



CITY OF HUNTINGTON BEACH

2000 MAIN STREET

CALIFORNIA 92648

COMMUNITY SERVICES DEPARTMENT

(714) 536-5486

MINUTES

HUNTINGTON BEACH ALLIED ARTS BOARD

Tuesday, February 1, 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 6:03 pm at which time a quorum was met.

ROLLCALL:

Brace, Boller, Eng, K. Rudin, Stip

MEMBERS ABSENT:

LoSchiavo, M. Rudin

COUNCIL LIAISON PRESENT:

Dwyer, Harper

STAFF PRESENT:

Hoffman, DeAngelo, Clary

PRESENTATIONS/INTROUCTIONS:

Council member Matthew Harper was introduced to the board as the newest council liaison. He described his background and why he chose to be a liaison for the AAB. Each board member and staff person in turn introduced themselves and briefly described how they came to be on the AAB.

MINUTES:

Motion to accept the December 14, 2010 minutes was made by Boller and seconded by Brace. The motion was approved.

ORAL COMMUNICATIONS:

1. Boller distributed an email from Maureen Sloan, HB Coordinating Council. Boller would like to attend their meetings on behalf of the board. The annual dues are \$15. Hoffman explained that the Allied Arts Board doesn't have an operating budget and would not be able to provide the money for dues. She said she would bring this request to her supervisor.

ADMINISTRATIVE ITEMS

1. Clary distributed a new roster. The board and council liaison provided additional information. Clary will update and provide new rosters at the next meeting.

CURRENT ITEMS:

1. Allied Arts Awards Debrief
 - a. Everyone was in agreement that the awards went well. Clary suggested that in the future, honoree acceptance speeches be worked into the program.
 - b. The board thanked Stip and Eng for all of their hard work. They purchased and prepared all of the food for the evening. In addition, Eng provided entertainment on the piano.
 - c. Hoffman said that all frames were purchased at a discount, and on behalf of the board, she will send a note to Janeen Laudenback to thank her for purchasing the frames and providing the funds that were used to purchase the food and beverages for the event.

NEW BUSINESS:

1. Cultural Resources Survey
 - a. Hoffman said the Cultural Survey was delivered by Steve Bone, CEO of the Marketing and Visitors Bureau, on behalf of the Orange County Tourism Council. They are developing a data base of information on cultural attractions throughout OC as a method to increase tourism. They are asking the Board to take on *Section IV. Cultural Resources* as a project. Harper said he is familiar with the program and that the Tourism Council is working on a list of what visitors would want to do when they come to Orange County. Discussion ensued on ideas for visitor's bureau.
 - b. The board as a group decided to take on the project, dividing the categories. Hoffman will check with her supervisor to see if any of the items under *V. Fairs, Festivals & Events* fall under the board.

CULTURAL SERVICES UPDATE:

1. Kate Hoffman, Director
 - a. Art Center Update:
 - o Hoffman attended the City Council Strategic Planning Session. Council has decided to determine what is essential and not essential in order to reduce the budget effectively. Dwyer said that Council will make the cuts this time rather than the department heads. He suggested that board members should call their council members and lobby for the need of cultural services. With the possibility of cuts to the Art Center, Hoffman

requested that the Allied Arts Board, the HBAC Foundation and the community rally on the Art Center's behalf. She suggested the board members come up with talking points to discuss at the next council meeting.

2. Darlene DeAngelo, Curator

a. Exhibition Updates:

- Centered on the Center, the annual non-juried exhibition is currently showing. There are 232 artists and 395 pieces of artwork.
- Due to budget cuts, there will be no spring exhibition. It will be replaced with *Open Dialogue*, a loose model of an artist in residency program. The artists will at the Art Center during certain times to work their projects. The Foundation will host a portion of the program with a series of events called Dinner Dialogues. DeAngelo will send an email when details are in place. Hoffman thanked DeAngelo for working so hard to come up with something on such short notice and with no budget for the installation or invitations.
- Hoffman thanked Eveline Eng, a member of the Music Teachers Association of OC, who for many years has presented their music programs at the Art Center. The MTAOC held a fundraising concert for the Art Center and donated the revenue to offset the costs of staffing during their events. The sold out concert was a wonderful program and a huge success.

ITEMS DISTRIBUTED TO THE BOARD

1. Roster
2. Survey
3. Email from Maureen Sloan

ITEMS TO BE AGENDIZED

1. Cultural Resources Survey
2. Effective Advocacy for the Arts

ADJOURNMENT

Stip motioned to adjourn. Brace seconded the motion and the meeting was adjourned at 7:45 pm.

The next meeting will be Tuesday, April 5, 2011 at 6:00 p.m. in the Art Center located at 538 Main Street, Huntington Beach.

Respectfully submitted,

Charlene Clary, Recording Secretary