



CITY OF HUNTINGTON BEACH

2000 MAIN STREET

CALIFORNIA 92648

COMMUNITY SERVICES DEPARTMENT

(714) 538-5486

MINUTES

HUNTINGTON BEACH ALLIED ARTS BOARD

Tuesday, February 7, 2012

6:00 p.m.

Huntington Beach Art Center

538 Main Street

Huntington Beach, CA 92648

A. CALL TO ORDER:

Rudin called the meeting to order at 6:10 pm at which time a quorum was met.

B. ROLLCALL:

MEMBERS PRESENT: Suzanne Boller, Eveline Eng, Celeste Hamil, Elise Hartman, Diana LoSchiavo, Kara Rudin, Matt Rudin, Catherine Stip

MEMBERS ABSENT: Dale Skerik

COUNCIL LIAISON PRESENT: Connie Boardman, Devin Dwyer

STAFF PRESENT: Darlene DeAngelo, Charlene Gomez, Kate Hoffman, Janeen Laudenback

GUESTS: Wynndi Dahlin, HBAC Volunteer Coordinator

C. MINUTES:

K. Rudin motioned to accept the December 6, 2011 meeting minutes as written with LoSchiavo seconding the motion. The motion passed.

D. ORAL COMMUNICATIONS:

Hartman asked if the roster could be updated. Laudenback passed around a roster.

E. PRESENTATIONS/INTRODUCTIONS/COMMENTS:

1. Boller would like to see the AAB participate in more events in the community.

2. Hoffman introduced Wynndi Dahlin, a CSULB student, who is interning as a Volunteer Coordinator. She will be developing a structured volunteer program at the Art Center.

F. ADMINISTRATIVE ITEMS

1. Collection of the signed "Vehicle Permit Applications" that were distributed at the December 6, 2012 meeting.
 - Eng forgot to bring her signed application, but will mail it in.

G. CURRENT ITEMS:

1. Items carried over from the December 6, 2011 meeting:
 - a. Continuation of discussion regarding the Allied Arts Board's Operating Policy as described in the City's Boards and Commissions section 2.101, and the development of new bylaws as motioned by Boller at the October 4, 2011 meeting.
 - Boller said she was looking for a calendar, bylaws, legal ease for new members. Laudenback said she sent a copy of the Children's Task Force" bylaws to Boller, which can be used as guidelines to developing bylaws for the AAB. Boller will head a committee to develop bylaws. Stip and Hartman offered to be on the committee.
 - Hartman asked about D&O Insurance. Laudenback explained that this board is not required to have D&O because as an advisory board, the AAB is covered under the City of Huntington Beach, who is self insured.
 - b. Discussion to increase the number of allocated HBAC Foundation members on the Allied Arts Board from 1 to 2 members. In addition, discuss the Board's allocation of 2 AAB members to act as representatives on the HBAC Foundation's Board of Directors as brought forth by Suzanne Boller at the October 4, 2011 meeting.
 - This issue has already gone before and been approved by City Council. Two HBAC Foundation members are not required to be on the Allied Arts Board, however, two members from the HBACF applied and were appointed to two vacant positions on the AAB.

H. NEW BUSINESS:

1. Allied Arts Awards (2010-2011)
 - a. Discuss Timeline
 - b. Develop a plan of action, including mailing list updates and additions.
 - Hoffman suggested organizing a committee. Stip, LoSchiavo, Hamil and Boller volunteered. First meeting is scheduled for 6:00 pm on February 27. Gomez will provide the committee members with past information.

I. CULTURAL UPDATES:

1. Kate Hoffman, Director

a. Art Center Update:

- The Art Center received a \$2,000 grant from Arts Orange County enabling the Art Center to send Gomez to an “e-marketing” conference in April. This will aid the Art Center in the efforts to keep on top of electronic marketing trends.
- The Music Teachers Association held a fundraiser concert on January 22, donating money to support staff salaries for their events.
- The Partners in Art program is continuing as a partnership with the Huntington Beach Schools to bring kids to the Art Center to view art that they may not otherwise be exposed to. The grant pays for the project expenses except for transportation. Buses are paid for by the HB Educational Foundation. The Art Center serves over 600 children per year through this program.

2. Darlene DeAngelo, Curator

a. Exhibition Updates:

- Centered on the Center is the current exhibition. It closes on February 18.
- The Private Collection Tour, an HBAC Foundation fundraising event is scheduled for March 30. Tickets are available at \$100 each. DeAngelo will be leading the tour of over 100 pieces of artwork in a private Lakewood home. She read a list of some of the artists in the collection. Elise Hartman is the event chair. Laudenback asked the AAB members if they would talk to other organizations about the event. LoSchiavo will present it to the Art League. Wynndi Dahlin will be giving a presentation to the Art League about the Art Center.

3. Elise Hartman, HBAC Foundation Secretary

a. HBAC Foundation Updates:

- The Foundation’s Wine & Cheese event in November netted over \$3,000.
- The Holiday Home Tour fundraiser had 75 attendees, netting over \$3,150. This was the first year, so they hope for more attendees next year. Positive feedback from both the home owners and the attendees has been received. The ad in the guide raised \$1,150 of the total net.
- The Foundation held another fundraiser, Mardi Gras Night in Monte Carlo, on January 28 to coincide with the Center on the Center exhibition. The final figures not in yet. There was a low turnout but positive feedback from the attendees.
- The Private Collection Tour, as mentioned by DeAngelo, will be held in a 5500 sq. ft. home in Lakewood with a stellar art collection. Details will be released 10 days prior to the event.

4. Celeste Hamil, Marketing Consultant – HBDBID
 - a. HB Art Walk Update:
 - The Art Walk held a celebration in January at the Shorebreak honoring over 70 artists and thanking the sponsors from the previous year. Each artist showed one piece of work, filling the ballroom at the Shorebreak and allowing all of the artists to be under one roof for the evening.
 - February is entitled, “For the Love of Art” and will be held on February 15, 6:00 – 9:00 pm. The Art Center anchors one end of the Art Walk.
 - “Inn Ocean”, a marketing firm, wants to get involved with the community and will host a continuous art gallery in their storefront window. It opens on February 15.
 - The BID has a booth at the Surf City Nights on Tuesday in downtown where flyers for the Art Center and Foundation are distributed.

J. ITEMS DISTRIBUTED TO THE BOARD

1. The Private Collection Tour flyers

K. ITEMS TO BE AGENDIZED

1. HBAC Foundation and HB Art Walk added to the agenda as a regular topic.
2. Allied Arts Awards Update.
3. Arts Advocacy Program – Review and prepare to advocate to council.
4. Public Art Policy Recommendation (draft recommendation provided to council liaisons and new members for review).

L. NEXT MEETING

The next scheduled business meeting will be held on Tuesday, April 3, 2011 at 6:00 p.m. at the Art Center, located at 538 Main Street, Huntington Beach.

M. ADJOURNMENT

K. Rudin motioned to adjourn and was seconded by Eng. The meeting adjourned at 7:35 pm.

Respectfully submitted,

Charlene Gomez, Recording Secretary