



CITY OF HUNTINGTON BEACH

2000 MAIN STREET

CALIFORNIA 92648

COMMUNITY SERVICES DEPARTMENT

(714) 536-5486

MINUTES

HUNTINGTON BEACH ALLIED ARTS BOARD

Tuesday, April 5, 2011

6:00 p.m.

Huntington Beach Art Center

538 Main Street

Huntington Beach, CA 92648

CALL TO ORDER:

K. Rudin called the meeting to order at 6:30 pm at which time a quorum was met.

ROLLCALL:

Brace, Boller, Eng, K. Rudin, M. Rudin (Matt joined the meeting at approximately 7:00 pm)

MEMBERS ABSENT:

LoSchiavo, Stip

COUNCIL LIAISON PRESENT:

Boardman

STAFF PRESENT:

Hoffman, DeAngelo, Clary

PRESENTATIONS/INTROUCTIONS:

Council member Boardman was introduced to the board as the newest council liaison. Although this is Boardman's current first term, it is her second stint on Council and as a liaison to the AAB. She served on Council from 2000 – 2004. The board members and staff introduced themselves.

MINUTES:

Motion to accept the minutes from February 1, 2001 was made by K. Rudin and seconded by Boller. The motion was approved. The motion to accept the Special Meeting Minutes of March 1, 2011 was made by Boller and seconded by Brace. The motion was approved.

ORAL COMMUNICATIONS:

None

ADMINISTRATIVE ITEMS

1. Upcoming Ethics Training:

- a. Clary announced that a date has been set for ethics training. Most will not need to repeat their training until next year; however, Boller said she has not attended the training. Clary will provide the dates/times to all members via email.
- b. K. Rudin introduced the need for a new Vice Chair, as M. Rudin is not as readily available as needed for support and assistance. M. Rudin said that he would like to resign. Hoffman reminded the board that nomination and elections are usually held in June. M. Rudin will formally resign at the June meeting and a nomination and election for a new Vice Chair will take place at that time.

CURRENT ITEMS:

1. **Cultural Resources Survey:**

- a. Due to the urgency of the advocacy project, board members did not work on this project. Hoffman gave an overview of the survey and what is being asked of the board. K. Rudin said the board will complete the survey and have it ready for the next meeting.

2. **Effective Advocacy for the Arts:**

- a. City Budget Update – Update Provided Via Email by Council Liaison, Devin Dwyer:
 - K. Rudin read the Council Liaison, Dwyer's email update to the board, which stated:

At our last City Council meeting we were given a line item budget with three categories. Core, Important and Added Value. The Art Center was given a value of Added Value. The ratings were done by the department heads initially and then again as a group. It's not necessarily the same value that a council member may give an item. That is left to interpretation.

We as a council asked for more detail. Some of the departments make money and that was not clear on all.

I understand that this Citywide Program Prioritization sheet can be found on the HB website.

We now are tasked as council members to come up with \$3,000,000 in savings towards our shortfall for 2012 with the understanding that we have another \$ 4,000,000 in a shortfall for 2013.

Clary provided K. Rudin with a copy of the *Prioritization List*. Council Liaison Boardman brought a copy of the report with her. Boardman said that her version listed the fiscal year 2010/11 expense budget as \$443,818 and \$165,000 as revenue. Hoffman said that the numbers did not reflect donations. Boardman said that Council realizes that some of the “Added Value” programs generate revenue, so they asked for more information. Boardman will send an email asking for clarification of the numbers and where donations are reported. Discussion regarding the report continued.

- b. Discussion of Special Meeting, March 1, 2011: This item was combined with the next item.
- c. Advocacy at City Council Meeting Update – Suzanne Boller
 - Boller reported that she went to the budget discussion at City Council on March 21, 2001. A Power Point presentation showing where the City stands with the budget was shown. There was discussion of the possibility of the city losing redevelopment funds and what it means for the budget in respect to current and future challenges. The presentation also addressed what are considered “Core”, “Important”, and “Added Value” and read the descriptions. Boller read the descriptions, with the “Added Value” programs being defined as:
...discretionary programs, services, and facilities that the City may provide when additional funding or revenue exists to offset the cost of providing those services. Added value services provide added value to our residents, businesses, customers, and partners above and beyond what is required or expected by a municipality.
 - For Council Liaison Boardman’s benefit, Boller and K. Rudin provided background on the advocacy goals the Board set at the special meeting in March and what they have been doing in support of the Art Center.
 - Council member and the Board discussed the need of supporters at Council meetings, suggesting that the public speakers address how they will raise revenue, the history of revenue generated and the Art Center’s involvement in the community. She also suggested that the AAB get the Art Center’s Foundation involved.
 - K. Rudin asked if the Prioritization list is final. Council member said that Council will probably start talking in May and final discussions will be in August. Cuts will start in June and July.
 - Council member suggested that an Allied Arts Board member attend the Study Session portions of the City Council meetings. The

meetings are held every first and third Monday of each month at 5:00 pm thru May. She suggested that members speak in teams during the 3 minute public speaking. She further suggested that members meet with Council members individually. Council and the Allied Arts Board members can meet in small groups – as long as a quorum is not met in order to remain in compliance with the Brown Act. The HBAC Foundation, artists, arts leagues and associations, the downtown business committees and any other group that will advocate for the Art Center should do so now. Hoffman will contact the Art Alliance to garner their support. DeAngelo suggested putting up a table during the closing reception for Open Dialogues to collect email address. Brace reminded all that she will be traveling and leaves on April 18th, so if she is to participate, it will have to be prior to her departure.

- Other items to be addressed with council are the losses to the community should the Art Center be closed. Hoffman will work with the Board to provide added detail. A discussion ensued on the topic of the original capital campaign donations and possible repercussions from the original founders.
- The BID will be contacted for support. Boller will announce at Art League meeting, Eng will talk to Music Teachers Association.

Overview

1. Hoffman will call HB Art Center Foundation, both present and past members.
2. K. Rudin will contact Cathy Fikes to set up meetings with individual Council Members.
3. The Board will speak to other groups they are associated with.
4. Boardman will follow up on revenue not shown on the Prioritization list.
5. The BID will be asked to meet with Council in May.

NEW BUSINESS:

1. None

CULTURAL SERVICES UPDATE:

1. Kate Hoffman, Director
 - a. Art Center Update:
 - The student exhibition, Imagination Celebration and Creative Visions will be open April 20th with the gala held on April 29th.
2. Darlene DeAngelo, Curator
 - a. Exhibition Updates:
 - Open Dialogues will close with a reception on Friday, April 9th. This program was amazing considering it was put on without any budget funding.

ITEMS DISTRIBUTED TO THE BOARD

1. Study Session Power Point Handout
2. Open Dialogues Postcard

ITEMS TO BE AGENDIZED

1. Continuation of Advocacy for the Arts
2. Cultural Resources Survey
3. Vice Chair Nominations and Elections

ADJOURNMENT

K. Rudin motioned to adjourn. Eng seconded the motion and the meeting was adjourned at 7:50 pm.

The next meeting will be Tuesday, June 7, 2011 at 6:00 p.m. in the Art Center located at 538 Main Street, Huntington Beach.

Respectfully submitted,

Charlene Clary, Recording Secretary