

**CIVIC ARTS
COMMISSION AGENDA**

**Monday, June 4, 2012
7:00 P.M.**

City Council Chamber, 200 Old Bernal Avenue

CALL TO ORDER

- Pledge of Allegiance
- Roll Call

AGENDA AMENDMENTS

MINUTES

1. Approve regular meeting minutes of May 11, 2012.

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations
3. Public Comment from the audience regarding items not listed on the agenda. *Speakers are encouraged to limit comments to 3 minutes.*

MATTERS BEFORE THE COMMISSION

If necessary to assure completion of the following items, the Chairperson may establish time limits for the presentations by individual speakers.

4. Presentation from Pleasanton Community Concert Band for the FY 2012/13 Community Grant Program
5. Review of Tri-Valley Repertory Theater Budget Information for the FY 2012/13 Community Grant Program
6. Review and Discussion of Commissioner Recruitment and Orientation Process

COMMUNICATIONS

COMMISSION REPORTS: Brief reports on any meetings, conferences, and/or seminars attended by the Commission members.

COMMISSION COMMENTS

STAFF COMMENTS

ADJOURNMENT

NEXT MEETING: July 2, 2012

Notice

Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda provided to a majority of the Commission after distribution of the agenda packet are available for public inspection at the Community Services Department, 200 Old Bernal Avenue, Pleasanton.

Accessible Public Meetings

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Civic Arts Commission Minutes

Firehouse Arts Center – 4444 Railroad Avenue, Pleasanton, CA
May 11, 2012 – 8:30 a.m.

CALL TO ORDER / PLEDGE OF ALLEGIANCE

Chairperson Loll called the meeting to order at 8:33 a.m. The Pledge of Allegiance to the flag was recited.

Roll Call

Commissioners Present: Karen De Baca Martens, Claudia Hess, Jo Molz, Sara Nealy, Howard Seebach, and Chairperson John Loll.
(Past Commissioner Tony Rivera was also present).
(Commissioner Tegan McLane arrived at 8:36 a.m.)

Commissioners Absent: Tegan McLane.

Staff Present: Michele Crose, Community Services Manager; and Gail Spielvogel, Recording Secretary; (Edith Caponigro, Transcribing Secretary).

AGENDA AMENDMENTS

There were none.

MINUTES

1. Approve regular meeting minutes of April 2, 2012

Correction: page 2, item 4, para.3: ... some language that would help meet the Commission's ~~desires~~ *goals*.

A motion was made by Commissioner De Baca Martens, seconded by Commissioner Hess, to approve the amended minutes from the April 2, 2012 meeting as corrected. **The motion was approved.** Commissioner Seebach abstained.

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations

A Commendation of Appreciation was presented to Tony Rivera for his service as a member of the Civic Arts Commission. Mr. Rivera indicated he had enjoyed serving on the Commission and working with the other Commissioners.

Chairperson Loll advised that Commissioner De Baca Martens has now been sworn-in by City Council and has been promoted from being an Alternate on the Commission to being a Commissioner. He presented Commissioner De Baca Martens with a certificate and required documentation.

3. Public comment from the Audience regarding items not listed on the agenda

There were none.

MATTERS BEFORE THE COMMISSION

4. Approve the location of the public artwork “Wind Song” in Centennial Community Park

Ms. Crose informed Commissioners that “Wind Song” is a 15 ft. abstract sculpture donated to the City’s public art collection by Nancy and Gary Harrington, and a suggested location for the artwork is at the far north end in Centennial Community Park. As part of the City’s Public Art Program process, if the proposed location for a piece of art is within a City park and/or recreational facility, the location must be reviewed and approved by the Parks and Recreation Commission. Upon approval by that Commission, the item is then forwarded to the Civic Arts Commission and City Council for their review and consideration.

The Commission was advised that the Parks and Recreation Commission approved the proposed location for “Wind Song” at their regular meeting on April 16, 2012 and felt that the proposed location was good. If approved by this Civic Arts Commission and City Council, Ms. Crose advised that the sculpture would be installed on an appropriate pad with up-lighting. She also noted that the Harrington’s, the City’s art conservator, and City staff, all believe that the proposed location and installation details will maximize the showcase of this piece.

Ms. Crose and Mr. Harrington provided additional details on the proposed location for this artwork and why it was changed from the original chosen location at the entry to Senior Center. She also provided details about the piece and the installation process.

A motion was made by Commissioner Hess, seconded by Commissioner Molz, to approve the location of the public artwork “*Wind Song*” in Centennial Community Park.

ROLL CALL VOTE:

AYES: Commissioners Hess, De Baca Martens, McLane, Molz, Nealy, Seebach, and Chairperson Loll.

NOES: None

ABSENT: None

ABSTAIN: None

5. Selection of Civic Arts Commission Representatives to the Community Grant Program Review Subcommittee

The Commission was informed by Ms. Crose that the Community Grant Program was last revised in 2006 when it was entitled the City Grant Program and included funding categories for Human Services, Civic Arts, and Youth. In 2009, the program was renamed Community Grant Program, and included categories for Civic Arts and Youth. At the same time, the Housing and Human Services Grant Program was created and includes Housing and Human Services funding categories.

Over the past two years the Civic Arts Commission has expressed interest in reviewing the Community Grant Program for possible modifications. Since the Community Grant Program falls under the responsibility of the Civic Arts and Youth Commissions, any changes to it must be mutually discussed and agreed upon by each Commission. Staff is requesting that three (3) members of the Civic Arts Commission work with representatives from the Youth Commission to review the Community Grant Program. It is proposed that the Subcommittee begin meeting in May, so any changes to the program can be incorporated into the FY 2013/14 grant application packet when it is released in December 2012.

Commissioner De Baca Martens and Vice Chairperson McLane indicated that they would be interested in representing the Commission on this Subcommittee.

A motion was made by Commissioner Nealy, seconded by Commissioner Hess to appoint Commissioner De Baca Martens and Vice Chairperson McLane to represent the Commission on the Community Grant Program Subcommittee.

ROLL CALL VOTE:

AYES: Commissioners Hess, De Baca Martens, McLane, Molz, Nealy, Seebach, and Chairperson Loll.
NOES: None
ABSENT: None
ABSTAIN: None

COMMUNICATIONS

There were none.

COMMISSION COMMENTS

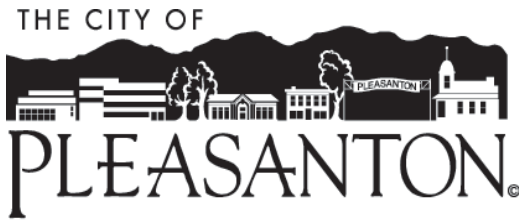
There were none.

STAFF COMMENTS

Julie Finnegan provided information about art gallery projects and dedication of the bus shelter that will take place on May 21st.

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:20 a.m.



Civic Arts Commission Agenda Report

June 4, 2012
Item 4

**SUBJECT: PRESENTATION FROM PLEASANTON COMMUNITY CONCERT BAND FOR
THE FY 2012/13 COMMUNITY GRANT PROGRAM**

SUMMARY

In March 2012, the Civic Arts Commission reviewed requests and recommended funding under the City's Community Grant program. At the May 1, 2012 City Council Meeting Council members commented that the Pleasanton Community Concert Band had not given a mandatory presentation at the March Civic Arts Commission meeting. Council members were concerned that the commission had allocated funding yet did not hear the presentation.

RECOMMENDATION

It is recommended that the Commission receive the presentation from the Pleasanton Community Concert Band and comment.

FINANCIAL STATEMENT

At the March 5, 2012 Civic Arts Commission meeting the Commission approved allocated grant funds in the amount of \$3,100 for the Audience and Performance Growth Grant.

BACKGROUND

At its March 5, 2012 meeting, the Civic Arts Commission reviewed 13 requests for Funding from the City's Community Grant Program under the Civic Arts section. Total requested funding was \$80,900, with total available funding of \$40,000 from the City's General Fund. Another \$1,260 was also available from the previous year's funding from an unused grant recipient. After reviewing all of the applications and receiving public comment from agencies in attendance, the Commission recommended 10 projects for funding, for a total of \$41,260. These recommendations were forwarded to the City Council for its consideration.

According to Section 3, item number 13 of the Community Grant Program Application Packet, "applicant agencies must complete a mandatory presentation in a public hearing before the appropriate City Commission (Civic Arts or Youth) in March, 2012." All agencies were contacted and reminded of the mandatory presentation and were provided with their approximate presentation time. Unfortunately, a member from the Pleasanton Community Concert Band did not attend the meeting nor did they contact staff to indicate that they could not attend.

Prior to the March 5th meeting, the Civic Arts Commission had reviewed the grant applications and had decided to fund a portion of the Pleasanton Community Concert Band's grant request. This was reflected in the minutes from the meeting.

During the May 1, 2012 City Council meeting, Councilmember McGovern commented that after reviewing the Civic Arts Commission minutes she was concerned to learn that the Commission had funded a grant request even though the group did not attend the mandatory presentation. The Councilmember asked that prior to disbursement of funds, the Pleasanton Community Concert Band should be required to attend the next Civic Arts Commission meeting and give their grant presentation in order for the Commission to determine if the information submitted was adequate and consistent with City policies and grant requirements.

ALTERNATIVE ACTION

Any other action as determined by the Civic Arts Commission.

Submitted by:



Michele Crose
Community Services Manager

Attachments

1. Pleasanton Community Concert Band Community Grant Application FY 2012/13



City of Pleasanton
FY 12/13 Community Grant Program
 1/23/2012 deadline

Pleasanton Community Concert Band Audience and Performance Growth

Pleasanton Community Concert Band
 PO Box 135
 Pleasanton, CA 94566
 United States

Tel: (925) 426-1055
 Fax: (925) 426-6808
 Web: www.pleasantonband.org
 EIN: 94-3008838

Project Contact
 Les Duman
les@dumanassociates.com
 Tel: (925) 426-1055

Board President
 Don Lambert
saxlambert@gmail.com

\$7,500 Requested

Submitted: 1/23/2012 3:08:45 PM (Pacific)

Proposal Questions

1 What funding category are you applying for?

- Civic Arts
 Youth

2 Please indicate your City of Pleasanton Business License No.

Pleasanton 94-3008838

3 Please describe your agency and its mission.

The Pleasanton Community Concert Band is in its 33rd year as an integral members of the City of Pleasanton's performing Arts Community. The purpose of the PCCB as stated in our by-laws is:

1. To give public performances of concert band music to encourage interest in music and cultural activities in the local area
2. To provide an outlet for musical performance for local residents
3. To provide an opportunity for developing the talents of participating members
4. To provide an educational opportunity for appreciation of concert band music by the general public
5. To support the performing arts generally by performance in, promotion of, and participation in community events

4 Is this a new project or activity?

- Yes
 No

5 What type of Community Grant is your agency applying for?

- Seed
 Capital
 Operating

6 If your agency has received funding from the City of Pleasanton in the past 5 years please describe and include the project, funded level and in what year funding was received. Enter "N/A" if not applicable.

We received no other funding from the City other than the Community Grant funds. (Thank you!) We have received City Community Grant funds in four of the last five years for audience development and program enhancement.

7 If your agency has never received grant funding from the City of Pleasanton please provide information to justify your agency's capacity to conduct this project (management, fiscal staff resources, and expertise, etc.). Enter "N/A" if not applicable.

N/A

8 Provide a brief summary of the project for which your agency is seeking funding for (no more than three sentences; this text will be used widely during the review and implementation process to describe your project).

This project is to help cover the costs to update our website, to procure needed equipment, new music, and marketing support. These additions will allow us to improve our ability to develop audience growth and artist participation.

Specific items to be funded are a revised and updated website, marketing, printing, banner (for outdoor concerts), music, travel boxes for music, new individual music folders and portable stands for percussion instruments.

9 Estimate the total number of unduplicated Pleasanton residents to be served by this project.

A conservative estimate is approximately 5000 non-duplicative. It is very difficult to accurately estimate our non-duplicative audience.

We do know that we will have a total of between 60 and 80 musicians participating this year. Not all musicians can be present at all performances, We usually average 50 musicians per performance. We can accurately get audience counts at our indoor concerts and about 50% are duplicate (attend more than one concert). Our outdoor concerts are more difficult if it is considered that some are at "festival" type venues.

10 Describe the problem(s), need(s), issue(s), or service gap(s) to support the need for this project in Pleasanton. (Please reference the Pleasanton Cultural Plan or other relative sources and/or Youth Master Plan.)

We are always surprised when we meet so many audience members and others who had previously not heard of the Pleasanton Community Concert Band. There is a need to improve our outreach capability. To do so, we first need to inform a larger percentage of our community that we exist and what our schedule of performances is. The same applies to Pleasanton musicians who were not previously aware that we could be an outlet for their musical talents. Regarding the funds for percussion stands and travel boxes for music; we struggle a bit at some of our performances with our less-than-optimal current situation. The Cultural Plan does target expansion of audiences and the opportunity for our artists to perform in and provide entertainment for their neighbors and services to other organizations who take advantage of our musical support of their events. With an effective method of communicating and providing information about us, it is also more likely that other community organization will reach out to the PCCB to help enhance their events with our musical support.

11 Describe the project for which your agency is requesting funding and how this project relates to the problem, need, issue, or service gap identified in the previous question.

Our request includes funds for:

1. An revised, updated website: This relates to our need to improve outreach. It will provide a platform for communication with current and potential audience and musicians. It will allow us to be more effective and more agile in response to comments, and make it more likely that the community will become involved in our City's arts events. It will also afford other arts organizations richer information about us for their consideration as a partner in their events. We will have links to other Pleasanton arts groups.
2. Marketing support: This includes advertizing, printing, and a banner suitable for hanging at our outdoor events. These relate to improving overall ability to reach potential audiences, potential new participants and potential arts collaborators.
3. Purchase of new music: This relates to our ability to offer more diverse programing which should draw larger and more new audiences. Funds would also provide for performance specific music when collaborating with other arts and community groups and their themed events (Fourth of July, Veteran's Day and Memorial Day are current examples).
4. Travel boxes for the music folders, new music folders and portable percussion stands: This relates to our need to be more effective logistically. These purchases will allow us to suitably protect the valuable music that we have as well as provide a safer and quicker method of setting up and tearing down before and after performances.

12 Explain how this project will be implemented, administered, and operated.

The project will be implemented using standard business practices of procurement: The Board of Directors will approve all substantial purchase prior to execution. Warranty and finance documents will be maintained by our equipment manager and be covered under adequate property insurance. Our Librarian and Musical Director will be responsible for music purchase, cataloging and maintenance. Our committee has been formed to collaborate with the Web designer for the improved website which will be reviewed and approved by the Board prior to launching. Our publicity committee will oversee and be responsible for advertising, and e-mail notices. Our Personnel Manager will be responsible for the Bandmember newsletters and recruitment of new members.

13 Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Affidavit Form is required for each collaborating agency.) Enter "N/A" if not applicable.

Over the course of the fiscal year, we will be collaborating with the VFW (Memorial Day and Veterans Day), the City (Memorial Day), the Fourth of July Celebration, Ravenswood Historic Site (Annual Ice Cream Social) and possibly one or more performing arts groups (not yet determined).

14 Describe in detail the role of the Community Grant funds in this project (e.g., what specifically will the Community Grants funds be used for?).

Replies to questions 8 and 11 above describe the role of the Grant funds in this project.

15 Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g., low income, youth, disabled, etc.)

Theses funds will allow us to serve three populations:

1. The population of attendees: Improved programs and improved enhanced tools to travel locally will help grow this population of Pleasanton and other Tri-Valley Community members as well as our audience when we perform at venues like the Masonic Home in Union City.
2. The population of community businesses and community organizations: We often perform at events such as Veterans Day (VFW), Fourth of July Celebration, Art Under the Oaks (Alden Lane) and other festivals and public events. This project will benefit these groups by virue of improved performances and improved logistics when traveling.
3. The population of local musicians: These funded project will help attract new musicians and improve the performing experience for our existing musicians.

16 Please choose a common indicator that your agency will use to measure.

- Audience (performance)
- Spectators (event)
- Participants
- Clients

17 Describe how this project is cost effective and the budget is reasonable for the anticipated result.

Our reasonable budget and cost estimates are based on current industry pricing. We do procure multiple price quotations for any purchases of consequence. We also receive non-profit discounts from some suppliers.

Effective websites have been proven to increase community participation as either audience or musical participant. An upgraded site would also allow users to keep track of future events, receive newsletters, and allow our organization to have an improved market presence, as well as a forum for community feedback via e-mail and links to social networks.

New music charts are a very inexpensive way to create new programming that should, in turn, attract new audiences. New and more contemporary music should also attract new musicians. The new music folders are an absolutely effective and reasonable purchase in that they will protect our new music as well as any music that is

placed in the new folders. Many of these folders will be replacing old, worn-out folders. In turn the new music boxes will hold and protect the folders whenever we travel to our performance venue. Adding additional outdoor performance would be more easily accomplished. The portable percussion stands will also aid in our outdoor and all concerts where we need to bring our percussion equipment.

And of course, any advertising, pamphlets, e-mail blasts, and other marketing tools when properly executed will help grow our audience and our number of musician participants.

18 If this project does not receive funding, what will be the effect on the project?

If this project does not receive 2012/2013 funding there would be a few minor repercussions:

1. We would proceed with only portions of the project based on priorities as determined by our Board of directors.
2. We would "get by" with our current percussion equipment.
3. We could dip into our reserve funds if needed.

19 Does your agency anticipate having any unspent funds?

- Yes
 No

20 If you answered yes to the preceding question please explain. Enter "N/A" if not applicable.

N/A

21 Please confirm that you have uploaded the following in the "Documents" tab:

- Current annual budget for the entire agency, including revenue
- Agency organization chart
- List of Board of Directors/Governing Board with their contact information
- Board of Directors' authorization to request funding
- Community of Character Declaration
- Collaboration Agency Affidavit Form
- Most Recent Agency Audit or Tax Return
- Articles of Incorporation/Bylaws
- Personnel Information

Budget

Funding Sources/Revenues	Total Organization	Total Project	Total Proj. Committed
Website revisions and updates. City Grant	\$1,500	\$1,500	\$0
Music, City Grant	\$2,000	\$2,000	\$500
Music Folders (100).	\$1,400	\$1,400	\$260
Music Storage Boxes. City Grant	\$600	\$600	\$0
Percussion Stands. City Grant	\$300	\$300	\$0
Advertising and Printing. City Grant	\$3,200	\$2,200	\$1,000
Total	\$9,000	\$8,000	\$1,760

Funding Uses/Expenses	Total Organization	Total Project	Grant Request
Personnel Costs			
Admin Salaries* (see instructions)			
Benefits* (see instructions)			
Program Staff Salaries			
Program Staff Benefits			
Non-Personnel Costs			
Professional Fees			
Equipment Rental/Maintenance			
Outreach/Promotion (Included in printing/Pub. below) Website)			
Printing/Publication	\$3,200	\$3,200	\$2,200
Supplies/Material			
Other (define below)			
Music	\$2,000	\$2,000	\$1,500
Music Folders (100).	\$1,400	\$1,400	\$1,400
Music Storage Boxes	\$300	\$300	\$300
Website revision/update	\$1,500	\$1,500	\$1,500
Percussion Stands	\$600	\$600	\$600
Total	\$9,000	\$9,000	\$7,500

Budget Narrative

No funds are being used for staff costs. The Pleasanton Community Concert Band has no paid staff. All are volunteers.

Documents

Instructions for Documents Requested

Below you will find a list of documents requested to complete your application submittal process. FOR THIS YEAR ONLY "ALL" documents are required for ALL grant applications and are indicated by a check mark in the "required" box.

A template is provided for the Financial Community of Character Declaration, and Collaboration Agency Affidavit Form (if applicable). You must use the provided template. To download the required template, click on the link "download template" which is located immediately below the name of the form, save the file to your computer, input your project information, save the file with a file name that makes sense (ex: Agency Collaboration.pdf) and select "upload". After you have successfully uploaded your file and REFRESHED your browser you will see your file listed in the "Uploaded Documents" column in the table below.

All other required documents do not require a template. You may upload this information in any format (Word, Excel, pdf, jpg, etc).

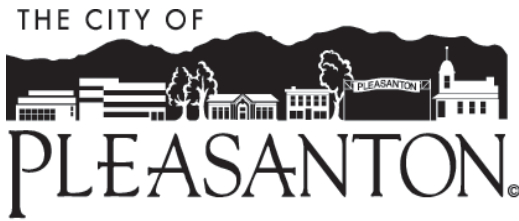
Personnel Information being requested includes:

- List of all paid positions by classification and salary scale. If classification is part-time or temporary, indicate percentage of time on an annualized basis. Provide fringe benefit information (retirement, health plan, workers' compensation, employer's share of social security, etc.) as a percentage of the total full-time and part-time salaries.
- Identify contract services (bookkeeping, secretarial, etc.) and total cost per contract on an annual basis.

Reminder – there is a 10 MB file size maximum. If you are trying to upload a file that is larger than 10 MB, please split the document into two files, name them appropriately, and upload both files into the appropriate row.

Documents Requested *	Required?	Attached Documents *
Current annual budget for the entire agency, including revenue.	<input checked="" type="checkbox"/>	Budget and Income Statement jan. 2012
Agency Organization Chart	<input checked="" type="checkbox"/>	PCCB Org Chart 2012
List of Board of Director/Governing Board with their contact information. A minimum of one (1) Board member must be a Pleasanton resident.	<input checked="" type="checkbox"/>	PCCB Board 2012 PCCB Board 2012
Board of Directors' authorization to request funding.	<input checked="" type="checkbox"/>	Board Resolution PCCB 2012 Board Resolution PCCB 2012
Community of Character Declaration download template	<input checked="" type="checkbox"/>	Community of Character PCCB 2012
Collaboration Agency Affidavit Form download template	<input checked="" type="checkbox"/>	Collaboration Affidavit 2012
Most Recent Agency Audit or Tax Return	<input checked="" type="checkbox"/>	Audit or Tax Statement, PCCB 2012
Articles of Incorporation/Bylaws	<input checked="" type="checkbox"/>	Articles of Inc. Bylaws PCCB
Personnel Information	<input checked="" type="checkbox"/>	Personnel Statement 2012

* ZoomGrants™ is not responsible for the content of uploaded documents.



Civic Arts Commission Agenda Report

June 4, 2012
Item 5

**SUBJECT: REVIEW OF TRI-VALLEY REPERTORY THEATER BUDGET INFORMATION
FOR THE FY 2012/2013 COMMUNITY GRANT PROGRAM**

SUMMARY

In March 2012, the Civic Arts Commission reviewed requests and recommended funding under the City's Community Grant program. At the May 1, 2012 City Council Meeting Council members commented that the Tri-Valley Repertory Theater had not submitted budget information in their grant application thereby leaving their grant application incomplete. Council members were concerned that the commission allocated funding and were not privy to the organizations complete application and budget information.

RECOMMENDATION

It is recommended that the Commission receive the budget information from the Tri-Valley Repertory Theater and comment.

FINANCIAL STATEMENT

At the March 5, 2012 Civic Arts Commission meeting the Commission approved allocated grant funds in the amount of \$2,630 for the TVRT Dance Floor Grant.

BACKGROUND

At the March 5, 2012 Civic Arts Commission meeting, the Commission reviewed 13 requests for funding from the City's Community Grant program under the Civic Arts section. Total requested funding was \$80,900, with total available funding of \$40,000 from the City's General Fund and another \$1,260 available from the previous year's funding from an unused grant recipient. After reviewing all applications, and receiving public comment from agencies in attendance, the Commission recommended 10 projects for funding, for a total of \$41,260. These recommendations were forwarded to the City Council for its consideration.

When submitted to the Commission the Tri-Valley Repertory Theater's grant application did not contain any budget information, nor were any additional budget documents attached. According to Section 7, item number two (2) c. of the Community Grant Program Application Packet, the Commission must be able to evaluate all grant applicants including determining if there "are any concerns about budget figures or other financial issues."

Prior to the March 5 meeting the Civic Arts Commission had reviewed the grant applications and during the meeting decided to fund a portion of the Tri-Valley Repertory Theater's grant request. This was reflected in the minutes from the meeting.

During the May 1, 2012 City Council meeting, Councilmember McGovern commented that after reviewing the Civic Arts Commission minutes she was concerned to learn that the Commission had funded the grant request even though the group did not complete the application and submit budget information. The Councilmember asked that prior to disbursement of funds that the Tri-Valley Repertory Theater be required to submit budget information to the Civic Arts Commission in order for the Commission to determine if their information submitted was adequate and consistent with our policies and grant requirements.

ALTERNATIVE ACTION

Any other action as determined by the Civic Arts Commission.

Submitted by:



Michele Crose
Community Services Manager

Attachments

1. Tri-Valley Repertory Theater Community Grant Application
2. Pleasanton Community Grant Program Modified Project Addendum
3. Community Grant Revised Budget Form
4. Tri-Valley Repertory Balance Sheet



Pleasanton Community Grant Program Modified Project Addendum FY 2012/13

The Addendum and Revised Budget Forms must be completed when the agency's requested grant amount differs from the City-approved grant amount. The completed forms must be submitted to the City's Community Grant staff prior to receiving a contract for grant funding.

Please Note: Form must be filled out electronically, and are due by Friday, May 25, 2012.

Agency Name:	Tri-Valley Repertory Theatre
Project Name:	TVRT Dance Floor
Original Grant Amount Requested:	\$7,500.00
Original Project Description: <i>(as written in grant application)</i>	<p>The creation of a professionally installed dance floor in TVRT's new headquarters would most certainly be in keeping with the Cultural Plan's call for functional artistic facilities. Dance plays a role in every one of TVRT's various theatrical programs. Indeed, dance is a major part of nearly all of our Mainstage musicals and Studio Theatre productions. Dance is also an important part of our summer youth theater conservatories. Even our Broadway Chorus concerts include the involvement of a group of dancers. In summary, a safe and efficacious dance floor is a requirement of all of our artistic endeavors. By awarding us this Community Grant, the City of Pleasanton will be acting in accordance with the Cultural Plan's call for artistic facilities.</p> <p>This project entails ordering the materials for and commissioning the installation of a 40 foot by 30 foot wood sub-floor and a Marley dance floor atop it. TVRT has found it necessary to move to a new facility (also in Pleasanton) in order to find a sustainable rental agreement, and this dance floor is critical to making our new home functional for rehearsal purposes.</p>
Modified Grant Amount Approved by City Council:	\$2,630.00
Modified Project Description: <i>(How will modified grant funds be used?)</i>	<p>Instead of purchasing a wooden subfloor and then the Marley dance floor we are now going to purchase a portable dance floor by SnapLock through Big Floors. SnapLock has been a world leader in portable dance floors. Their interlocking, lightweight modular flooring systems make great dance floors. The design makes the floor easily portable. It comes with a 12 Year limited warranty and is made in the USA. Total cost is approximately \$6000 - \$5,174 for the materials and \$826 for installation. This floor is a reduced cost from</p>

	the original estimate of \$15,000 for a Marley floor. One of the differences in the product is that a Marley floor has a 20-year warranty and this one will be covered for 12 years.
Revised Budget: <i>(Attach Revised Funding Uses /Expenses Form)</i>	Is Revised Budget Attached? Yes

Kathleen S. Breedveld

 Project Manager Signature

05/05/2012

 Date

Submit the completed Modified Project Addendum and Revised Budget to: Kathleen Yurchak, Community Services Manager, City of Pleasanton, Community Services Department, PO Box 520, Pleasanton, CA 94566 or kyurchak@cityofpleasantonca.gov.

<u>For Staff Use Only</u>	
Date Received: _____	City Project #: _____

Community Grant Revised Budget Form: Funding Uses/Expenses

Agency Name: Tri-Valley Repertory Theatre

Project Name: Dance Floor

FY 12/13 Budget Plan	Total Organization	Total Project	Grant Request	Explain this expense.
Personnel Costs				
*Admin Salaries	\$0.00	\$0.00		
*Benefits	\$0.00	\$0.00		
Define Benefit Expenses (medical, sick leave, etc.)	\$0.00	\$0.00		
Program Staff Salaries	\$0.00	\$0.00	\$0.00	N/A
Non-Personnel Costs				
Non-Personnel Costs	\$127,000.00	\$0.00	\$0.00	Production Costs
Professional Fees	\$102,500.00	\$0.00	\$0.00	Stipends to Production personnel & Production Manager
Equipment Rental/Maintenance	\$8,300.00	\$0.00	\$0.00	Lease of Copier and computer maintenance
Outreach/Promotion	\$0.00	\$0.00	\$0.00	
Printing/Publications	\$2,000.00	\$0.00	\$0.00	Season Brochure Printing/Mailing
Supplies/Materials	\$57,000.00	\$0.00	\$0.00	Overhead & Administrative Costs
Other (specify)	\$34,300.00	\$0.00	\$0.00	Monthly facility lease and Insurance
		\$6,000.00	\$2,630.00	Dance Flooring w/Installation
Totals	\$365,400.00	\$6,000.00	\$2,630.00	

Budget Narrative:

These are our budgeted expenses based upon our new facility rental and our production season of 3 Main Stage musicals, 3 Broadway Chorus concerts, and 3 summer theatre camps. The dance floor bid for \$6000 includes: the cost of the dance floor itself for \$5174.00 and the installation in our rehearsal space for about \$826.

The grant amount awarded is lower than what was requested. We are making up the difference in cost by using money already set aside for the move to our new offices. This money is in an account and was raised through other personal donations.

If you are using grant funds for staff costs, please use the Budget Narrative Box to list each employee and the percentage of their salary and benefits that will be paid with Community Grant funds.

***Please note, that grant funds cannot be used to cover administrative staff and overhead expenses. Only direct costs will be reimbursed that specifically relate to and can be documented for the proposed project. Funds cannot be used as pass-through dollars for scholarships or agency administration services. See Funding Guidelines and Categories under RESTRICTIONS.**

Please Note: Form Must Be Filled Out Electronically. Return form to Kathleen Yurchak, Community Services Manager, City of Pleasanton, Community Services Department, PO Box 520, Pleasanton, CA 94566 or kyurchak@cityofpleasantonca.gov.



City of Pleasanton
FY 12/13 Community Grant Program
 1/23/2012 deadline

Tri-Valley Repertory Theatre TVRT Dance Floor

Tri-Valley Repertory Theatre
 1048 Serpentine Lane Suite 307
 Pleasanton, CA 94566
 United States

Tel: (925) 462-2121
 Fax: (925) 484-3062
 Web: www.trivalleyrep.com
 EIN: 68-0049944

Project Contact
 Kathleen Breedveld
kbreedveld@trivalleyrep.com
 Tel: (925) 899-3451

General-Production Manager
 Kathleen Breedveld
Kbreedveld@trivalleyrep.com

\$7,500 Requested

Submitted: 1/23/2012 4:52:10 PM (Pacific)

Proposal Questions

1 What funding category are you applying for?

- Civic Arts
 Youth

2 Please indicate your City of Pleasanton Business License No.

0200082

3 Please describe your agency and its mission.

Tri-Valley Repertory Theater (formerly Pleasanton Playhouse) is an educational, non-profit volunteer organization dedicated to providing affordable quality theatre, theatrical training, a showcase for talent and a cultural experience within the Tri-Valley communities. A non-profit volunteer organization, TVRT began in 1972 as a program under the City of Pleasanton Department of Recreation producing summer musicals. In 1984, TVRT became a non-profit organization producing three shows each season. We played a leadership role in, and gave substantial support to, the community effort to renovate Amador Theater. After the theater was renovated, we started our critically acclaimed Broadway Chorus, a non-auditioned, community chorus. In 1996 we opened our Studio Theatre, a community black box theater. Throughout our history, we have had a special focus on family involvement in the arts. Over the years, we have had a variety of summer conservatory training programs and children's productions. We take special pride in the fact that entire families can be found participating in our productions. TVRT is a federal 501(3)(c) non-profit organization. TVRT is guided by a volunteer Board of Directors. Only a small number of professional staff are paid to provide services for specific productions (producer, directors and designers). All of this keeps our overhead costs to a minimum. While our human resources come from community volunteer support, our financial resources are primarily derived from ticket sales, donations and grants. We are proud to be approaching our 30th anniversary of being a non-profit volunteer organization dedicated to the cultural enrichment of the communities we serve with a special focus on the involvement of families in the arts. We are currently in our 28th year of providing professional quality musical theatre. Attendance at our various productions exceeds 15,000 people annually.

4 Is this a new project or activity?

- Yes
 No

5 What type of Community Grant is your agency applying for?

- Seed
 Capital
 Operating

6 If your agency has received funding from the City of Pleasanton in the past 5 years please describe and include the project, funded level and in what year funding was received. Enter "N/A" if not applicable.

N/A

7 If your agency has never received grant funding from the City of Pleasanton please provide information to justify your agency's capacity to conduct this project (management, fiscal staff resources, and expertise, etc.). Enter "N/A" if not applicable.

N/A

8 Provide a brief summary of the project for which your agency is seeking funding for (no more than three sentences; this text will be used widely during the review and implementation process to describe your project).

This project entails ordering the materials for and commissioning the installation of a 40 foot by 30 foot wood sub-floor and a Marley dance floor atop it. TVRT has

found it necessary to move to a new facility (also in Pleasanton) in order to find a sustainable rental agreement, and this dance floor is critical to making our new home functional for rehearsal purposes.

9 Estimate the total number of unduplicated Pleasanton residents to be served by this project.

Given that this dance floor will support and enable all of TVRT's many different productions, an estimate of the total number of participants and audience members served by our company is appropriate here. We estimate that all of our productions are attended by 6,000 unique audience members annually. In total, these productions are staffed by approximately 60 orchestra members, 60 technical crew members and about 500 individual performers. Add to that about 20 office staff, ushers and concession volunteers, and we believe that about 6,670 people attend or participate in TVRT productions every year. Naturally, this number will tend to fluctuate a bit in either direction, as different productions have different needs. The true number is very likely to be in this neighborhood, however. It is true that the people that attend and participate in our productions are from various communities in the Bay Area, but we are headquartered in Pleasanton and thus we attract disproportionate talent and interest from that community. If only one quarter of the above mentioned participants and spectators are Pleasanton residents, then 1,668 Pleasanton residents will see benefit from this project. Note, though, that we believe that this estimate to be extremely conservative.

10 Describe the problem(s), need(s), issue(s), or service gap(s) to support the need for this project in Pleasanton. (Please reference the Pleasanton Cultural Plan or other relative sources and/or Youth Master Plan.)

The Cultural Plan of the City of Pleasanton puts forward that, "State of the art cultural venues allow the arts to thrive. Cultural facilities to accommodate performances, exhibitions, rehearsals, classes, and the creation of artwork represent an important cornerstone in the culture of a community." (Cultural Plan pg. 6) TVRT agrees with this statement wholeheartedly, and maintains access to professionally created, safe artistic facilities is axiomatic to the fulfillment of other priorities stated in the Cultural Plan, such as, "To establish and support cultural enrichment activities and programs for the young people of Pleasanton" (Cultural Plan pg. 9) and "To develop programs and partnerships to support a broad spectrum of cultural and arts interests within the community." (Cultural Plan pg. 15)

11 Describe the project for which your agency is requesting funding and how this project relates to the problem, need, issue, or service gap identified in the previous question.

The creation of a professionally installed dance floor in TVRT's new headquarters would most certainly be in keeping with the Cultural Plan's call for functional artistic facilities. Dance plays a role in every one of TVRT's various theatrical programs. Indeed, dance is a major part of nearly all of our Mainstage musicals and Studio Theater productions. Dance is also an important part of our summer youth theater conservatories. Even our Broadway Chorus concerts include the involvement of a group of dancers. In summary, a safe and efficacious dance floor is a requirement of all of our artistic endeavors. By awarding us this Community Grant, the City of Pleasanton will be acting in accordance with the Cultural Plan's call for artistic facilities.

12 Explain how this project will be implemented, administered, and operated.

Upon receipt of the Community Grant, TVRT intends to order the materials that will be used in the creation of the Marley dance floor from Great Mats. One exception to the above is that we intend to purchase wood separately from a local vendor such as Home Depot or Reikert Lumber, depending on which vendor provides the more competitive price at the time of service. When we receive all materials, we intend to contract with Silmar Flooring for the installation of the floor. Please see the attached quotes for the anticipated pricing.

13 Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Affidavit Form is required for each collaborating agency.) Enter "N/A" if not applicable.

As stated above, we intend to order materials from Great mats and Silmar Flooring will provide the labor.

14 Describe in detail the role of the Community Grant funds in this project (e.g., what specifically will the Community Grants funds be used for?).

Quite simply, the Community Grant funds will be used to pay our contractors for the materials and labor used in this project.

15 Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g., low income, youth, disabled, etc.)

TVRT offers youth summer theater conservatory programs every year. This dance floor will be an important part of the training and education that these young people will receive. While TVRT does not offer any programs that are specifically targeted towards any other particular groups, populations or constituencies, it is important to note that there is no fee or any other cost associated with appearing as a performer in any of our Mainstage or Studio Theater productions. Naturally, our volunteers need pay nothing for their participation either. These things being the case, our community theater is an excellent artistic avenue for persons of low-income backgrounds.

16 Please choose a common indicator that your agency will use to measure.

- Audience (performance)
- Spectators (event)
- Participants
- Clients

17 Describe how this project is cost effective and the budget is reasonable for the anticipated result.

At the present time, TVRT pays \$1200 per month in rent to the triple Threat Dance Studio of Livermore for the use of their dance floors. This rent is unsustainable for TVRT in the medium term, and we need to find a way to eliminate this onerous ongoing expense. The Community Grant is extremely cost effective in that it will allow TVRT to continue in its cultural mission for the residents of Pleasanton for years to come and will allow us to reallocate funds that are spent on rent to our many productions, workshops and choral events.

18 If this project does not receive funding, what will be the effect on the project?

Failure to receive the Community Grant would be quite deleterious to our effectiveness in the local arts community. The high rental fees mentioned in the question above would be ongoing, and would continue to negatively affect our ability to put forward the aggressive schedule of events and projects that we currently offer the community. The creation of the dance floor is not optional for us, so it would need to go ahead. This would necessarily mean cuts to the budgets of certain other programs of ours. It is difficult to see just how those cuts could be made to budgets that already contain exceedingly little room for error. All that we can say with certainty is that the quality of our artistic offerings to the community would take a substantial hit.

19 Does your agency anticipate having any unspent funds?

- Yes
- No

20 If you answered yes to the preceding question please explain. Enter "N/A" if not applicable.

N/A

21 Please confirm that you have uploaded the following in the "Documents" tab:

- Current annual budget for the entire agency, including revenue
- Agency organization chart
- List of Board of Directors/Governing Board with their contact information
- Board of Directors' authorization to request funding
- Community of Character Declaration
- Collaboration Agency Affidavit Form
- Most Recent Agency Audit or Tax Return
- Articles of Incorporation/Bylaws
- Personnel Information

Budget

Funding Sources/Revenues	Total Organization	Total Project	Total Proj. Committed
-none-	\$0	\$0	\$0
Funding Uses/Expenses	Total Organization	Total Project	Grant Request
Personnel Costs			
Admin Salaries* (see instructions)			
Benefits* (see instructions)			
Program Staff Salaries			
Program Staff Benefits			
Non-Personnel Costs			
Professional Fees			
Equipment Rental/Maintenance			
Outreach/Promotion			
Printing/Publication			
Supplies/Material			
Other (define below)			
Total	\$0	\$0	\$0

Budget Narrative

We are applying for this grant precisely because we do not have any funds allocated toward this program. The extent to which we may be able to shift our limited resources from other areas into this one is wholly dependent upon the amount of support we receive from the Community Grant.

Documents

Instructions for Documents Requested

Below you will find a list of documents requested to complete your application submittal process. FOR THIS YEAR ONLY "ALL" documents are required for ALL grant applications and are indicated by a check mark in the "required" box.

A template is provided for the Financial Community of Character Declaration, and Collaboration Agency Affidavit Form (if applicable). You must use the provided template. To download the required template, click on the link "download template" which is located immediately below the name of the form, save the file to your computer, input your project information, save the file with a file name that makes sense (ex: Agency Collaboration.pdf) and select "upload". After you have successfully uploaded your file and REFRESHED your browser you will see your file listed in the "Uploaded Documents" column in the table below.

All other required documents do not require a template. You may upload this information in any format (Word, Excel, pdf, jpg, etc).

Personnel Information being requested includes:

- List of all paid positions by classification and salary scale. If classification is part-time or temporary, indicate percentage of time on an annualized basis. Provide fringe benefit information (retirement, health plan, workers' compensation, employer's share of social security, etc.) as a percentage of the total full-time and part-time salaries.
- Identify contract services (bookkeeping, secretarial, etc.) and total cost per contract on an annual basis.

Reminder – there is a 10 MB file size maximum. If you are trying to upload a file that is larger than 10 MB, please split the document into two files, name them appropriately, and upload both files into the appropriate row.

Documents Requested *Required? **Attached Documents ***

Current annual budget for the entire agency, including revenue.	<input checked="" type="checkbox"/>	Budget
Agency Organization Chart	<input checked="" type="checkbox"/>	Agency Organization Chart
List of Board of Director/Governing Board with their contact information. A minimum of one (1) Board member must be a Pleasanton resident.	<input checked="" type="checkbox"/>	TVRT Board of Directors
Board of Directors' authorization to request funding.	<input checked="" type="checkbox"/>	Board Permission Letter
Community of Character Declaration download template	<input checked="" type="checkbox"/>	Community of Character Declaration
Collaboration Agency Affidavit Form download template	<input checked="" type="checkbox"/>	Silmar Flooring Quote
Most Recent Agency Audit or Tax Return	<input checked="" type="checkbox"/>	Audit
Articles of Incorporation/Bylaws	<input checked="" type="checkbox"/>	Incorporation/Bylaws
Personnel Information	<input checked="" type="checkbox"/>	TVRT Personnel Statement

* ZoomGrants™ is not responsible for the content of uploaded documents.

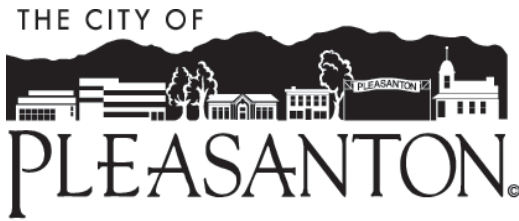
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10:59 AM
05/20/12
Cash Basis

Tri-Valley Repertory Theatre
Balance Sheet
As of May 20, 2012

	<u>May 20, 12</u>
ASSETS	
Current Assets	
Checking/Savings	
U.S. BANK SAVINGS	86,324.72
Petty Cash	-28.00
CHECKING	<u>19,053.14</u>
Total Checking/Savings	105,349.86
Total Current Assets	105,349.86
Fixed Assets	
FIXED ASSETS	73,952.68
ACCUMALATED DEPRECIATION	<u>-67,582.00</u>
Total Fixed Assets	6,370.68
Other Assets	
RENT DEPOSIT	<u>-7,000.00</u>
Total Other Assets	<u>-7,000.00</u>
TOTAL ASSETS	<u>104,720.54</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
US BANK CREDIT CARD	<u>3,000.00</u>
Total Credit Cards	<u>3,000.00</u>
Total Current Liabilities	<u>3,000.00</u>
Total Liabilities	3,000.00
Equity	
3000 · Opening Bal Equity	100,000.00
3900 · Retained Earnings	21,998.78
Net Income	<u>-20,278.24</u>
Total Equity	<u>101,720.54</u>
TOTAL LIABILITIES & EQUITY	<u>104,720.54</u>



Civic Arts Commission Agenda Report

June 4, 2012
Item 6

SUBJECT: REVIEW AND DISCUSSION OF COMMISSIONER RECRUITMENT AND ORIENTATION PROCESS

SUMMARY

In May 2012, the Civic Arts Commission held its annual workshop. One of the items discussed was the current method of recruitment and orientation for Commissioners. The City Clerk's office accepts interest cards for current filled commissions, recruits and distributes information regarding current vacancies within all commissions, and accepts and processes all received applications for vacancies. Upon appointments, new Commissioners receive an orientation from with the Assistant City Manager and Community Services Department staff.

RECOMMENDATION

It is recommended that the Commission receive the information and comment.

FINANCIAL STATEMENT

There is none.

BACKGROUND

At its May 11, 2012 workshop, the Civic Arts Commission discussed the recruitment and orientation of new Commissioners. The Commission requested that staff provide additional information on current practices.

The City holds recruitments twice per year, in the Spring and Fall, for vacancies on the City's various commissions and committees. In addition to posting vacancies on the City's website, these recruitments are advertised in all newspapers in the Tri-Valley including, the Valley Times, the Tri-Valley Herald, the Independent, and the Pleasanton Weekly.

Once the recruitment period closes, all applicants are interviewed by the Mayor who then appoints an applicant to a vacant position. The Mayor's appointments are then ratified by City Council and the candidates are invited to a Commissioner Orientation and Swearing-In Ceremony. The Assistant City Manager, Steve Bocian, provides the orientation with assistance from Department staff.

In 201, Community Services Staff created a Community Services Department Orientation Packet. The packet details staff contact information, staff duties and current Civic Arts Commission discussion items.

If an applicant is interested in a commission or committee that doesn't currently have a vacancy, the applicant may submit an Interest Card. Once a vacancy occurs the interested party will be notified of the current recruitment.

ALTERNATIVE ACTION

Any other action as determined by the Civic Arts Commission.

Submitted by:



Michele Crose
Community Services Manager

Attachments

1. City Website information on City Commissions and Committees
2. Commission, Committee or Board Application
3. City Website information on Commission and Committee Interest Card
4. Civic Arts Commissioner Orientation Packet

City Commissions and Committees



Click a link below or scroll through the page.

Commissions and Standing Committees	Ad Hoc Committees
Bicycle, Ped, Trails Committee Civic Arts Commission Housing Commission Human Services Commission Library Commission Parks and Recreation Commission Planning Commission Youth Commission Youth Master Plan Oversight Committee Economic Vitality Committee	Committee on Energy and the Environment

Advisory Commissions and Standing Committees

Advisory Commissions and Standing Committees play a major role in the ongoing work of your City government. There are many issues facing our community, and our City Council relies on these bodies to study, discuss and recommend solutions on issues of importance to the community. Commission terms are four years, with the exception of the Youth Commission with terms of two years.

Ad Hoc Committees

The City Council may establish an Ad Hoc Committee to advise on a specific issue/project. These committees perform service for a limited duration.

Interested in Serving?

In March and July of each year, commission vacancies are advertised on the City's website and in local papers. Interested residents are encouraged to apply.

Application and Interest Card

- Applications can be downloaded [here](#) or picked up at the City Clerk's Office at 123 Main Street (corner of Main Street and Bernal Avenue).
- Persons interested in serving on various City Commissions or Committees for which there are no current vacancies are encouraged to complete an [online interest card](#) or picked up at the City Clerk's Office.



APPLICATION

to serve on a Commission, Committee or Board

GENERAL INFORMATION

Name _____ E-Mail _____
(Last) (First) (Middle Initial)

Home Address _____
(Number) (Street) (City, Zip)

Home Phone _____ Work Phone _____

Name of Spouse _____ Years As Pleasanton Resident _____

I am able to attend daytime evening meetings.

I would like to be considered for appointment to the:

- | | | |
|--|--|--|
| <input type="checkbox"/> Planning Commission | <input type="checkbox"/> Library Commission | <input type="checkbox"/> Economic Vitality Committee* |
| <input type="checkbox"/> Parks & Recreation Commission | <input type="checkbox"/> Housing Commission | <input type="checkbox"/> Tri-Valley Community TV Board |
| <input type="checkbox"/> Human Services Commission | <input type="checkbox"/> Civic Arts Commission | <input type="checkbox"/> Youth Commission |
| | | <input type="checkbox"/> Other _____ |

Applicants must reside within Pleasanton city limits.

***Applicants for the Economic Vitality Committee can be a Pleasanton resident and/or be associated with a business located in Pleasanton.**

ORGANIZATIONS/ACTIVITIES/COMMUNITY INVOLVEMENT

Please list, in order of importance to you, the community, civic, professional, business, religious, social, athletic, and other organizations of which you have been a member. Please describe the nature of your participation, responsibilities and accomplishments. (If necessary, attach additional pages to the application.)

Organization	Dates of Membership	Position(s) Held
--------------	---------------------	------------------

Describe _____

Organization	Dates of Membership	Position(s) Held
--------------	---------------------	------------------

Describe _____



APPLICATION

to serve on a
Commission, Committee or Board

EDUCATION

Name and City of School	From-To	Degree	Major
_____	_____	_____	_____
_____	_____	_____	_____

List any educational achievements.

EMPLOYMENT (if applicable)

Present Employer _____

Business Address _____

Type of Business _____

Briefly describe your responsibilities _____

What do you consider your greatest responsibility, skill, or career achievement? _____

Applicant's Signature _____ Date _____

Return to: **City of Pleasanton**
City Clerk's Office
P.O. Box 520 - 123 Main Street
Pleasanton, CA 94566

Commission/Committee Interest Card



Persons interested in serving on one of the following City Commissions or Committees are encouraged to complete and submit an interest card. Submit the interest card via the internet at www.ci.pleasanton.ca.us or return it to the City Clerk's office at 123 Main Street, PO Box 520, Pleasanton, CA 94566

CHECK ALL THAT APPLY <i>(Card will remain on file for one year.)</i>	
Civic Arts Commission	<input type="checkbox"/>
Housing Commission	<input type="checkbox"/>
Human Services Commission	<input type="checkbox"/>
Library Commission	<input type="checkbox"/>
Parks & Recreation Commission	<input type="checkbox"/>
Planning Commission	<input type="checkbox"/>
Youth Commission	<input type="checkbox"/>
Economic Vitality Committee	<input type="checkbox"/>
Youth Master Plan Implementation Committee	<input type="checkbox"/>

Name:

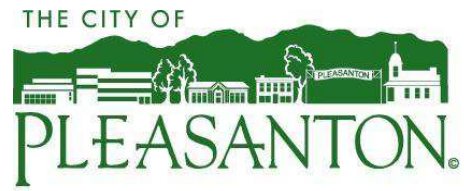
E-mail Address:

Address:

City:

State:

Zip:



Civic Arts Commissioner Orientation

May 2012

Dear Commissioner:

Welcome to the Civic Arts Commission!

The Civic Arts Commission promotes the acquisition, construction, and installation of public art in Pleasanton and advises the City Council on matters related to City-sponsored arts and cultural programs.

We hope the following information provides you with a smooth transition onto the Commission. General topics involving the Commission will be briefly discussed, and staff can provide further information at your request. I will be your primary point of contact for questions regarding items within the Commission's purview, as well as Commission protocol. Please feel free to contact me at (925) 931-5347 or mcrose@cityofpleasantonca.gov for information.

After you've had a chance to review this information, please contact us to schedule a briefing session to go over the items in the binder. We will also be glad to arrange a tour of the City's Public Art collection and facilities, as well as meet with other key staff members.

Congratulations on your appointment. We look forward to working with you.

Sincerely,

Michele Crose
Community Services Director

**Community Services Department
Important Contact Information**

For your information and reference, below is a list of key department personnel. For many personnel, we've listed the program areas that they oversee.

Name	Title	Location	Phone	E-mail
Susan Andrade-Wax	Community Services Director	200 Old Bernal Ave.-Modular Bldg.	931-5340	sandrade-wax@cityofpleasantonca.gov
Michele Crose	Community Services Manager-Civic Arts	200 Old Bernal Ave.- Modular Bldg	931-5347	mcrose@cityofpleasantonca.gov
Mark Spiller	Community Services Manager-Recreation Services & Civic Arts	200 Old Bernal Ave.-Modular Bldg.	931-5345	msspiller@cityofpleasantonca.gov
Kathleen Yurchak	Community Services Manager-Human Services	200 Old Bernal Ave.-Modular Bldg.	931-5346	kyurchak@cityofpleasantonca.gov
Mike Fulford	City Landscape Architect, Visual & Public Art	200 Old Bernal Ave.-Modular Bldg.	931-5672	mfulford@cityofpleasantonca.gov
Terry Snyder	Office Manager	200 Old Bernal Ave.-Modular Bldg.	931-5343	tsnyder@cityofpleasantonca.gov
Linda Matthews	Sr. Office Assistant	200 Old Bernal Ave.-Modular Bldg.	931-5342	lmattews@cityofpleasantonca.gov
Ian Anderson	Recreation Supervisor (Contract Classes, Activity Registration, Activities Guide, Facility Rentals)	5800 Parkside Drive	931-3437	ianderson@cityofpleasantonca.gov
Michelle Stearns	Recreation Supervisor (Aquatics, Tennis)	455 Black Ave.	931-3423	mstearns@cityofpleasantonca.gov
Becky Hopkins	Recreation Supervisor (Preschool, Youth & Teen, Alviso Adobe, Environmental Education)	4333 Black Ave.	931-3430	bhopkins@cityofpleasantonca.gov
Pam Deaton	Recreation Supervisor (Paratransit, Senior Programs, RADD)	5353 Sunol Blvd.	931-5365	pdeaton@cityofpleasantonca.gov
Dan Villaseñor	Recreation Supervisor (Adult Softball, Sports Fields, Youth & Adult Sports, Gym Rentals)	200 Old Bernal Ave.-Modular Bldg.	931-5357	dvillasenor@cityofpleasantonca.gov
Rob Vogt	Recreation Supervisor (Amador Theater, Firehouse Arts Center, Civic Arts Presents)	4444 Railroad Ave.	931-3456	rvogt@cityofpleasantonca.gov

Community Services Department

The following is a list of the Department's divisions, general program areas, and a very brief description of each. If you have questions about a program area, please feel free to contact me or the division manager.

Administration Division (Susan Andrade-Wax)

- Parks & Recreation Commission
- City/EBRPD Liaison
- City/PUSD Liaison
- Department Budget
- Mayor's Dinner
- Pleasanton Pioneer Cemetery – oversight of Cemetery operations contract.
- Sister Cities

Civic Arts Division (Michele Crose)

- Civic Arts Commission
- Civic Arts Grants
- City Grant Program – monetary grants from the City's General Fund to 503(c)(3) non-profit organizations that provide needed assistance-type services for Pleasanton residents.
- Amador Theater – theatrical and technical support for a variety of uses at Amador Theater; and rental of theater to local performing groups and other organizations.
- Civic Arts Presents – entertainment and performance programming for Amador Theater and the new Firehouse Arts Center, including the School Concert Series for local school children.
- Firehouse Arts Center – theatrical and technical support for a variety of uses at the new Firehouse Arts Center, and rental of theater to local performing groups and other organizations.
- Literary Arts – includes Poet Laureate program and Poetry, Prose and Arts Festival.
- Visual & Public Art – includes the management of City's public art collection, and coordination of the new art gallery at Firehouse Arts Center.

Community Services Division

Human Services (Kathleen Yurchak)

- Activities Guides – production of the City’s recreational Activities Guides.
- Alviso Adobe – management of the Alviso Adobe facility, programs related to the history of Alviso Adobe Community Park, and outdoor/nature programs and activities.
- Facility Rentals – administration and management of rentals of Senior Center (main hall and classrooms/meeting rooms), Veterans Memorial Building, Amador Recreation Center, Century House, meeting rooms at Cultural Arts Center and Regalia House, large group picnic areas at Val Vista Community Park, Sports and Recreation Community Park, and Amador Valley Community Park.
- Gingerbread Preschool – early childhood education through recreational activities for ages 2-5.
- Human Services Commission – staff support to the Human Services Commission.
- Paratransit Services - special bus transportation for adults age 60 and up, and for ADA (Americans with Disabilities Act) qualified persons of any age.
- Program Registration
- Recreational Activities for the Developmentally Disabled – structured activities to promote independent living for developmentally disabled residents, ages 15 and up.
- Fee Assistance Program – financial assistance to qualified low-income families to participate in department programs.
- Senior Program – wide variety of activities, programs and informational sessions for ages 50 and better.
- Contract Classes – special interest classes and camps for all ages. Topics cover areas such as painting, drawing, ceramics, chess, building with Legos, science experiments, dance, music, dog training, babysitter training, woodworking, exercise and wellness.
- Youth & Teens – includes youth-oriented activities, the After-School Recreation Program, annual Youth in Government Day, teen volunteer program, and annual teen job fair.
- Youth Commission – staff support to the Youth Commission.

Recreation (Mark Spiller)

- Aquatics – Recreational and lap swimming; private, semi-private and group swim lessons; swim team; swim stroke development classes; Red Cross Certification classes; water fitness classes; diving classes; Adapted Aquatics (for individuals unable to participate in the Learn-to-Swim Program due to a disability).
- Hometown Holiday – management and execution of the annual Hometown Holiday event.
- Softball and Sports Fields – Adult softball leagues, rental of softball fields for weekend tournament play, allocation of City-controlled sports fields for no-cost use by local sports groups.
- Tennis Program – Tennis lessons, leagues, skill development classes, tennis camps during summer, school breaks and holidays. The Tennis program is operated Lifetime Tennis, under contract with the City.
- Youth and Adult Sports – Introductory youth sports classes or leagues in badminton, basketball, football, soccer, golf, tennis, and volleyball.

Youth baseball leagues are provided through Pleasanton American Little League, Pleasanton Foothill Little League, and Pleasanton National Little League. Pleasanton Lacrosse offers spring and summer league play. Pleasanton Girls Soccer Association and Ballistic United Soccer Club offer further soccer development and competitive play. Adult sports leagues in badminton, basketball, bocce, softball, tennis, volleyball, and golf.

Landscape Architecture Division (Mike Fulford)

- Bicycle, Pedestrian and Trail Committee
- Parks - Capital Improvement Projects Administration – project planning, oversight of design and construction, and management of construction for new parks, and renovation of existing parks.
- Landscape and Lighting Districts – management and administration of the City’s six Landscape and Lighting Districts.
- Private Development Review – review of private development landscape plans.
- Trails Program – management of the City’s Trails program, and support to Bicycle, Pedestrian & Trails Committee.

- Urban Forestry Program – program administration involving street tree replacements and protection of Heritage trees.

Currently, listed below are the projects that the Commission has been discussing regularly.

Community Grants – Arts

Each year, the Civic Arts Commission reviews the previous year’s funding criteria for the Civic Arts Category of the Community Grant Program to better judge and allocate funds for qualifying applicants.

Cultural Plan Update

The current Cultural Plan was written in 1998. It contains items that have achieved and others that are out of date. The Civic Arts Commission has expressed the desire to have staff write a Request for Qualifications and move forward with finding a group that can take the lead in updating the plan.

Signature Event

The Civic Arts Commission continues to discuss the viability of hosting a signature art event. They are currently in the beginning phases of determining what type of event may be suitable.

Harrington Public Art Acquisition Plan

On December 29, 2009, the Harringtons met with Civic Arts staff to present their idea for a 10-year plan to add to Pleasanton’s public art collection by the acquisition or commission of several sculptures – including two (2) murals. Through a process of collaboration with individuals and local businesses, the Harringtons’ goal is to raise financial support in the community and to personally match any donation of \$3,500 or more until sufficient funding for a particular sculpture or mural has been achieved.

The Re-design of the Delucchi & Lions Wayside Park(s)

Upon completion of the Firehouse Arts Center, the Civic Arts Commission expressed a desire to re-design the site’s adjacent parks. In May 2011, the City Council adopted the Re-Design of Delucchi and Lions Wayside Park(s) as one of their top priorities. The potential redesign will also include adding a paved travel along the nearby old transportation corridor. As the project continues, the Commission’s comments will be incorporated into the redesign work, which will be presented to the City Council for consideration at a future date. Further design work and construction are dependent availability of funding.

Civic Arts Program Reports

Recently, the Commission has requested that staff provide them with presentations and updates on different Civic Arts Facilities and Programs. This will give the Commission an opportunity to get to know the program staff a little better, as well as ask more detailed questions about each program. Reports will cover a wide range of areas such as, management of Amador and Firehouse Theater(s), literary arts, visual arts, performing arts, art classes, cultural programs and special events.

Annual Items – Elections, Committee Assignments & Meeting Schedule

In December, the Commission selects a new Chairperson and Vice Chair. Traditionally, both positions have been selected based on seniority with the Commission. During the rotation of officers, the Commission also reviews the list of committee assignments and project liaisons. This provides an opportunity for Commissioners to participate in areas of interest, or switch to new areas if desired. Lastly, the Commission reviews the upcoming year’s calendar and determines whether or not there are any conflicts. If conflicts occur due to holidays and/or vacations, the Commission may make revisions as needed to its meeting schedule.

Other items are presented to the Commission for review, comment, or action as the need arises. Generally, these fall into one of the following categories.

Community and Resident Requests/Concerns – On occasion, the Commission may receive a request or concern from the public.

Commission Support/Involvement in Various Items – The Commission is occasionally asked to provide input and/or support for various items or causes. In the past, these have included: selecting artwork to receive the City’s Purchase award; establishing a City-sponsored Poet Laureate Program; a City-sponsored event; and the City-sponsored Student Bus Shelter Art contest.

Commission Input to Capital Improvement Program (CIP):

Current and proposed Civic Arts related Capital Improvement Program (CIP) projects may be presented to the Commission on occasion. The status of current projects is discussed, and merits of proposed projects are reviewed. Questions are asked and answered, and each Commissioner has the opportunity to offer their list of priority projects, based on the needs of the City. These priorities are further discussed, and a collective list of Commission priorities is created and forwarded to the City Council for its consideration. Projects are dependent on available funding.

Municipal Code Changes – On rare occasions, the Commission reviews and provides input for proposed changes to the Pleasanton Municipal Code, as they relate to either Chapter 2.39 Civic Arts Commission and/or Chapter 13.16 Art in Public Places.