



CITY OF HUNTINGTON BEACH

2000 MAIN STREET

CALIFORNIA 92648

COMMUNITY SERVICES DEPARTMENT

(714) 536-5486

MEETING MINUTES

HUNTINGTON BEACH ALLIED ARTS BOARD CITY OF HUNTINGTON BEACH

Wednesday, June 10, 2015
6:00 PM
538 Main Street
Huntington Beach, CA 92648

A. CALL TO ORDER

Hamil called the meeting to order at 6:04 pm at which time a quorum was met.

B. ROLL CALL

MEMBERS: Eng, Hamil, McCullough, K. Rudin, M. Rudin, Skerik, Stip

LIAISONS: None

CITY STAFF: Gomez, Hoffman, Slama

ABSENT: Adams

C. MINUTES

1. Stip motioned to approve the minutes from the April 8, 2015 board meeting with Skerik seconding. The motion to approve the minutes was unanimous.

NOTICE TO THE PUBLIC

The Allied Arts Board welcomes public comments on all items on this agenda or of community interest. We respectfully request that this public forum be utilized in a positive and/or constructive manner. Please focus your comments on the issue or problem that you would like to bring to the attention of the Allied Arts board. Negative comments directed at individuals are not acceptable.

MEETING ASSISTANCE NOTICE – AMERICANS WITH DISABILITIES ACT

In accordance with the Americans with Disabilities Act the following services are available to members of our community who require special assistance to participate in Allied Arts Board meetings. If you require special assistance, 48-hour prior notification will enable the city to make reasonable arrangements. To make arrangements for an assisted listening device (ALD) for the hearing impaired, American Sign Language interpreters, a reader during the meeting and/or large print agendas, please contact the City Clerk's Office at (714) 536-5227, or request assistance from the Sergeant-at-Arms at the meeting.

- D. ORAL COMMUNICATIONS:** 3-minute time limit per speaker. No action can be taken by the Allied Arts Board on this date unless agendized. This is the time to address the Allied Arts Board regarding items of interest or on agenda items other than public hearings.

None.

E. PRESENTATIONS/INTRODUCTIONS/COMMENTS

1. The board welcomed Community Services Manager, Chris Slama.

F. ADMINISTRATIVE ITEMS

1. Nominations and Elections of Chair and Vice Chair Positions

- a. Hoffman reported that those board members whose terms end in June, 2015, have contacted her to confirm their desire to renew their terms. RCAs will go to City Council in July.
- b. Stip motioned to nominate Hamil to remain as Chair with Skerik seconding the motion. All in favor and the motion passed.
- c. Eng motioned to elect Stip as Vice Chair with Skerik seconding the motion. All in favor and the motion passed.

G. OLD BUSINESS

1. None.

H. CURRENT ITEMS

1. Survey - Arts and Culture Summit:

- a. The board discussed the lack of response to the Arts and Culture Summit originally scheduled for March. Hoffman reached out to speaker, Rick Stein, and he is available for the rescheduled date of October 7.
- b. A discussion continued on the topic of the Summit. Hoffman said Mr. Stein is suggesting that the topic may need to be broader than Marketing and include an overview of Orange County Arts Ecology, History and Future of the Arts. A survey will be sent to the invited arts organizations to announce the new topic and ask for additional interests. The survey will include a list for the organizations to choose from, including Organization Update, Marketing Challenges, Levels of Social Media/Technology, Fundraising/Sponsorships for the Arts, and Other Comments. Eng suggested adding a statement describing the AAB's role within the City. Skerik asked that the Council Liaisons be informed of the event in advance. The survey will have a dual purpose and act as a save-the-date and inform the organizations to expect this event biennially (opposite years of the Allied Arts Awards, which is also held biennially). Gomez will create the survey through Survey Money using text provided by Hamil. She will also work with M. Rudin, Eng and Hoffman

on the project. The survey will be sent out by July 10 with responses required by July 22, 2015.

- c. A portion of the Summit will focus on letting the organizations know that the AAB will go before City Council as advocates for them.
- d. Hamil suggested waiting to book a venue until responses to the survey are received. At that time, the board will look at securing the main HB Library.

2. Social Media Update:

- a. Hamil and M. Rudin have not had time to work on the Facebook page. They will pick this project up in a few weeks. They will also discuss Linked-in as an additional social media tool.

I. NEW BUSINESS

1. Arts Advocacy:

- a. The Huntington Beach Art Center needs positive support as there is a new City Council, which needs to get to know the Art Center through community, which will help with future funding. The AAB can help enlighten Council on the Art Center by highlighting it's accomplishments within the community. This will help when Council is considering budgets next year. Hamil suggested that the board take turns attending Council meetings and speak on behalf of the Art Center and other arts organizations throughout the city during the 3-minute public speaking. It would also bring the AAB before council and assist with recognition of the board and it mission to bring attention to the arts. Eng suggested highlighting two organizations. This will help to show local arts organizations that the AAB is an advocate for all of the arts in Huntington Beach. The board will call it an "Arts Report" addressing the "Quality of Life" in Huntington Beach for residents and visitors alike. The board decided that they will attend the 3rd Monday Council meetings. Hoffman asked if the Art Center can be the first organization the board reports on since it will be participating with the Special Olympics visit on July 22 and will provide a live street art program and exhibition. Eng suggested a sub-committee. Hoffman suggested that board members email Hamil when they are interested in speaking and a pre-determined topic will be assigned.
- b. Gomez to provide Slama a copy of the Arts Organization contact list used by the board.
- c. The discussed contacting the Visitor's Bureau for assistance with funding a driving map of cultural sites within the city.

J. CULTURAL UPDATES

1. **Art Center/Art Walk** - Kate Hoffman, Executive Director/Committee Member
 - a. Hoffman reported that the current show, *California Impressionism: Plein Air Painting, Past & Present*, has been well received.
 - b. In celebration of the 20th Anniversary of the Huntington Beach Art Center, several events from the past have been brought back, including the plein air exhibition and the Jazz at the Center. The CJS Quintet will perform on August 2. There will be a street art show, starting with a live painting performance on Saturday, July 18 at 2pm. There will be beverages for sale and the parking lot will be closed off. The street art will be created by two

“crews” on large canvasses. This will continue through July 22 for the Special Olympics team visit. The formal reception for ON THE WALL opens on July 25 at the Art Center.

- c. New classes are opening at the Art Center, including an acrylic painting class with Jose Loza and a Tai Chi class with instructor, Bing Luh. Information on both classes can be found in the SANDS recreation guide or online at HBSANDS.ORG.
 - d. The Art Walk is doing well. Hoffman reported that there is a high quality of work and accomplished artists participating.
2. **HBAC Foundation** – Dale Skerik, HBAC Foundation Member
- a. Skerik reported that the HBAC Foundation’s has scheduled a meeting for June 25. They set up a calendar of meetings for the rest of the year at their last meeting. The topic at the next meeting will be “new members”.

K. ITEMS TO BE AGENDIZED

1. Art Summit and Survey Update
2. Social Media Update
3. The Arts Report for City Council

L. ITEMS DISTRIBUTED TO THE BOARD

1. Jazz at the Center post card
2. Flyers for new Art Center classes

M. NEXT MEETING

1. Hamil informed the board that she will not be able to attend the next meeting.
2. The next regular business meeting will be Wednesday, August 12, 2015 at 6:00 p.m. at the Art Center, located at 538 Main Street, Huntington Beach.

N. ADJOURNMENT

Hamil adjourned the meeting at 7:41 pm.

Respectfully submitted,

Charlene Gomez, HBAC Office Administrator
Recording Secretary

IF YOU ARE UNABLE TO ATTEND THE BOARD MEETING THIS MONTH, PLEASE CONTACT THE ART CENTER AT 536-5258. THANK YOU!