



CITY OF DUBLIN
HERITAGE & CULTURAL ARTS COMMISSION
MEETING AGENDA

THURSDAY, May 9, 2013, 7:00 P.M.
DUBLIN CIVIC CENTER, 100 CIVIC PLAZA

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ORAL COMMUNICATIONS**
 - 3.1 **Public Comments**

At this time, the public is permitted to address the Heritage and Cultural Arts Commission on non-agendized items. The Commission must, however, comply with all State Laws in regard to items not appearing on the posted agenda. The Commission may respond to statements made or questions asked, or may request Staff to report back at a future meeting concerning the matter. Any member of the public may contact the Office of the Parks and Community Services Department related to the proper procedure to place an item on a future Heritage and Cultural Arts Commission agenda. The exceptions under which the Heritage and Cultural Arts Commission MAY discuss and/or take action on items not appearing on the agenda are contained in GC 54954.2(b)(1)(2)(3).
4. **MINUTES OF THE REGULAR MEETING – April 11, 2013**

STAFF RECOMMENDATION: Approve Minutes.
5. **WRITTEN COMMUNICATIONS - None**
6. **PUBLIC HEARING - None**
7. **UNFINISHED BUSINESS - None**
8. **NEW BUSINESS**
 - 8.1 **Winter Quarterly Report**

The Commission will receive a report on the programs, activities and events conducted during the winter of 2013.
STAFF RECOMMENDATION: Receive Report.
 - 8.2 **Development of a Fourth Grade Tour Program**

The Commission will receive a report on the Tour Program at the Heritage Park and Museums.
STAFF RECOMMENDATION: Receive Report.
9. **OTHER BUSINESS**
 - 9.1 **Brief Informational Only Reports from Commissioners and/or Staff and Reports by Commission related to Meetings Attended at City Expense (AB 1234).**
10. **ADJOURNMENT**

This AGENDA is posted in accordance with Government Code Section 54954.2(a)

If requested, pursuant to Government Code Section 54953.2, this agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Section 12132), and the federal rules and regulations adopted in implementation thereof. To make a request for disability-related modification or accommodation, please contact the Office of Parks and Community Services (925) 556-4500 at least 72 hours in advance of the meeting.

A complete packet of information containing Staff Reports (Agenda Statements) and attachments related to each item is available for public review at least 72 hours prior to a Heritage & Cultural Arts Commission Meeting or, in the event that it is delivered to the Commission less than 72 hours prior to a Heritage & Cultural Arts Commission Meeting, as soon as it is so delivered. The packet is available in the Parks & Community Services Department at Civic Center.

HERITAGE AND CULTURAL ARTS COMMISSION

REGULAR MEETING

Draft Minutes

CITY OF DUBLIN

April 11, 2013

The April 11, 2013 Regular Meeting of the Heritage and Cultural Arts Commission was called to order at 7:01 PM at the Dublin Civic Center, Dublin, California, by Vice Chair Carr.

PLEDGE OF ALLEGIANCE

Vice Chair Carr led the Pledge of Allegiance.

ROLL CALL

Commissioners (Cm.) Present: Carr, Deets, Iharosi, Tutino, Minniear, King (arrived at 7:43 PM)
Commissioners Absent: Vanderpool

ORAL COMMUNICATIONS

3.1 Public Comments – None

APPROVAL OF MINUTES

4.1 March 14, 2013

On a motion by Cm. Tutino, seconded by Cm. Deets, and by a vote of 4-0-1, with Cms. King and Vanderpool absent, and with Cm. Minniear abstaining, the Commission voted to approve the minutes of March 14, 2013 as presented. Cm. Minniear abstained from the vote due to his absence at the March 14, 2013 meeting.

WRITTEN COMMUNICATIONS – None

PUBLIC HEARING – None

UNFINISHED BUSINESS – None

NEW BUSINESS

8.1 Public Art Master Plan Update

Ms. Ann Mottola, Heritage and Cultural Arts Manager, presented the specifics of the item as outlined in the Staff Report.

Cm. Minniear stated that the current Plan does not appear to reflect or promote the full inventory of parks in the City. He stated that he would like to keep the Art in the Parks program as a priority.

Cm. Iharosi asked about the involvement of the Dublin Fine Arts Foundation in providing public art. Ms. Mottola stated that the City has partnered with the Foundation on art projects in the past and would continue to seek out opportunities for continued partnerships.

Vice Chair Carr asked about funding for art installations in current and future parks. Ms. Mottola stated that there are funds set aside in a public art fund to be used for future art installations; and Staff could look into opportunities for installing art in all existing parks that currently do not have art.

Cm. Tutino stated that she would like the design process for art in parks to occur during the same time as the conceptual site planning process for the park.

Cm. Minniear requested that the Public Art Master Plan include language that states, when appropriate, the Heritage and Cultural Arts Commission would meet with the Planning Commission or other advisory bodies to discuss public art projects. Ms. Mottola stated that the Public Art Program is the jurisdiction of the Heritage and Cultural Arts Commission and that if a project was proposed that involved planning documents that the Planning Commission would typically review, then the two Commissions would meet.

Vice Chair Carr stated that the City should seek opportunities to install art in every park, including the sports parks. She requested that a parks map be created that identifies existing art in the parks as well as potential locations for art in existing parks without art. Ms. Mottola stated that Staff would be working on a full inventory of art installations in parks during the next Fiscal Year.

Vice Chair Carr asked if public art projects by private developers would be reviewed by the Commission prior to installation, and Ms. Mottola said yes, based on the requirements of the Public Art Ordinance and Master Plan.

Cm. Tutino asked about the status of the Sculpture Gardens. Ms. Mottola stated that although this was identified as one of several priorities at the time the Public Art Master Plan was authored, it has since become a lesser priority and as such, no progress has been made. There was consensus among the Commissioners that the Sculpture Gardens should remain a low priority.

Cm. Tutino stated that she would like an art gallery to be a high priority.

Cm. Minniear asked about the opportunity for gallery space and/or work space for artists that would include art equipment for artists to use. Ms. Mottola stated that this idea could be considered.

Cm. Deets asked about exploring the realm of performing arts or incorporating performing arts into the Public Art Ordinance. Ms. Mottola stated that at this time, Staff is not recommending amendments to the Public Art Ordinance. Cm. King stated that he would like Staff to prepare a report to discuss amending the Public Art Ordinance to allow for funding for performing arts.

Cm. Tutino stated that she would like the public art fund to also be used to fund art projects at the schools in collaboration with the Dublin Unified School District.

Cm. Iharosi asked about the Capital Improvement Project opportunity for a Community Theater/Cultural Arts Center, as mentioned on page 5 of the Public Arts Master Plan. Ms. Mottola explained that this project originated as part of the long-term planning of the Parks and Recreation Master Plan. No funding has been identified for this project.

Vice Chair Carr requested that Staff provide a report on how other jurisdictions have built their art communities, and provide more examples of streetscape amenities.

The Commission summarized their priorities as follows:

- Neighborhood and Community Parks, which includes seizing opportunities to install art in existing parks that are without art; and also involving artists during the design process whenever possible.
- Gallery Space – whether fixed or temporary, as a site to showcase portable works of art.
- Public Artist in Residence – as part of a public art project
- Streetscape – Identify streetscape amenities that could be created in limited editions as public art projects.

On a motion by Cm. King, seconded by Cm. Minniear, and by a vote of 6-0-0 with Chair Vanderpool absent, the Commission agreed on the abovementioned priorities for public art projects for the next five years.

OTHER BUSINESS

9.1 BRIEF INFORMATION ONLY REPORTS FROM HERITAGE & CULTURAL ARTS COMMISSIONERS AND/OR STAFF

Cm. King asked about conference opportunities for the Commission. Ms. Mottola stated that she would look into this and report back to the Commission. Cm. King apologized for arriving late to the meeting.

Cm. Iharosi asked for clarification on which Commission provides input on community events. Ms. Mottola explained that based on the event, both the Parks and Community Services Commission and the Heritage and Cultural Arts Commission have opportunities to provide input on several events.

Vice Chair Carr reported that she is the Chairperson for Congressman Swalwell’s Congressional Art Contest.

Cm. Minniear reminded the Commission of two events taking place at the Heritage Park and Museums: the Suburbia Exhibition running from April 14, 2013 through June 30 2013; and the Community Car Show being held on April 20, 2013.

ADJOURNMENT

Being no further business, the meeting adjourned at 8:52 PM.

Respectfully submitted,

Rhonda Franklin
Administrative Aide

APPROVED:

Chairperson



AGENDA STATEMENT
HERITAGE AND CULTURAL ARTS COMMISSION
MEETING DATE: May 9, 2013

SUBJECT: **Winter Quarterly Report**
Prepared by Ann Mottola, Heritage and Cultural Arts Manager

ATTACHMENTS: 1. Cultural Arts Classes Registration Report – Winter 2013

RECOMMENDATION: Receive Report

FINANCIAL STATEMENT: None

DESCRIPTION: The Heritage and Cultural Arts Division strives to develop quality programs that strengthen community image, preserve the City's heritage, provide cultural experiences and encourage appreciation of the arts. This is accomplished by providing diverse program of offerings for youth and adults in the disciplines of music; dance; fine arts; and visual and performing arts. The Division also provides a variety of programs at the Heritage Park and Museums to support education and stewardship of the City's historic collections. The following report is a summary of programs conducted during Winter 2013.

CULTURAL ARTS CLASSES

Cultural Arts Classes provide a unique social setting for meeting new people or sharing cultural arts experiences with friends and family members. The variety of classes offered provides opportunities for community members of all ages to attempt new experiences or refine current artistic and performance skills. Classes are taught by contracted specialty instructors and are typically offered from four to eight weeks in duration.

A total of 282 participants registered for Cultural Classes during Winter 2013. There was an overall increase in classes offered and enrollment numbers as compared to Winter 2012. The positive results are due to Staff working with local business to hold classes at their business location and actively recruiting new cultural arts instructors for new growth areas, such as sculpting.

Several new dance classes including Argentine Tango, Latin and Ballroom Mix were added to the class offerings. The class partnership with 4 Ever Dance has supported increased enrollment numbers. Classes are offered on-site at the contractor's business location. Since they also have enrollment at their site for other classes, this contractor can continue a class with low enrollment by combining students into one of their other classes.

COPIES TO:

ITEM NO: 8.1

WINTER QUARTER COMPARISON: Cultural Arts Classes

Attendance Type	2013	2012	2011	2010	2009
Resident	226	168	223	305	283
Non Resident	56	37	78	105	79
Total Registration	282	205	301	410	362
<i>Classes Held</i>	41	27	35	51	40
<i>AVG Registration per Class</i>	6.87	7.59	8.6	8.0	9.5
<i>Classes Offered</i>	84	36	62	60	47
<i>Cancellation Rate</i>	51%	25%	44%	15%	15%

PUBLIC ART PROGRAMS

CITY – Dubliner

The City has completed electrical repair to the “Dubliner” and is now working with artist, Cliff Garten, to re-configure the lighting program.

PRIVATE DEVELOPER – Avalon Bay

Staff is working with AvalonBay Communities, Inc. (Avalon Bay) to prepare a proposed project for review and approval by the Heritage and Cultural Arts Commission and City Council. The public artwork is sited at Campbell Green, in Avalon Bay’s new development currently under construction at the Dublin East BART Station. Project artist Ene Osteraas-Constable and Art Consultant Chandra Cerrito presented the proposed artwork to Commissioners Deets and Tutino on February 19, 2013, in a phone conference. They also made a presentation to the Heritage and Cultural Arts Commission at their regular meeting in March 14, 2013, where the Commission unanimously recommended the artwork for approval by City Council.

HERITAGE PROGRAMS

Exhibits

“Exhibit Attendance” captures the number of individuals who visit a special exhibit as part of a formal tour, as a walk-in guest, and those who visit during special events when the Museums are open to the public.

The Dublin San Ramon Women’s Club exhibited a Student Art Contest in the “Little Classroom” of the Murray Schoolhouse March 1-22, 2013. This was the 21st year of the contest which was open to all students in the cities of Dublin and San Ramon. The artwork exhibited that presented a variety of mediums including oil, watercolor, chalk, pencil, crayons and photography.

EXHIBIT ATTENDANCE

Attendance Type	2013					2012				
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL
Tours	N/A				0	N/A	883	38	N/A	921
Walk-In	N/A				0	N/A	998	375	N/A	1,373
Special Events	100				100	100	554	180	N/A	834
Total Visitors	100				100	100	2,435	593	N/A	3,128

N/A No City-sponsored exhibits during this time.

Visitors

“Visitors Comparison” records the number of people who visit the Heritage Park and Museums as part of a formal tour or as a walk-in guest. This measurement also includes those who experience the Heritage Park and Museums as a participant in one of the many community events hosted at the site by the City. Tours are also tracked to differentiate between those tours that are a school group or those that are for some other formal or informal community group.

VISITORS COMPARISON

Attendance Type	2013					2012				
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL
Adult – Tour	59				59	58	158	18	30	264
Child – Tour	161				161	216	466	43	15	740
Walk-In	455				455	60	375	998	418	1,851
Special Events	0				0	228	1,000	3,000	980	5,208
Total Visitors	675				675	562	1,999	4,059	1,443	8,063
School Tour	6				6	6	17	1	0	24
Community Tour	1				1	0	5	5	3	13
Total Tours	7				7	6	22	6	3	37

Volunteers

There are currently 53 volunteers on the active Heritage Park and Museums volunteer roster. This group provides approximately 54 volunteer hours per week to support the Museum on a regular basis. The Museum volunteers also contribute to work parties, provide tours, assist at special events and attend monthly meetings. There is also a dedicated group of volunteers that provide specialized work handling and caring for the collections.

The Museum volunteers also contributed 97 hours to assist with the Tea Room at the St. Patrick’s Day Festival. This festival feature is coordinated annually by the Heritage Center Director.

The Heritage Park and Museums also receives regular volunteer service from Dublin High School, Dougherty Valley High School in San Ramon, and Foothill High School in Pleasanton. Each of these schools provides twenty-five student volunteers for each of the City's quarterly events at the Museum.

Interns are also coordinated on a regular basis to work for school credit on a variety of projects to enhance the Museum. However, there were no intern projects this Winter.

VOLUNTEER COMPARISON

Volunteer Type	2013					2012				
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL
Museum Volunteer	622				622	600	730	756	830	2,916
Student Volunteer	43				43	29	80	20	68	197
Intern	0				0	60	60	20	100	240
Total Hours	665				665	689	870	796	998	3,353

FACILITY RENTALS

St. Raymond Church has been available to the public for private rental since prior to the expansion of the Heritage Park and Museums. The Sunday School Barn became available for private rentals on May 1, 2012. In the Winter quarter, there were 3 rentals at the Sunday School Barn and twenty rentals at St. Raymond Church.

FACILITY RENTALS Comparison

Rental Type	2013					2012				
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD TOTAL
St Raymond Church	20				20	11	6	7	13	37
Sunday School Barn	3				3	0	15	5	6	26
Total Rentals	23				23	11	21	12	19	63

RECOMMENDATION:

Staff recommends that the Heritage and Cultural Arts Commission receive the report.

CULTURAL ARTS ACTIVITIES - WINTER SESSION 2013	Total	Resident	Non-Resident
Adult Tap II	10	5	5
Argentine Tango NEW	3	3	0
Beginners Belly Dance	3	3	0
Beginning Ballet I & Character Dance	11	11	0
Beginning Irish Dance	8	4	4
Beginning Video Game Design NEW	20	15	5
Boogie with Your Baby	6	5	1
Fun Sculpting for Kids	3	3	0
Fun Sculpting for Kids	3	2	1
Fun Sculpting for Kids	5	5	0
Fun Sculpting for Kids	1	1	0
Give me a "C" for Cheerleading	6	6	0
Guitar & Bass I	8	8	0
Guitar & Bass II	4	4	0
Guitar & Bass IIA	3	3	0
Hip Hop Dance for Children and Tweens	12	12	0
Hip Hop Dance for Children and Tweens	5	4	1
In the Winner's Circle NEW	16	12	4
Intermediate Irish Dance	7	3	4
International Latin & Ballroom Mix NEW	9	9	0
International Latin Dancing NEW	1	1	0
Intro to Sculpting for Teens & Adults	5	1	4
Intro to Sculpting for Teens & Adults	3	3	0
Introduction to Watercolor	10	10	0
Irish Dance - Teens/Adults	10	2	8
KinderDrama	11	9	2
Kindermusik (tm) Village - The Rhythm of My Day	5	3	2
Kindermusik (TM) Wiggle & Grow with Siblings	4	4	0
Kindermusik (TM) Wiggle&Grow:Time for Lunch&CarnivalofMusic	13	6	7
Kindermusik (TM) Wiggle&Grow:Time for Lunch&CarnivalofMusic	10	8	2
Line Dancing	4	4	0
Little Hands Art Class	9	6	3
Pre-Ballet & Character Dance	9	9	0
Pre-Ballet II & Tap	11	11	0
Pre-Ballet II & Tap	11	11	0
Salsa Dance NEW	1	1	0
Tiny Dancers	5	5	0
Twist and Shout with Your Tot	4	2	2
Young Rembrandts - FUNdamental Drawing	5	5	0
Young Rembrandts - FUNdamental Drawing	4	4	0
Young Rembrandts Cartooning	4	3	1
Grand Total	282	226	56



AGENDA STATEMENT
HERITAGE AND CULTURAL ARTS COMMISSION
MEETING DATE: May 9, 2013

SUBJECT: **Development of a Fourth Grade Tour Program**
Prepared by Elizabeth Isles, Heritage Center Director

ATTACHMENTS: None

RECOMMENDATION: Receive Report

FINANCIAL STATEMENT: None

DESCRIPTION: In 1995, the City of Dublin assumed responsibility for the Dublin Heritage Center. Following the restoration of the Murray Schoolhouse, the City began offering tours to every third grade class in Dublin. Over the years, there have been several changes to the tour program:

- 2004 **Orientation Film** was added.
- 2006 **Permanent Exhibit** was installed in the Murray Schoolhouse.
- 2008 **Third Grade Local History Resource Binder** funded by Dublin San Ramon Women’s Club was distributed to every third grade classroom in Dublin.
- 2011 Heritage Park expansion added four acres and four historic buildings.
- 2012 Tour was developed to include Old St. Raymond Church, the Murray Schoolhouse, the Pioneer Cemetery and the Kolb House and grounds. Optional add-ons to the basic tour are Tractor Rides and Barn Activities.

After completing a full year of the current tour developed in 2012, teachers and docents expressed there was too much content to cover within the allotted time. In order to address these concerns, the Kolb House was removed from the tour because it was not essential to the third grade curriculum, which the permanent exhibit in the Murray School was designed specifically to meet. Additionally, a special Fourth Grade Tour Program that includes the Kolb House is being developed for Fall 2013.

The Third Grade Tour Program was designed to help third grade teachers and students meet History-Social Science Content Standards developed by the California State Board of Education, and in particular Number 3.3 “Students draw from historical and community resources to organize the sequence of local historical events and describe how each period of settlement left its mark on the land.”

COPIES TO:

ITEM NO: 8.2

The Fourth Grade Tour Program will meet the following Content Standards adopted by the California State Board of Education:

4.2 Students describe the social, political, cultural, and economic life and interactions among people of California from the pre-Columbian societies to the Spanish mission and Mexican rancho periods.

4.3 Students explain the economic, social, and political life in California from the establishment of the Bear Flag Republic through the Mexican-American War, the Gold Rush, and the granting of statehood.

4.4 Students explain how California became an agricultural and industrial power, tracing the transformation of the California economy and its political and cultural development since the 1850s.

An interpretive strategy will be developed with key goals and mechanisms identified, such as interactive interpretation. Because the Spanish Mission, Mexican Rancho, and Gold Rush are effectively covered in the Third Grade Tour, number 4.4 presents opportunities to interpret the Kolb House and Barns. The Kolb family typify California's family farm and will help students gain a deeper understanding of the California agriculture industry during the 20th century.

The timeline for completion and implementation is by September 2013 so that those fourth grade students who did not see the Kolb house this year as third graders will be first to participate in the tour program.

RECOMMENDATION:

Staff recommends that the Heritage and Cultural Arts Commission receive the report.