion, Administrative Support Assistant

**III. NOTICE TO THE PUBLIC**

**IV. PUBLIC COMMENTS**

Carmen Smith, Newport Beach Arts Foundation President, announced Art in the Park was scheduled for October 15, 2016. Sponsors for Art in the Park were needed. Sponsors donating a minimum of \$250 would receive their names or logos on a banner.

Jim Mosher inquired whether public comment would be allowed during discussion of other items on the agenda. Chair Selich clarified that public comment would be allowed at the current time. The Retreat would be an open discussion. Mr. Mosher stated the public could not anticipate the discussion or potential decisions because of the broad nature of agenda items. Detailed notes should be taken of the retreat and presented for ratification at a future meeting of the City Arts Commission. The Newport Beach City Charter mandated duties for the City Arts Commission regardless of whether the City Council participated in those activities.

**V. CURRENT BUSINESS**

**A. Items for Review and Possible Action**

- 1. Acceptance of the Sculpture *Sunset Years* into the City Art Inventory and Site Placement Recommendation** – *The Fine Arts Ad Hoc Subcommittee requests that the City Arts Commission recommend that the City Council accept the work into the City Arts inventory and approve its placement at the end of Turquoise Avenue on Balboa Island.*

Commissioner Greer read the staff report and hoped the City Arts Commission would accept the proposed Resolution from the Fine Arts Ad Hoc Subcommittee.

Jim Mosher questioned the return of this item when the City Arts Commission, at the July 2016 meeting, voted to recommend the City Council accept the sculpture. Commissioner Greer explained that the sculpture was accepted subject to placement. The dispute regarding the site had been resolved and a new site proposed.

Motion made by Commissioner Greer, seconded by Commissioner Logan, and carried (6-0-0-1) to recommend the City Council accept the sculpture into the City Art inventory and approve placement at the end of Turquoise Avenue on Balboa Island.

AYES:	Selich, Kerr, Greer, Logan, Van Bergh, Chang
NOES:	None
ABSTENTIONS:	None
ABSENT:	Bendetti

Chair Selich attended a Centennial concert on Balboa Island the previous evening. Many people seemed happy with the proposed site, which would be more visible.

**VI. STUDY SESSION - 9:19 AM**

- 2. City Arts Commission Strategic Planning Session** - *Loren Lillestrand of Lillestrand Leadership Consulting will facilitate a strategic planning session. The Commission will discuss mission and vision statements, as well as values. Other topics for the retreat include a programming plan, budget, committees, funding sources, the role of the Newport Beach Arts Foundation, and collaborations with the private sector, schools, local arts organizations, and City departments*

Chair Selich introduced Loren Lillestrand as facilitator for the retreat. His expertise can assist the City Arts Commission move to the next level of planning. She welcomed the newest Commissioner, Jennifer Van Bergh. At the next meeting, Commissioners would have recommendations from the retreat.

Loren Lillestrand, of Lillestrand Leadership Consulting, stated that the Commissioners should think through the mission, vision and values of the organization and the strategic actions to accomplish them. The goal of the retreat was to obtain input. A Mission Statement, which did not change often, was intended to be the overarching reason for an entity's existence. Critical words were City Council, community, growth, vitality, arts and culture.

A Mission Statement should include clear language regarding public/private collaboration, fundraising and community education.

Commissioner Greer offered "to promote and support a wide range of accessible cultural programs in the City, activities and facilities to address the needs and interests of residents of and visitors to the City of Newport Beach" as a possible Mission Statement. Other proposed language was "the City Arts Commission acts in an advisory capacity to the City Council in all matters pertaining to artistic, aesthetic and cultural aspects of the City. The City Arts Commission recommends to City Council the adoption of such ordinances, rules and regulations it deems necessary for the preservation and administration of fine arts, performing arts, historical, aesthetic and cultural aspects of the community."

The current Mission Statement did not mention aesthetics or historical aspects of the City. In order to obtain the City Council's support for arts, the City Arts Commission should present the City Council with a compelling story, plans and funding sources. One question for discussion was the extent to which the City Arts Commission should play an active role in commenting on the aesthetics of new development, historical elements of the City, and the arts life in the City. The goal of the retreat was to develop a succinct presentation and plans which could garner the City Council's support for the arts. Development in the City and aesthetics associated with development were not defined in the City Arts Commission's bylaws. The City Council deleted from the Master Plan for Arts and Culture language regarding aesthetic considerations in City processes which review and approve public and private development of the built environment.

Mr. Lillestrand explained the purpose of a Vision Statement and requested comments.

City arts are not sustainable without funding. The City Arts Commission should build a case for support of the arts, develop a story that everyone wanted to support and convince people they wanted artistic excellence. The demographics of the City made the need for art more important. The City Arts Commission has to develop a value for arts to which the City Council would agree. The economic impact of arts programming and projects was important.

The City Arts Commission could develop a list of programs, art, and activities that would add value to the community. A value statement could include economic value. The City Arts Commission should attempt to set goals around programming and deliverables and include the potential economic impacts. Participants suggested language of "contribute to the economic vitality of the City" and "significant artistic experiences distinct from those offered in other cities and contributing to the economic vitality of the City." The City Arts Commission should capture the dreams of Newport Beach residents and promote arts, culture and historical experiences that bring the community together.

The current Vision Statement did not look to the future and was not definite. A Vision Statement should contain goals and include historic preservation. Language could include terms such as "pace setting" and "premier". One participant suggested "a pace-setting arts community for personal and economic impact." The existing Mission Statement, Vision Statement and values needed only modest revisions. Recent City Council funding of art projects suggested Council Members are willing to support arts in the community. The City Arts Commission needs to provide reasons for the City Council

to continue investing in arts and demonstrate how it could provide aesthetically beautiful and economically vital projects.

**Morning Break – 10:30-10:40 AM**

Vice Chair Kerr advised that the City Arts Commission should provide the City Council with a comprehensive and forward-looking document accompanied by a presentation. The plan would build on the Master Plan for Arts and Culture and include existing and new activities, funding sources, staffing, and the role of the Arts Foundation. He wanted to discuss activities and programs on which to focus and ways to implement them.

Commissioners suggested collaborating with the Newport Beach Film Festival to show films relevant to the community and arts awareness; more programming focused on cultural diversity; robust and intentional relationships with existing artistic elements in the community, Discovery Cube's Ocean Quest, the Parks and Recreation Division and Visit Newport Beach; adding important pieces of art by major artists to public art; a program of public art focal points; developing an icon for the City and placing representations of the icon at key points around the City; developing a master plan for placement of public art; hiring a public art consultant; and better communication of art events.

Public speakers commented regarding fundraising, art programming in other cities and community involvement.

Commissioners felt the following items should be prioritized: the Sculpture Garden; the Concert in the Park series; outdoor theater arts; public art; and a juried art exhibition/temporary art.

With respect to the Sculpture Garden, Commissioners suggested using QR codes to provide information for individual sculptures; retaining a public art consultant; dividing the City into districts to gather public input; increasing community engagement; and researching and applying for grant funding. Public speakers recommended the City Arts Commission demonstrate the value and benefits of improvements, balance public wishes with artistic freedom and consider the physical abilities of visitors. A public arts consultant could handle many challenges associated with public art. Commissioners suggested marketing the sculpture garden to groups and selling naming rights.

A concerts series was important because it brought a variety of people into the City. Concerts should serve a district in a manner that was appropriate to the district. Food services and restroom facilities were important for concerts. Bands should be more well known and targeted to specific audiences. Concerts could become annual traditions. Commissioners discussed the selection of groups for concerts. A programming consultant could assist the Commission. As a government entity, the Commission had to support programming that engaged the largest number of people. High attendance at programs could gain sponsorships and City Council interest. The number and scale of programs was limited by City Staff resources. Commissioners discussed charging fees for events.

**VII. RECESS AT APPROXIMATELY 12:00 PM – 12:00 PM**

**VIII. RECONVENE TO RESUME STUDY SESSION – 1:05 PM**

**IX. ROLL CALL**

**X. NOTICE TO THE PUBLIC**

**XI. STUDY SESSION RESUMES**

Commissioner Logan departed the meeting at 1:10 PM.

The City needs an outdoor venue. A cultural arts center or performing arts venue is needed; however, most received subsidies from a city or private sources. There is no large indoor venue within the City for performing arts.

The City Arts Commission could collaborate with volunteer organizations and corporations. Large events could draw visitors to smaller, nearby events. Collaboration could include the City Arts Commission financially supporting programs hosted by other arts organizations. In this way, the City Arts Commission could have greater impact with reduced administrative costs. Commissioners discussed the existing Cultural Arts Grant Program. Initiatives should relate to the Mission and Vision Statements and would be limited by resources.

A programming consultant, community engagement, economic vitality, targeted outreach could apply to performing arts. Events supported by a Cultural Arts Grant should promote the arts.

Vice Chair Kerr thanked supporters of the symphony event. He reiterated the need to present a comprehensive plan to the City Council. One of the main questions was a source of private funding. He suggested beginning with goals and aspirations and then including the economic, aesthetic and civic pride components. A plan should also include a budget, staffing and funding sources.

The City Arts Commission discussed staffing resources through employees or contractors, available funds, the desire to implement a structure similar to the Library Foundation, and forming a finance committee. Funding sources were one-time funds, developer fees, public arts funds, the City, Visit Newport Beach and private support. The City Arts Commission needed to develop a multiyear plan for programs and funding. The amount of private funds to be raised had not been determined. Library Services Director Tim Hetherington reviewed criteria for utilizing developer fees. Commissioners discussed the role a fundraising expert could have.

Commissioners discussed current fundraising efforts, uses of those funds and the City Council's direction to the City Arts Commission regarding public-private partnerships.

Chair Selich suggested subcommittees for finance, the concert series, and the Sculpture Garden. Each project would determine its budget, and the finance subcommittee would oversee the budgets. Vice Chair Kerr thought the City Arts Commission should target fundraising to specific elements of programming with funds deposited in one account rather than separate accounts.

Discussion continued with respect to whether the City Council should solely fund public art and whether the City Arts Commission should raise funds and develop public-private partnerships.

The Arts Foundation was created to be the fundraising arm of the City Arts Commission; however, the Arts Foundation did not function in that manner. Carmen Smith, Newport Beach Arts Foundation President, described the Arts Foundation and its work. A larger membership would allow the Arts Foundation to provide more assistance to the City Arts Commission. Perhaps the City Arts Commission should hire a fundraising expert as a next step. The Commission learned about ways other arts organizations raised funds. The City Attorney clarified the "2%" paid by developers in other cities to fund arts organizations.

Commissioners discussed the subcommittees needed. Commissioners Greer and Van Bergh volunteered to serve on the Sculpture Garden subcommittee. The Cultural Arts grants subcommittee would be a part of the collaboration and education subcommittee. The Cultural Arts Grant Program would have a greater impact by providing \$10,000 grants to four organizations rather than many smaller grants. Other subcommittees could be Finance and Administration with Vice Chair Kerr and public relations with Chair Selich. Fundraising could be handled by the entire City Arts Commission. The Sculpture Garden subcommittee would fall under the programming subcommittee.

Director Hetherington and the City Arts Commission discussed hiring a development manager as a non-City employee to assist the Arts Foundation and the City Council's reaction to that in an earlier proposal. The City Arts Commission should direct, staff and collaborate with the Art Foundation.

**XII. PUBLIC COMMENTS ON NON-AGENDA ITEMS**

None.

**XIII. ADJOURNMENT – 2:51 PM**

Cultural Arts Division			2015-2016				
For Fiscal Year ending 6/30/16							
ACCT #	ACCT NAME	BUDGET	DATE	VENDOR	EXPENSES	BALANCE	NOTES
	Programming	35,000					
	including bus tours		07/21	Nikki's Flag Shop	49.00	34,951.00	Concerts on the Green
			08/05	Triskelion	2,475.00	32,476.00	August Concert
			08/05	Crown Five LLC	3,000.00	29,476.00	August Concert
			08/05	Signature Party Rental	1,536.00	27,940.00	August Concert
			08/14	Signature Party Rental	2,443.00	25,497.00	August Concert
			08/13	Micah & Sarah	1,000.00	24,497.00	August Concert
			08/14	National Const Rentals	193.00	24,304.00	SBTS
			08/13	ABM Janitorial	440.00	23,864.00	Concerts on the Green
			08/20	Firebrand Media	450.00	23,414.00	
			08/20	Kelly Bishop	687.00	22,727.00	Sculpture Garden Event
			08/26	NDM Communications	302.00	22,425.00	SBTS Banner
			08/26	NDM Communications	454.00	21,971.00	Banner
			08/21	Staff Overtime	1,133.00	20,838.00	
			08/12	Artist	200.00	20,638.00	
			08/12	Artist	200.00	20,438.00	
			08/17	ABM Janitorial	220.00	20,218.00	August concert
			08/17	Dinwiddie Events	400.00	19,818.00	Sculpture grand opening
			08/17	Dinwiddie Events	300.00	19,518.00	Sculpture grand opening
			08/17	Kelly Bishop	488.00	19,030.00	Sculpture grand opening
			08/31	Signature Party Rental	1,380.00	17,650.00	September Concert
			09/01	Brittian's Finest	3,200.00	14,450.00	September Concert
			09/01	Sammi James	600.00	13,850.00	Sculpture grand opening
			09/01	Sammi James	100.00	13,750.00	Sculpture grand opening
			09/09	Firebrand Media	300.00	13,450.00	Shakespeare
			09/11	Triskelion	2,475.00	10,975.00	Concerts on the Green
			09/09	24 Carrots	2,220.00	8,755.00	Sculpture Garden Event
			09/24	Display	2,822.00	5,933.00	sculpture installation
			09/24	Display	1,905.00	4,028.00	sculpture installation
			10/05	Signature Party Rental	1,244.00	2,784.00	September Concert
			10/16	Petty Cash	87.00	2,697.00	
			10/20	ABM Janitorial	200.00	2,497.00	Sculpture Garden Event
			10/20	ABM Janitorial	200.00	2,297.00	September Concert
			10/20	Dinwiddie Events	336.00	1,961.00	Sculpture Garden Event
		25,000	10/27	Transfer from Grants		26,961.00	
			11/02	Firebrand Media	300.00	26,661.00	
			11/30	Image360	74.00	26,587.00	sculpture installation
			11/30	Dee Sign	95.00	26,492.00	
			01/26	Display	575.00	25,917.00	sculpture installation
			01/28	Signature Party Rental	-1,086.00	27,003.00	refund - Art Exhibition
			01/19	Alan Scott	155.00	26,848.00	art hanging
			01/04	Dinwiddie Events	400.00	26,448.00	Brandt Reception
			02/29	Suzanne's Catering	1,582.00	24,866.00	Brandt Reception
			02/22	July 2015 Events	15,297.00	9,569.00	Pre-paid expenses posted by Finance*
			02/25	Misc. Advertising chgs	621.00	8,948.00	
			02/25	Executive Events	152.00	8,796.00	security guards
			03/30	Dinwiddie Events	504.00	8,292.00	Brandt Reception
			03/07	Gordon McClelland	2,000.00	6,292.00	Brandt Reception
			03/17	Cavalia	325.00	5,967.00	Advertising
			03/21	Jennifer Wormser	250.00	5,717.00	Brandt lecture
			04/28	Dinwiddie Events	600.00	5,117.00	Deposit for Art Exhibition
			04/06	Page Art	500.00	4,617.00	Sculpture Evaluation
			04/06	Signature Party Rental	595.00	4,022.00	Brandt Reception
			04/11	Firebrand Media	160.00	3,862.00	Brandt Exhibition Ad
			02/13	Firebrand Media	160.00	3,702.00	Brandt Exhibition Ad



Cultural Arts Division			2015-2016				
For Fiscal Year ending 6/30/16							
ACCT #	ACCT NAME	BUDGET	DATE	VENDOR	EXPENSES	BALANCE	NOTES
			04/13	Alan Scott	225.00	31,705.00	hanging art
			05/05	Alan Scott	288.00	31,417.00	
			05/20	TAVD Visual Asst	230.00	31,187.00	Transcription Service (new vendor)
			06/02	TAVD Visual Asst	304.00	30,883.00	Transcription Service (new vendor)
			06/13	Display	245.00	30,638.00	Re-secure sculpture
			06/13	Alan Scott	225.00	30,413.00	Art Exhibition prep
			06/02	Kitch Vincent	1,000.00	29,413.00	Vision Planning
			06/27	Alan Scott	1,563.00	27,850.00	Art Exhibition installation
			06/14	24 Carrots	3,369.00	24,481.00	Art Exhibition
			06/14	24 Carrots	882.00	23,599.00	Art Exhibition
			06/07	Dinwiddie Events	400.00	23,199.00	Art Exhibition
			06/21	Alliant Insurance	640.00	22,559.00	Art Exhibition
			06/22	Samimi James	700.00	21,859.00	Performer
			06/23	Office Depot	68.00	21,791.00	Art Exhibition
			06/20	Lewis Joseph	250.00	21,541.00	Art Exhibition
			06/30	Dinwiddie Events	248.00	21,293.00	Art Exhibition
			06/30	TAVD Visual Asst	281.00	21,012.00	Art Exhibition
			06/30	Firebrand Media	160.00	20,852.00	Art Exhibition
			06/30	Firebrand Media	160.00	20,692.00	Art Exhibition
			06/30	Office Depot	76.00	20,616.00	Art Exhibition
			06/30	24 Carrots	4,250.00	16,366.00	
			06/30	California Newspaper	262.00	16,104.00	
			06/30	Staff Overtime	923.00	15,181.00	Various events
	<b>TOTAL</b>					<b>15,181.00</b>	
	City Grants	<b>40,000</b>					
			10/27	Bal Isl Improvement Assn	800.00	39,200.00	
			10/27	Baroque Music Festival	1,400.00	37,800.00	
			10/27	ExplorOcean	1,600.00	36,200.00	
			10/27	Festival Ballet Theatre	1,500.00	34,700.00	
			10/27	KOCI Radio	1,300.00	33,400.00	
			10/27	Newport Beach Film Fest	2,750.00	30,650.00	
			10/27	N B Lib Foundation	800.00	29,850.00	
			10/27	N B Unified School Dist	2,400.00	27,450.00	
			10/27	South Coast Repertory	650.00	26,800.00	
			10/27	Southland Sings	800.00	26,000.00	
			10/27	O C Museum of Art	1,000.00	25,000.00	
			10/27	N B Arts Commission	25,000.00	0.00	
	<b>TOTAL</b>					<b>0.00</b>	
	* Prepaid Expenses						
	July Concert						
	SBS performance						
	Trskelion for SBS						
	Trskelion for Concert						
	*Alliant Insurance						

Cultural Arts Division			2016-2017				
As of August 31, 2016							
ACCT #	ACCT NAME	BUDGET	DATE	VENDOR	EXPENSES	BALANCE	NOTES
	<b>Programming</b>	<b>95,000</b>					
	<i>including Pacific</i>		07/06	Alliant Insurance	1,358.00	93,642.00	Concert Series
	<i>Symphony funding</i>		07/06	Triskelion Event	2,559.00	91,083.00	July Concert
			07/06	Rettich David	3,250.00	87,833.00	July Concert
			07/27	Rumors	3,250.00	84,583.00	August Concert
			07/27	Triskelion Event	2,559.00	82,024.00	August Concert
			08/10	Triskelion Event	2,559.00	79,465.00	September Concert
			08/10	Joshua Schreiber	3,250.00	76,215.00	September Concert
			08/16	Billy Mitchell	250.00	75,965.00	Symphony Concert
			08/16	Alliant Insurance	389.00	75,576.00	Symphony Concert
			08/16	ABM Janitorial	240.00	75,336.00	July Concert
			08/12	Staff Overtime	345.00	74,991.00	July Concert
			08/26	Staff Overtime	580.00	74,411.00	Symphony Concert
			08/31	Suzannes Catering	2,402.00	72,009.00	Symphony Concert
			08/31	Signature Party Rental	20.00	71,989.00	Symphony Concert
			08/31	Signature Party Rental	864.00	71,125.00	Symphony Concert
			08/31	ABM Janitorial	480.00	70,645.00	Symphony & Aug.Concert
	<b>TOTAL</b>					<b>70,645.00</b>	
	<b>Professional Services/</b>	<b>40,000</b>					
			07/14	Alan Scott	388	39,612.00	Real Heroes Installation
				AnnChatillon	410	39,202.00	Photo Service Symphony Concert
				Dinnwiddie Events	600	38,602.00	Symphony Concert
				Executive Events	525	38,077.00	Symphony Concert
				TAVD Visual	297	37,780.00	Transcription Serivce
	<b>TOTAL</b>					<b>37,780.00</b>	
	<b>City Grants</b>	<b>40,000</b>					
						40,000.00	
	<b>TOTAL</b>					<b>0.00</b>	

**TO** Newport Beach City Arts Commission

**FROM:** Library Services Department  
Tim Hetherton, Library Services Director  
949-717-3810, [thetherton@newportbeachca.gov](mailto:thetherton@newportbeachca.gov)

**PREPARED BY:** Tim Hetherton

**TITLE:** Cultural Arts Activities for July and August 2016

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### Concerts on the Green:

On Sunday, July 31, Rolling Stones tribute band the **Hollywood Stones** presented an evening of high energy rock and roll on the Civic Green to a crowd estimated at over 3,000 attendees.

The City Arts Commission presented the **Pacific Symphony** on Sunday August 14, as part of the *Symphony in the Cities* series. The evening included children's activities with the Musical Playground and a conducting clinic by Maestro Carl St.Clair. Crowds were estimated at over 4,500 attendees. The Newport Beach Arts Foundation has been able to raise over \$18,000 in private donations for this ongoing series.

Fleetwood Mac tribute band **Rumours** performed on Sunday, August 21. The event drew an estimated 3,000 music lovers.

All three concerts featured food trucks, **TK Burgers** and **Chunk 'n' Chip**. Both vendors reported steady business.

### Fine Art Exhibitions at Central Library:



Local artist **Fernando Del Rosario** exhibited his show, *Real Heroes Art Show*, a collection of original compositions in honor of the 2 things that are dear to the artist: superheroes and inspirational quotes by extraordinary people. Growing up as a foreigner in the United States, Del Rosario felt like “an awkward boy trying to find his place in a new country”. He found solace and inspiration in the stories and characters of the superheroes he would see on television or read about in the pages of a comic book. As he developed my own identity and confidence, he realized that superheroes do exist in the real world. Dr. Martin Luther King Jr., Abraham Lincoln, Bruce Lee, Nelson Mandela, Muhammad Ali, Walt Disney and Michael Jordan are just a few of the many individuals that have inspired him.

“This original art collection is in honor of what has inspired me throughout the years and an expression of my creative perspective. Every one of these comic book pages are from my collection as a kid. And this is my way of sharing my story and my inspiration to the public. It is an art collection 31 years in the making.”

On Thursday, September 15, 5 – 7pm, the artist will host a lecture to discuss his art and creative process, with a reception to follow. The exhibition runs from August 2 – September 30 at the Central Library during regular hours.

The work of sculptor **Judit Laufer** is also on exhibit from August 4 - September 12 during library operating hours.

Canadian-born sculptor Judit Laufer has been living in California for over thirty years, nineteen of those in Newport Beach. She received her B.A. in Communications from the University of Victoria, British Columbia, and Paralegal Certificate from UCLA. Art has always been Laufer’s true passion, and all her creative energy is spent sculpting. She has attended numerous sculpting workshops, and studied under the tutelage of Paul Lucchesi, Eugene Daub, Philippe Farault, and other accomplished artists.

The artist’s sculptures have been exhibited in Orange County and in the juried art show, Best of the Best, in Scottsdale, Arizona. She has twice received awards at the Newport Beach Art Exhibition.

The following artists are scheduled for exhibitions in the Central Library gallery space:

- October /November: Newport Center Aerial Photography Exhibition
- December 2016/January 2017: Mark Leysen (abstract art)
- February 2017: TBD
- March 2017: Scott Amling (photography)
- April 2017: Ron Yeo (assemblages)

### **Sculpture Exhibition in Civic Center Park – Phase I de-installation**

The first phase of the Sculpture Exhibition in Civic Center Park was de-installed from August 17 to August 24. 10 pieces were removed, with *Sphere 112* remaining until a permanent site is determined, and *Sunflower* removed due to issues related to its repair and maintenance.

### **Ben Carlson Statue unveiling:**

The statue honoring fallen hero Ben Carlson was unveiled at the Newport Pier on Wednesday, July 6. In a poignant ceremony, the work, by artist Jake Janz, was presented to the City. The sculpture depicts Mr. Carlson in eternal vigilance as he surveys the waves.





**TO** Newport Beach City Arts Commission

**FROM:** Library Services Department  
Tim Hetherton, Library Services Director  
949-717-3810, thetherton@newportbeachca.gov

**PREPARED BY:** Tim Hetherton

**TITLE:** Strategic Plan for the City Arts Commission

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**RECOMMENDATION:**

Staff recommends that the City Arts Commission:

1. Approve the mission statement, vision statement, and Commission values generated at the August 13, 2016 City Arts Commission retreat;
2. Prioritize the Commission's programming emphasis;
3. Recommend to Council that the Public Art and Cultural Facilities Fund (Council Policy I-13) be used to fund both the Sculpture Exhibition in Civic Center Park and the Art in Public Places program, again with the ultimate goal of funding both with 50% private funds;
4. Work with the Newport Beach Arts Foundation to develop a viable source of private funding with the ultimate goal of funding arts programs with 50% private funds.

**DISCUSSION:**

At the August 13, 2016 retreat, the City Arts Commission developed the following statements regarding mission, vision, and values:

**Mission**

The Newport Beach City Arts Commission provides City Council and the community advice and leadership that support the development, growth, vitality and esthetics of City arts, as well as present, future and historical City cultural affairs.

**Vision**

The Newport Beach City Arts Commission provides a pace-setting arts community for personal and economic impact, enriching the community through dynamic, sustainable, collaborative, interdisciplinary and inclusive programming and public art which defines the City and residents, as well as the growth and excitement of the City's artistic future.

**Values**

- Artistic Excellence
- Cultural Dynamism
- Community Engagement
- Financial Sustainability
- Youth and Adult Education
- Inclusive Programming

## PROGRAMS

The Commission also established the importance of specific City Arts programming:

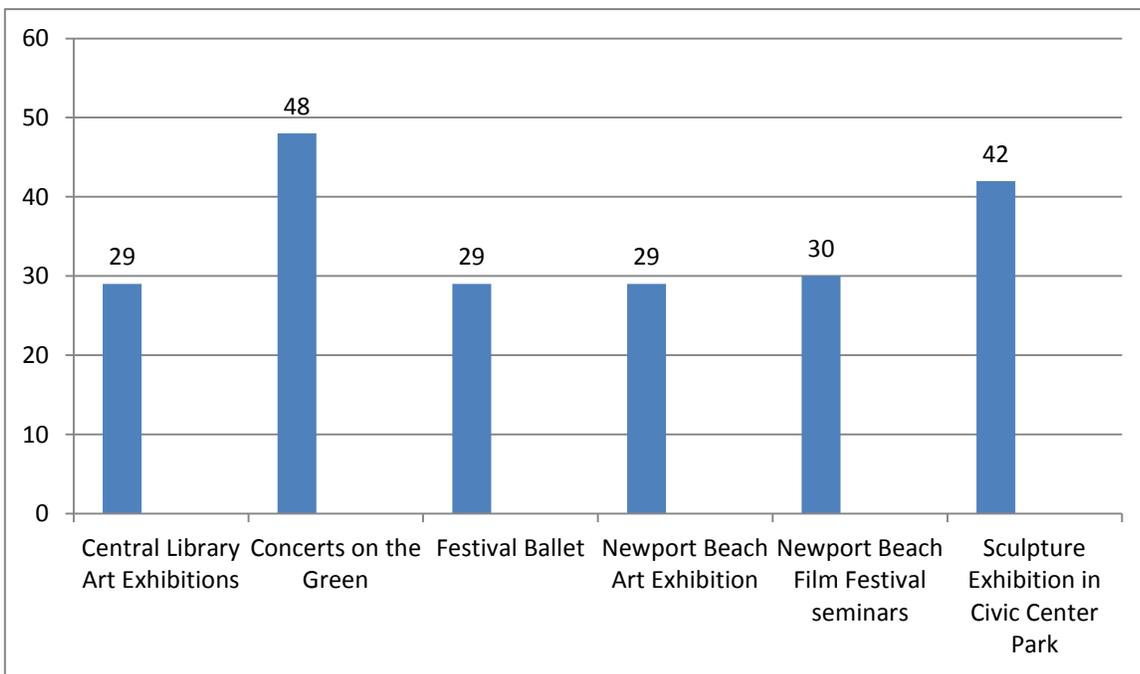
1. **The Sculpture Exhibition in Civic Center Park:** City Council approved Phases III and IV of this flagship arts program, and the City Arts Commission has agreed to use the exhibition as a private fundraising opportunity. Moreover, the Commission intends to offer more opportunities for public engagement and to utilize the input of a public arts curator/landscape architect to increase the exhibition's artistic excellence.
2. **Concerts:** The City Arts Commission agreed that live musical or dance performances in the Civic Green or other City venues are an important part of the City's cultural life. The Commission suggested to elevate the quality and quantity of these programs in the following ways:
  - a. Hire a Programming Consultant/Promoter;
  - b. Offer opportunities for program sponsorships;
  - c. Plan for Civic Green, as well as other City venues for different kinds of performances;
  - d. Consider ticket sales for smaller venues like Marina Park with high-end performers;
  - e. Upgrade to well-known current performers known nation-wide to start replacing "tribute bands";
  - f. Use both master works like Pacific Symphony and master chorales in addition to lighter productions;
  - g. Make performances like the Pacific Symphony into an annual tradition;
  - h. Target specific audiences, e.g., children, seniors, or teens, for focused productions;
  - i. Increase publicity opportunities;
  - j. Arrange for percentage of food truck income;
  - k. Find ways to increase performance season to year-round.
3. **Theater Arts:** The City Arts Commission agreed that theater arts programming has the potential to be an important component of Newport Beach cultural life. In terms of venues, the Commission suggested investigating a potential City indoor space, as well as venues throughout the City, including all seven villages, for theater performance opportunities.
4. **Art in Public Places:** In order to create public art that defines civic pride and facilitates the growth of the City's esthetic future and cultural economy, the City Arts Commission should elevate Art in Public Places. The implementation of major, unique, high-end permanent City Public Arts as focal points in the City represents our vision of who we are. Art in Public Places can be used as permanent and iconic landmarks used to engender civic pride, creating an internationally and regionally recognizable visual identity of Newport Beach. This art can be literal and abstract, serious or playful. Art in Public Places also has the potential to inspire major donor name recognition. Staff recommends that the City Arts Commission submit a proposal to City Council for the Public Art and Cultural Facilities Fund (Council Policy I-13) to be used to fund both the Sculpture Exhibition in Civic Center Park and the Art in Public Places program, again with the ultimate goal of infusing the fund with 50% private money.
5. **Collaboration with Other Arts Groups:** The Commission agreed that increased collaboration with other arts entities and stakeholders in the City is worth pursuing. These groups include local institutions and artists, schools, the Chamber of Commerce, Visit Newport Beach, other City departments, and regional/national arts partners (residents, traveling exhibits).

6. **Guided Tours:** The implementation of a City-wide cell-phone arts and historical personal guided tour to increase public exposure to what is unique to our city esthetically and historically was also discussed. The Commission feels that this use of technology will have a personal, a civic, and an economic impact on residents.

### Survey of Current and Proposed Programming

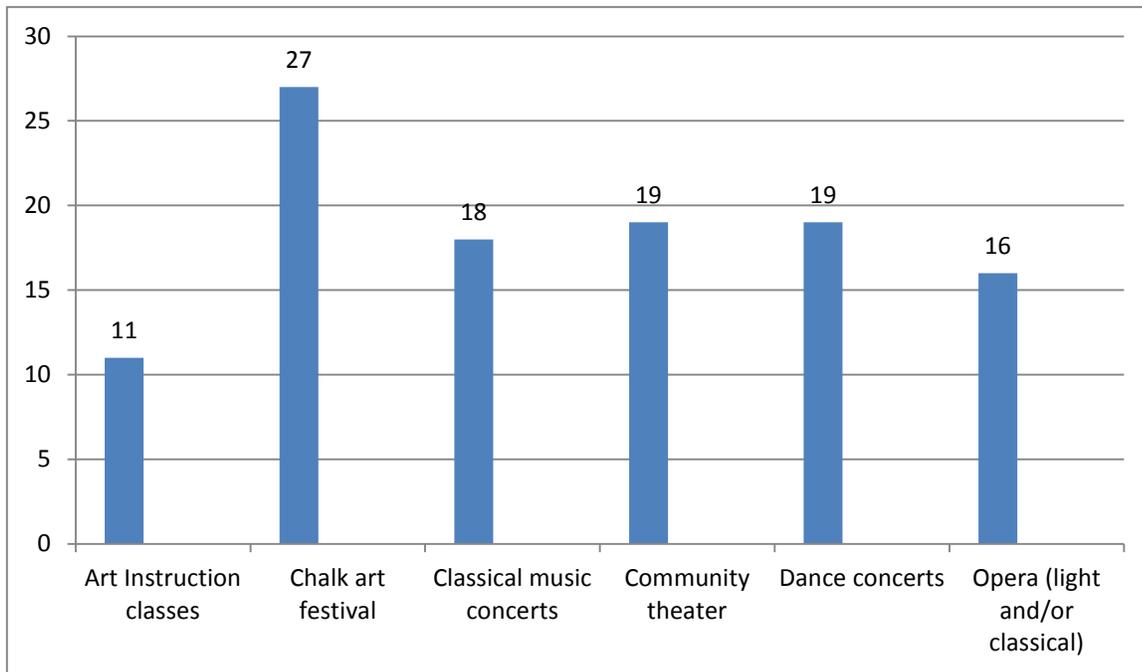
Prior to the September 8, 2016 regular Meeting, staff queried the members of the City Arts Commission with an online survey to quantify programming priorities. The City Arts Commission was asked to rank current programs, and to state their preference for proposed arts programming. For existing programs, the City Arts Commission was presented with the following choices: Art lectures, Artist receptions, Central Library Gallery Art Exhibits, Concerts on the Green, Festival Ballet Theatre, Newport Beach Art Exhibition, Newport Beach Film Festival seminars, Sculpture Exhibition in Civic Center Park, and Shakespeare by the Sea. Each type of programming was ranked from 1 to 10, with 10 being the most desirable.

The survey result shows that generally, the City Arts Commissioners’ personal programming preferences are in alignment with what was expressed at the retreat. Concerts on the Green and the Sculpture Exhibition in Civic Center Park ranked very highly, as did the Newport Beach Art Exhibition, the Festival Ballet Theatre programs, the Newport Beach Film Festival seminars, and the gallery exhibits in the Central Library.



### POTENTIAL ARTS PROGRAMMING

Potential arts programs included: Art instruction classes, Chalk art festival, Classical music concerts, Community theater, Dance concerts, and Opera (light and/or classical). For potential arts programs, the Chalk Art Festival, dance concerts, and classical music concerts were popular choices among the City Arts Commission.



Programming priorities from the survey are as follows:

- Concerts on the Green
- Sculpture Exhibition in Civic Center Park
- Newport Beach Art Exhibition
- Festival Ballet Theatre programs
- Newport Beach Film Festival
- Gallery exhibits in the Central Library

A typical Concert on the Green currently costs between \$6,000 and \$7,000, and staging a Pacific Symphony concert, which the City Arts Commission is committed to in 2017, costs \$60,000. The Sculpture Exhibition in Civic Center Park, at \$125,000 per phase, is funded through 2018. The Newport Beach Art Exhibition in recent years has cost around \$12,000 and these funds are drawn from the Programming budget. Both the Festival Ballet Theatre and the Newport Beach Film Festival Seminars are funded through the Cultural Arts Grants program (with the Newport Beach Film Festival also receiving support from the City through the General Fund). Gallery exhibits in Central Library are generally low-cost affairs, with the only expenses being installation and marketing.

Potential program priorities are ranked as follows:

- Chalk Art Festival
- Classical music concerts
- Community Theater
- Dance concerts

In recent years, the Chalk Art Festival has been coupled with additional events that make predicting the cost of a City-sponsored program difficult. A proposal brought to the City Arts Commission last summer suggested a sum of \$25,000.

The cost of classical music concerts varies based on the number of musicians and the venues the concerts are staged in. The same applies to dance concerts and Community Theatre. For example, the cost of the Library Services Department’s Sunday Musicales rarely exceeds \$500, whereas hosting the Pacific Symphony in the Civic Green cost \$60,000.

**PRIVATE FUNDING**

The City Council has directed the City Arts Commission to pursue public/private partnerships in order to engender community advocacy for the arts and to reduce reliance on the General Fund for arts programming. In Fiscal Year 2016/17, the City Arts Commission was allocated a budget from the General Fund of \$127,000: \$35,000 for arts programming; \$40,000 for contract labor; \$40,000 for Cultural Arts Grants; and \$12,000 for administrative costs and publicity. Additional arts funding is available from:

- *Public Art and Cultural Facilities Fund*, (which is being utilized to finance Phase III and IV of the Sculpture Exhibition in Civic Center Park);
- *Visit Newport Beach* funds (\$150,000 annually for a period of 5 years), which were used to fund the Pacific Symphony Concert on the Civic Green on August 14, 2016;
- *Balboa Performing Arts Theater Foundation* funds (\$175,000).

Accessing these funds requires City Council approval, and while Council has allowed the Commission to use these funds for select programming, Council has strongly encouraged the City Arts Commission to develop a plan that increases the level of private support for the arts in Newport Beach.

Where does Newport Beach stand in comparison to other cities in terms of arts funding? For the purposes of this report, staff identified 12 “peer” cities similar to Newport Beach in terms of population and budget (see Attachment A) in order to determine General Fund and private support relative to Newport Beach arts.

Most cities in the peer group receive a much larger portion of the General Fund for arts than Newport Beach, and most of these cities also have performing arts centers and robust public art programs. The majority of the cities below also have active development agreements/CIP arrangements that are designated for arts. The following table ranks peer cities by General Fund support:

PEER CITY	ARTS FUNDING, 2015/16
CERRITOS	\$7,000,000
LAGUNA BEACH	\$2,590,000
SANTA MONICA	\$2,500,000
FULLERTON	\$2,499,379
MOUNTAIN VIEW	\$1,450,000
PALO ALTO	\$1,240,000
PASADENA	\$1,020,000
CARLSBAD	\$970,000
HUNTINGTON BEACH	\$400,000
MISSION VIEJO	\$329,675
DANA POINT	\$135,000
<b>NEWPORT BEACH</b>	<b>\$127,000</b>
YORBA LINDA	\$0

Most similar to Newport Beach is Dana Point, which receives \$135,000 annually from the General Fund for their summer concert series. Yorba Linda does not allocate General Fund money to arts. Fullerton provides

staffing and maintains the non-profit Fullerton Museum with General Fund money, and maintains the Cultural and Family Services division, which offers arts and humanities programming as well recreation programs.

The comparison also reveals that 9 of the 12 peer cities do not have a private support group for the arts. Carlsbad, Huntington Beach and Mission Viejo all have active arts support groups and Carlsbad in particular receives a fairly sizable annual gift (typically ranging between \$20,000 and \$75,000) from their Friends of the Arts group. The Newport Beach Arts Foundation compares favorably to this group, having raised \$15,000 for the purchase of *Sphere 112*, and, with City Arts Commission assistance, \$18,000 for the Pacific Symphony concert series in the Civic Green.

The Newport Beach Arts Foundation serves as the private fundraising entity for the Newport Beach City Arts Commission. While the Arts Foundation fares well in comparison to other City's support groups, the Arts Foundation has underperformed in comparison to other Newport Beach City support groups. While the group is composed of dedicated volunteers who are passionate about City arts, the Arts Foundation has never generated the private funds that the Library Foundation, the Friends of the Library, or Newport-Mesa ProLiteracy have.

How can the Arts Foundation become a more effective fundraising entity? Initial meetings between City Arts Commission leadership and the Arts Foundation Board have been productive. City Arts Commission leadership has expressed an interest in assisting the Arts Foundation revamp in order to become a more effective fundraising entity. The Arts Foundation board is amenable to these efforts, and expressed a willingness to remain active in City arts through their involvement with Art in the Park, the Newport Beach Art Exhibition and Sale, and serving as docents for the Sculpture Exhibition in Civic Center Park.

Moving forward, staff recommends the following steps for the City Arts Commission and Arts Foundation to undertake in conjunction:

1. Create a clear and comprehensive list of the Arts Foundation's external opportunities and challenges;
2. Catalog a realistic and comprehensive assessment of the Art Foundation's strengths and limitations;
3. Recruit new board members who bring specific skill sets (attorneys, business people, community leaders, financial experts, etc.);
4. Adopt the best practices of other City of Newport Beach support groups, such as the Newport Beach Public Library Foundation;
5. Create achievable long-term goals and a sustainable plan.

Staff recommends that the City Arts Commission continue to work with the Newport Beach Arts Foundation to develop a viable source of private funding with the ultimate goal of funding City arts programs with 50% private funds.

**NOTICING:**

This agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the City Arts Commission considers the item).

ATTACHMENT A: ARTS FUNDING IN PEER CITIES

<i>PEER CITY</i>	<b>Does City sponsor/fund arts or art programming in the City?</b>	<b>Are the arts funded by a private organization(s)? How is the City involved?</b>	<b>What percentage of the arts budget is funded privately?</b>	<b>What percentage of the General Fund budget is designated for Arts programs?</b>	<b>What department supports the arts?</b>	<b>How many staff people support the arts?</b>
<b>Carlsbad</b>	Yes, the City is the bulk of financial support for that arts programming. There is no funding through the Arts Commission, rather the City Manager’s Office allocates funds and they are later approved by City Council. Typically they get an art grant or concert allocation increase every year.	Yes, the Friends of the Arts give donations to the art program, but it is a small allocation. The Friends of the Arts is a nonprofit group dedicated to promote and support the programs and activities of the City of Carlsbad’s Cultural Arts Office.	Small portion donated by the Friends of the Arts, typically around \$20,000 to \$75,500.	The General Fund budget allocates \$970,000 for the Arts, which is 0.68 percent of the total General Fund budget. However, Capital Improvement Projects have a 1% Tax that goes to the arts programming. This is for all Capital Improvement Projects (parks, building, etc. but not street projects).	City Manager’s Office allocates the funds, but the Art department is run by the Library and Cultural Arts Department.	Currently, there are 5 full-time, 8 part-time, and 22 seasonal who are in charge of programming and work in the City run Art Gallery and Auditorium.
<b>Cerritos</b>	Yes, the funding is almost exclusively City funding out of the allocated budget.	No private organization funding, but there is an Associates Program which allows for individual donations and sponsorship for events.	None.	The General Fund allocates & \$7 million for the Performing Arts (Theater), which is 0.05% of the General Fund budget. The City also has an Art in Public Places Trust Fund (approx. \$300,000) to implement the placement and installation of artwork in various public locations throughout the City.	Community and Cultural Services Department.	Currently, there are 11 full-time, 2 part-time, and 350 volunteers that help the City run Center for the Performing Arts.

<i>PEER CITY</i>	<b>Does City sponsor/fund arts or art programming in the City?</b>	<b>Are the arts funded by a private organization(s)? How is the City involved?</b>	<b>What percentage of the arts budget is funded privately?</b>	<b>What percentage of the General Fund budget is designated for Arts programs?</b>	<b>What department supports the arts?</b>	<b>How many staff people support the arts?</b>
<b>Dana Point</b>	Dana Point is no longer adding to their Permanent Art display nor taking Artist Donation for the display. The only art programming they allot funds for is the Summer Concert Series.	No private organization funding. Their Arts and Culture Commission does fundraise whenever they want to put on an event (with Council's approval) because the City does not give them money to work with.	None.	The General Fund allocates money for the Community Services Department, which annually sets aside \$135,000 for the Summer Concert Series.	Community Services Department	No one is specifically designated to support the arts.
<b>Fullerton</b>	The Cultural and Family Services division offers arts and humanities programming as well recreation programs. The City is not providing any money for the Public Arts, other than the maintenance of the Museum and the salary of staff.	No private organization funding. The City's Museum has a non-profit status, so it fundraises whenever possible.	100%: any money the Museum receives from the fundraiser goes into putting on events at the museum.	\$2,499,379. The City also used to take a percentage from re-development projects in order to fund the arts in the past.	Parks and Recreation Department.	The Cultural and family Services Division has 10 employees. Currently, there are 6 full-time staff members and 6 part-time staff members who are in charge of the Museum.

<i>PEER CITY</i>	<b>Does City sponsor/fund arts or art programming in the City?</b>	<b>Are the arts funded by a private organization(s)? How is the City involved?</b>	<b>What percentage of the arts budget is funded privately?</b>	<b>What percentage of the General Fund budget is designated for Arts programs?</b>	<b>What department supports the arts?</b>	<b>How many staff people support the arts?</b>
<b>Huntington Beach</b>	Yes, funding comes from the Community Services department's general fund budget, non-profit donations, and new development projects.	Yes, the Art Center Foundation, a non-profit, raises funds for the arts in the past several years. However, the amount of money donated has declined over the years.	About 1% comes from donations.	The arts receive 45% of the General Fund budget that designated for the Community Services department in order to run the Art Center and to support the arts in general. In addition, 32% of the Arts budget comes from a Community Enrichment Library Fund that takes a small percentage from any new development in the area.	Community Services.	Currently, there are 2 full-time staff members and several part-time and seasonal staff members.

<i>PEER CITY</i>	<b>Does City sponsor/fund arts or art programming in the City?</b>	<b>Are the arts funded by a private organization(s)? How is the City involved?</b>	<b>What percentage of the arts budget is funded privately?</b>	<b>What percentage of the General Fund budget is designated for Arts programs?</b>	<b>What department supports the arts?</b>	<b>How many staff people support the arts?</b>
<b>Laguna Beach</b>	Yes, funding is exclusively City funding out of the allocated budget from the City Manager Office, in addition to getting money from the TBIDs.	No private organization funding.	None.	1% of the General Fund is allocated for the arts. In regards to TBIDs, each hotel pays an assessment equal to 2% of the rent charged by the operator. The allocations of funds generated by the BID assessments are distributed 50% to the Laguna Beach Visitors Bureau for promotion of tourism, 30% to art and cultural organizations, 10% to activities of the City's Arts Commissions as approved by City Council, and 10% to community art organizations in Laguna Beach as approved by City Council.	Cultural Arts Department, but the funds are allocated by the City Manager Office.	Currently, there is 1 full-time staff member.
<b>Mission Viejo</b>	Yes, the bulk of the funding comes from the City's General Fund.	The Friends of the Arts non-profit group fundraises for the City's art fund.	TBA.	The General Fund provides money for the Library and Cultural Arts Department.	Library and Cultural Arts Department.	Currently, there is 1 full-time staff member and 1 seasonal position.
<b>Mountain View</b>	Yes, Community Services funds the Performing Arts and Community Development funds Visual Arts.	No private organizations fund the programs anymore. The City however, is looking to re-vamp private funding through non-profits.	None.	<u>Performing Arts</u> : The General Fund provides the bulk of the funding for the programming, under the Community Services budget. <u>Visual Arts</u> : The City allocates 1% from the general fund and has an annual Capital Improvement Program allocation for art	Community Services and Community Development.	Currently, there are 10 full-time staff members and 4 part-time staff members.

<i>PEER CITY</i>	<b>Does City sponsor/fund arts or art programming in the City?</b>	<b>Are the arts funded by a private organization(s)? How is the City involved?</b>	<b>What percentage of the arts budget is funded privately?</b>	<b>What percentage of the General Fund budget is designated for Arts programs?</b>	<b>What department supports the arts?</b>	<b>How many staff people support the arts?</b>
<b>Palo Alto</b>	Yes, the City has updated the Palo Alto Municipal Code to add Section 2.26.070 "Public Art for Municipal Projects" to Chapter 2.26 (Visual Art in Public Places). The Ordinance allots funds to the Public Arts from the Annual Capital Improvement Program Budget.	No private organization funding at this time, looking into launching one in the next couple of years.	None.	According to Ordinance, 1% of the City's annual Capital Improvement Program (CIP) budget devoted to public art is deposited into the Public Art Fund. Funds may be used at any site within Palo Alto for permanent or temporary public art projects. The Ordinance provides the option of commissioning artwork on the development site equal to the cost of 1% of the estimated construction valuation, or paying the 1% to the Public Art Fund in-lieu fee.	Division of Arts and Sciences in the Community Services Department. City-run Facilities of the Art Center, Theater, and Artist Studio Program is run under a different branch of the Division of Arts and Science. They do not receive any of the Public Art Fund.	Currently, there are 2 full-time staff members.

<i>PEER CITY</i>	<b>Does City sponsor/fund arts or art programming in the City?</b>	<b>Are the arts funded by a private organization(s)? How is the City involved?</b>	<b>What percentage of the arts budget is funded privately?</b>	<b>What percentage of the General Fund budget is designated for Arts programs?</b>	<b>What department supports the arts?</b>	<b>How many staff people support the arts?</b>
<b>Pasadena</b>	Yes, the City has established funding for the arts through the Pasadena Public Art Program , in which Public Art Ordinances 6420 and 6469 and Article 4: Site Planning and General Development Standards, Section 17.40:100 of the Pasadena Zoning Code provide a percentage of projects to be allotted to the arts.	No private organization funding.	None.	The private development component of the Pasadena Public Art Program establishes that private development projects located in certain regions with budgets of \$500,000.00 or more must dedicate 1% of the building valuation to public art. Of the one percent requirement, 25% is directed to the City’s Cultural Trust fund in support of cultural resources in Pasadena; 75% is allocated to an on-site public art project. The full 1% mandate may be paid to the Cultural Trust Fund in-lieu of public art.  In all other locations citywide, must dedicate at least 1% of the building valuation to public art. Of that amount, 20% is directed to the City’s Cultural Trust fund and the remaining 80% must be allocated to an on-site public art project. The full 1% mandate may be paid to the Cultural Trust Fund in-lieu of public art.	Cultural Arts is found under the Planning and Community Development Department.	Currently, there are 3 full-time staff members and 5 consultants on staff.

<i>PEER CITY</i>	<b>Does City sponsor/fund arts or art programming in the City?</b>	<b>Are the arts funded by a private organization(s)? How is the City involved?</b>	<b>What percentage of the arts budget is funded privately?</b>	<b>What percentage of the General Fund budget is designated for Arts programs?</b>	<b>What department supports the arts?</b>	<b>How many staff people support the arts?</b>
<b>Santa Monica</b>	Yes, Community Services funds the Community and Cultural Affairs Division for the City.	No private organization funding at this time, but looking to create a non-profit Cinematic Arts Foundation in the future.	None.	The General Fund serves as the bulk of the financing for the division. They typically receive \$2.5 million. The division also takes 1% from any Capital Projects occurring in the City, as well as 1%-2% from any Private Developer Projects in the City.	Community Services is the main branch, but the arts are under the Community and Cultural Affairs Services Division.	Currently, there are 25 full-time staff members in addition to various part-time and seasonal staff members helping run the City's Cultural Facilities of Annenberg Community Beach House, Camera Obscura Art Lab, Miles Memorial Playhouse, the Santa Monica Civic Auditorium, as well as the City's Art Collection.
<b>Yorba Linda</b>	No. They are currently looking in to creating a Cultural Arts Commission in the future.	There is no partnership or funding with non-profits at this time. However, several Non-Profit groups, such as the Art Alliance, rent out City facilities for events.				N/A

<i>PEER CITY</i>	<b>Does City sponsor/fund arts or art programming in the City?</b>	<b>Are the arts funded by a private organization(s)? How is the City involved?</b>	<b>What percentage of the arts budget is funded privately?</b>	<b>What percentage of the General Fund budget is designated for Arts programs?</b>	<b>What department supports the arts?</b>	<b>How many staff people support the arts?</b>
<b>Newport Beach</b>	Yes, the City provides \$127,000 from the General Fund for arts programming, contract labor, and Cultural Arts Grants. Through Council Policy I-13, City Council establishes its intent to deposit into the Public Art and Cultural Facilities Fund an amount equal to 2% of developer's fees for cultural facilities and public art installations. Visit Newport Beach reimburses the City \$150,000 annually through the Tourism Business Improvement District – these funds can be used for art.	Yes, the City Arts Commission is supported by the Newport Beach Arts Foundation, a private California non-profit 501 (c) (3) organization.	In Fiscal Year 2016/17, the Newport Beach Arts Foundation contributed \$18,000 towards the Pacific Symphony concert and \$15,000 for the purchase of <i>Sphere 112</i> , equaling 26% of the Cultural Arts Budget.	.067%	Library Services	Currently, there are 3 full-time staff members from the Library Services Department who work in the Cultural Arts Division in a part-time capacity.

**TO** Newport Beach City Arts Commission

**FROM:** Library Services Department  
Tim Hetherton, Library Services Director  
949-717-3810, thetherton@newportbeachca.gov

**PREPARED BY:** Tim Hetherton

**TITLE:** Balboa Performing Arts Theatre Foundation Funds

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**RECOMMENDATION:**

Staff proposes that the City Arts Commission make the Balboa Performing Arts Theatre Foundation funds available as matching funds to arts organizations, enabling them to introduce or expand arts programs offered to the local community.

**DISCUSSION:**

In May 2015, the Balboa Performing Arts Theater Foundation distributed their remaining assets, \$ 175,000, to the Newport Beach Arts Foundation with the stipulation that the money be used for Performing Arts in the City of Newport Beach as requested through the Newport Beach City Arts Commission with a preference to the Balboa Village. The Newport Beach Arts Foundation turned these funds over to the City of Newport Beach for performing arts programming in June 2015. Accessing these funds requires City Council approval.

City Council has directed the City Arts Commission to pursue public/private partnerships in order to engender community advocacy for the arts and to reduce reliance on the General Fund for arts programming.

In order to use these funds effectively, and to satisfy Council direction, staff proposes that the City Arts Commission make the Balboa Performing Arts Theatre Foundation funds available as matching funds to arts organizations, enabling them to introduce or expand arts programs offered to the local community.

To apply, staff proposes that arts organizations meet the following criteria:

1. Only arts organizations are eligible; there will be no matching funds awarded to individual artists.
2. Only performing arts programs will be approved.
3. Programming presented in Balboa Village is preferred.
4. Arts programs must be free to the public.
5. Arts organizations must propose projects/programs for funding that directly benefit residents. Collaborative events, such as public performances or programs implemented in conjunction with the City of Newport Beach are also eligible for grants.

6. The Arts Commission will grant funds only for arts projects/programs, and not for the general operating expenses of arts organizations.
7. Arts organizations must make a presentation to the City Arts Commission in order to be considered. Each presentation must provide a detailed summary, a needs assessment, program objectives and methodology, a timeline, and a budget.
8. Arts organizations that have received funding through this program are required to submit a report after the program's completion.

Staff will generate formal procedures for the administration of the matching funds. A sample application form is attached (ATTACHMENT A).

Pending City Arts Commission approval, this draft plan will be submitted to City Council for approval.

**NOTICING:**

This agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the City Arts Commission considers the item).

NEWPORT BEACH CITY ARTS COMMISSION  
MATCHING FUND FOR ARTS PROGRAMMING APPLICATION

**(Applications must be typed or word-processed)**

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Popular Name of Organization

---

Legal Name (if different)

Federal Tax ID No.

---

Mailing Address

---

City

Zip

---

Contact Name

Telephone

---

FAX

e-mail

Web Site

---

Geographical Area Served:

Have you received City Arts matching funds before?

If so, when?

Year organization was founded:

Number of paid staff:



3. Describe the specific project/program that will be funded by the matching funds. Include how the proposed project/program will be implemented and outline a schedule or project timeline, with planned dates and locations. Identify individuals and groups involved, particularly artists and performers, and describe their roles and responsibilities. Describe the background and qualifications of your organization and key personnel to be involved in the program. Remember: the City funds only projects and programs- not operating expenses. These projects and programs must promote community involvement and awareness of the arts in Newport Beach.

4. Is this a new or existing project/program?

5. Define or describe the segment of the population in Newport Beach that you intend to serve by your project/program. Include such things as age, location, numbers served, etc.

6. Complete the project budget form. Address *only the budget for the specific project*, not your annual operating budget. For multi-project proposals, please duplicate and fill out a budget for each project. Please annotate the budget at the bottom if there are details (such as a breakdown of personnel or a marketing budget) critical to the proposal.

**PROJECT BUDGET**

**EXPENSES-Personnel**

Artistic	
Administrative	
Technical Production	

**EXPENSES-Operating**

Facility Expense/Space Rental	
Marketing	
Production/Exhibition Expense	
Touring/Presentation Expense	
Educational Materials	
Transportation	
Equipment	
Other (if greater than 10%, annotate below)	
<b>TOTAL</b>	

6. Describe the expected **quantifiable** outcomes of your project/program and how you will evaluate the results. Be very specific in addressing the ways that you will determine that your project/program met the needs that you identified and accomplishes the goals you set out to achieve (i.e. you provide 50 hours of musical instruction and instruments to the 100 children at Newport Elementary school as measured by music store rental receipts and logs of instructors.)

7. Attachments Requested

**Please do not send material in excess of what is requested; it will not be seen by the Arts Commission.**

- A list of Board Members and their affiliations
- A recent list of individuals, corporations and foundations that provide organizational support- not to exceed one page.
- If you are a 501(c) (3) organization attach a copy of your IRS determination letter (or your fiscal agent's) indicating tax exempt status.

8. Please complete this operating budget form for 2015/16 and 2016/17. This is not the project/program budget for which you are applying, but your overall organizational budget. You may annotate at the bottom if there are details critical to the proposal.

**OPERATING BUDGET**

	<b>2016/17 Budget (current)</b>	<b>2016 /17 Budget (projected)</b>
<b>I. Income (cash only)</b>		
Contributed		
Earned		
<b>Total Income</b>		
<b>II. Expenses</b>		
Program		
General and Administrative		
Marketing and Development		
<b>Total Expenses</b>		
<b>III. Operating Surplus/Deficit</b> (Income minus Expenses)		
<b>IV. Fund Balance at Beginning of Year</b>		
<b>V. Accumulated Surplus (Deficit)</b> (Add lines III and IV)		
<b>VI. In-Kind Contributions</b> (attach schedule if greater than 10% of total income)		

9. I verify that the information submitted in this application is true and correct to the best of my knowledge.

Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**TO** Newport Beach City Arts Commission

**FROM:** Library Services Department  
Tim Hetherton, Library Services Director  
949-717-3810, thetherton@newportbeachca.gov

**PREPARED BY:** Tim Hetherton

**TITLE:** Proposal to Fund Classical Music Concert at St. John Vianney Chapel in  
Conjunction with the Balboa Island Improvement Association (BIIA).

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**RECOMMENDATION:**

Staff recommends funding an additional concert for the Balboa Island Improvement Association (BIIA) at St John Vianney Chapel on Balboa Island.

**FUNDING REQUIREMENT:**

The cost of staging an additional concert is \$200.00. These funds would be drawn from the Cultural Arts division's Programming budget, account number 01060603-841004.

**DISCUSSION:**

The Balboa Island Improvement Association (BIIA) is incorporated as a General Nonprofit Corporation "to provide a non-partisan, non-profit instrument through which the property owners of Balboa Island can work creatively together to promote the common good, to study and give public consideration to the problems and the interests of Balboa Island." Among other goals, the BIIA maintains or expands efforts in providing activities for residents. In 2016, as part of Balboa Island's 100<sup>th</sup> Anniversary, the BIIA has presented the Centennial Classic Concert Series. Organized by Ralph and Penny Rodheim, and supported by the City Arts Commission through a Cultural Arts Grant, the BIIA has staged a series of classical music concerts at St. John Vianney Chapel and Balboa Island Park. The events have been well attended and have been overwhelmingly popular with the community.

Staff recommends that the City Arts Commission fund an additional concert at a cost of \$200.00 at St. John Vianney Chapel. The concert will expose residents to a unique cultural experience. The BIIA will stage the concert and assume all administrative duties and the City Arts Commission will co-sponsor the event.

**NOTICING:**

This agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the City Arts Commission considers the item).