

Newport Beach City Arts Commission Regular Meeting Minutes
Thursday, September 8, 2016
Regular Meeting – 5:00 PM
Friends Meeting Room, Central Library
1000 Avocado Avenue
Newport Beach, CA 92660

I. CALL MEETING TO ORDER – 5:00 PM

II. ROLL CALL

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

Commissioners Absent: Judy Chang

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

III. NOTICE TO THE PUBLIC

IV. PUBLIC COMMENTS

Carmen Smith, Newport Beach Arts Foundation President, reminded the City Arts Commission of the 13th Annual Arts in the Park to be held on October 15, 2016, from 10:00 to 4:00. She provided cards for Commissioners to distribute. Once the City Arts Commission decided a location for *Sphere 112*, the Newport Beach Arts Foundation would officially purchase it. The Foundation's Treasurer had announced his resignation, effective at the end of October.

Chair Selich inquired regarding the number of artists registered for Arts in the Park. Ms. Smith reported 107 artists had registered and all booths were filled. Chair Selich felt it was a testament to the quality of the event that so many artists had registered after the weather had been so hot the previous year. Ms. Smith added that approximately half the registered artists had attended in 2015.

Ms. Smith requested assistance with badges at concerts. Commissioner Logan explained that badges were sold to raise funds and cookies were offered to generate interest. Chair Selich noted the Arts Foundation and the City Arts Commission were separate entities with separate roles. The City Arts Commission would provide ideas, and the Arts Foundation could choose to implement those ideas.

Ms. Smith announced Lila Crespín would give a lecture regarding meaning in the work of art on September 29, 2016.

Michael Magrutsche was surprised to learn that few Newport Beach residents were aware of the Pacific Symphony event, yet it was well attended. People told him they

learned of the event through the Library and a utility statement. He questioned marketing efforts for events. He suggested a big screen television be placed at the rear of the location at future events. The sound at the rear was not good. Chair Selich stated corporate sponsorship and social media played primary roles in marketing. Perhaps large screens could be added if attendance continued to increase. Partnering with world-class entities should remain a priority.

V. CONSENT CALENDAR

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

Commissioner Greer requested clarifying amendments to page 4, paragraph 9; page 6, paragraph 11; and page 7, paragraph 5 of the July 14, 2016 Minutes. She felt it was important for Minutes to be accurate.

Commissioner Greer, Commissioner Logan and Chair Selich discussed the role of the Fine Arts Ad Hoc Sub Committee and the applicant regarding sites for artwork, whether commissioned or donated.

Motion made by Commissioner Greer, seconded by Commissioner Logan, and carried (5-0-0-2), to approve the draft Minutes for the meetings of July 14, 2016, as amended and August 13, 2016 as presented.

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

B. Consent Calendar Items

1. Financial Report - Review of financial information.

Library Services Director Tim Hetheron reported on expenditures for the Pacific Symphony concert and available funds for programming. Commissioner Van Bergh inquired whether that included the budget for the summer of 2017. Mr. Hetheron replied no. Staff would submit Cultural Arts Grants by September 27. More funds were allocated for grants; therefore, there were opportunities for really good programming.

Commissioner Greer complimented Mr. Hetheron on his administration of concerts by reducing costs.

2. Cultural Arts Activities - Monthly review of cultural arts activities from the Library Administrative Office for upcoming Library and City arts events and services.

Library Services Director Tim Hetheron advised there had many events over the past two months. A big event was the unveiling of the Ben Carlson statue. Chair Selich had received a few emails indicating the statue was rusting. Mr. Hetheron advised that there was a budget for maintenance and repairs. He would obtain a quote and present it

to the City Arts Commission. Chair Selich indicated the brass plaque on the Lifeguard Headquarters was deteriorating.

Mr. Hetherton noted the de-installation of sculptures at the Sculpture Exhibition. The Request for Proposal for the next phase had not been issued. *Sunflower* was removed due to damage. Chair Selich asked if the artist was willing to replace the piece. Mr. Hetherton responded that the artist was willing to offer another piece, but the City Arts Commission would have to pay for shipping and installation. Because the artist did not conform to the contract, she was responsible for repair and maintenance. Chair Selich noted an article in *The Register* regarding the de-installation. She inquired whether the process for new pieces could be faster. Mr. Hetherton answered no. Artists had little time to ship and install pieces, and the City Arts Commission had a pre-established timeline and greater public outreach. Mr. Hetherton advised that one of the conditions of the proposal was use of a professional landscape person. Chair Selich inquired whether the City's landscape person could be used. Mr. Hetherton answered yes.

Vice Chair Kerr arrived at 5:40 p.m.

Chair Selich indicated the final Concert on the Green was scheduled for September 11. Mr. Hetherton advised that staff had received favorable comments on the concert series. A sound expert would attend the concert and advise the City regarding ways to lessen the sound impact on neighbors.

Motion made by Commissioner Logan, seconded by Commissioner Greer, and carried (6-0-0-1) to approve the Consent Calendar.

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

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.*

Chair Selich reported Sub Committees could be composed of Commissioners and community members. At the retreat, Commissioners identified possible Sub Committees as Fine Arts, Performing Arts, Finance, and Community Outreach. With increased grant funding, the City Arts Commission could move away from offering programs and toward supporting other arts organizations. The City Arts Commission discussed a research and development sub committee for fundraising; which Sub Committees would be responsible for Art in Public Places and the Sculpture Exhibition; planning activities more than a few months into the future; representatives of the City Arts Commission to the Museum House project and to the City Council; Art Foundation relationships; public and private fundraising; building a foundation similar to the Library Foundation; and special

committees within Sub Committees. The City Arts Commission also discussed areas of responsibility for each Sub Committee. The City Arts Commission determined Ad Hoc Sub Committees of Visual Arts, Performing Arts, Marketing and Communications, Government Relations, and Finance. Subject to Commissioner Chang providing her preference for a committee, tentative Sub Committee appointments were:

Visual Arts: Logan, Greer, Van Bergh

Performing Arts: Van Bergh, Bendetti, Greer

Marketing and Communications: Selich, Bendetti

Government Relations: Selich, Kerr, Van Bergh

Finance: Kerr, Van Bergh

Next, the City Arts Commission discussed preparing tentative plans and budgets for programs to present at the October meeting and a programming plan to submit to the City Council.

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.*

Library Services Director Tim Hetherington indicated the City Arts Commission should prioritize programming in order to write a Strategic Plan. Council Policy I-13 funding could support the Art in Public Places program. The Council would likely support a plan for placing a significant piece of art in each of the seven districts. Making the Arts Foundation a more viable private support group could be discussed.

Commissioner Van Bergh shared an idea of private art being loaned to the City for 3-5 years with the City paying only installation and insurance. Chair Selich suggested Sub Committees discuss opportunities and present proposals to the City Arts Commission.

Vice Chair Kerr disagreed with the recommendation for 50 percent private funds. In preparing the budget, the City Arts Commission could determine a more realistic amount. He suggested 5-10 percent would be realistic. The information provided was excellent.

Commissioner Van Bergh advised that the historic cost for a Concert on the Green concert was \$6,000-\$7,000; however, the cost in the future would be larger.

Chair Selich felt the City Arts Commission should review the data and historical information in order to develop a plan and budget. She questioned whether the City Council needed to reevaluate its position on the City Arts Commission's budget in light of the peer cities information.

Commissioners suggested changes of adding "historic" to the cost for Concert on the Green; deleting the percentage amount for private funding; including attendance numbers; including data regarding cultural revenue from Gary Sherwin; and deleting the comparison of costs for Sunday Musicales and the Pacific Symphony.

Motion made by Commissioner Logan, seconded by Commissioner Greer, and carried (6-0-0-1) to approve the plan as amended by the City Arts Commission.

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

Chair Selich inquired whether the Chalk Art Festival was considered for 2017 rather than 2016. Mr. Hetherton answered yes.

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.*

Library Services Director Tim Hetherton reported substantial funds were available for use by the City Arts Commission. The City Council suggested a percentage should be privately funded or used as matching funds. He suggested a structure similar to the Cultural Arts Grants program.

Commissioner Van Bergh asked if Mr. Hetherton envisioned the Performing Arts Sub Committee preparing a proposal for use of the funds for the City Arts Commission. Mr. Hetherton clarified that the Performing Arts Sub Committee would accept applications and prepare a presentation for the City Arts Commission.

Chair Selich expressed concern with associating those funds with public-private partnerships, because those funds originally had been donated by individuals. Commissioner Van Bergh concurred with Chair Selich.

Vice Chair Kerr suggested the City Arts Commission direct the Performing Arts Sub Committee develop ideas for use of the funds. Commissioner Bendetti agreed with Vice Chair Kerr. This was an opportunity to turn a potentially negative situation into a positive one.

Motion made by Vice Chair Kerr, seconded by Commissioner Logan, and carried (6-0-0-1) to withdraw Item 5 from staff's proposed recommendations.

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

Commissioner Greer inquired about the objective of staff's proposal. Mr. Hetherton advised he simply offered a proposal.

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.*

Vice Chair Kerr asked about the amount of the recommended funding. Library Services Director Tim Hetherington responded \$200.

Motion made by Vice Chair Kerr, seconded by Chair Selich, and carried (6-0-0-1) to approve the recommendation for Item 6.

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

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

Chair Selich announced the Balboa Island Centennial Celebration was scheduled for September 18 from 1:00 to 5:00. The last Concert on the Green was scheduled for Sunday at 6:00 p.m.

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

Jim Mosher expressed concerns regarding the Arts Master Plan, Sub Committees communicating behind the scenes, and adding community members to Sub Committees. He shared information about the Museum House project.

Chair Selich inquired whether Sub Committee meetings had to be noticed. Library Services Director Tim Hetherington clarified that an Ad Hoc Sub Committee met for a specific purpose and reported its findings to the City Arts Commission. When the specific task was complete, the Ad Hoc Sub Committee ended. Many of the Ad Hoc Sub Committees appeared to be Standing Committees; therefore, committee members should be clear regarding the objective of the meeting and issuing reports to the City Arts Commission. The City Attorney indicated community members could only advise Ad Hoc Sub Committees.

Commissioners discussed adding language to the Strategic Plan in relation to the Arts Master Plan.

IX. **ADJOURNMENT** – 7:30 PM

Approved by: *Lynn Selich*