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NOTICE AND AGENDA

**REGULAR MEETING  
CITY OF CORONADO  
CULTURAL ARTS COMMISSION**

**Coronado City Hall  
1825 Strand Way  
CORONADO, CALIFORNIA  
Thursday, May 3, 2012  
4:30 p.m.**

**AMENDED AGENDA**

**I. CALL TO ORDER AND ROLL CALL.**

**II. APPROVAL OF THE MINUTES OF THE MEETING OF April 4, 2012.**

**III. ORAL COMMUNICATIONS.** State law generally precludes the Cultural Arts Commission from discussing or acting upon any topic initially presented during oral communications. Oral communications are limited to 3 minutes per speaker.

- A. Public Oral communications**
- B. Commission Members Oral Communication**

#### **IV. NEW BUSINESS.**

- A. Planning for an Arts Forum, Arts Happening or other Event.** Discussion and Possible Action.
- B. Use of Art by Local Artists to Fill Windows of Vacant Store Fronts.** Commissioner Doris Besikof. Discussion and Possible Action.

#### **V. OLD BUSINESS**

- A. Cultural Arts Committee Reports, Including Determining Future Reporting Formats.** Discussion and Possible Action.
  - 1. Arts Advocacy
  - 2. Arts Education
  - 3. Media
  - 4. Performing Arts
  - 5. Public Art.
  - 6. Public Relations and Film.
  - 7. Visual and Literary Arts.
- B. Review Completed Committee Applications and Make Appointments.** Discussion and Possible Action.
- C. Developing a 2012-13 “Work Plan” for the Cultural Arts Commission, Including the Need for a “Master Plan or “Long Range Plan” for Public Art.** Discussion and Possible Action.
  - 1. Set date, format, location and Agenda for a possible June Workshop Meeting.
  - 2. Appoint sub-committee to develop sample Mission Statement/s for June.
- D. Determine Priorities and Projects for the Coming Year and Suggestions for Future Agendas.** Discussion and Possible Action.

#### **VI. ADJOURNMENT.**

**Materials related to an item on this Agenda submitted to the Commission after distribution of the agenda packet are available for public inspection at the Coronado Public Library at 640 Orange Avenue during normal business hours.**

**MINUTES OF A  
REGULAR MEETING OF THE  
CITY OF CORONADO  
CULTURAL ARTS COMMISSION  
Coronado City Hall  
1825 Strand Way  
Coronado, CA 92118  
Thursday, April 5, 2012**

Chairperson Heidi Wilson called the meeting to order at 4:30 p.m.

**1. CALL TO ORDER AND ROLL CALL**

**Present:** Commissioners Besikof, McClung, St. Denis, Tyler, and Wilson

**Absent:** Commissioners Baker and Henderson; Library Director Esquevin

**Also Present:** Mary Clifford, Recording Secretary

**2. APPROVAL OF THE MINUTES OF THE MEETING OF FEBRUARY 2, 2012**

Ms. St. Denis moved to approve the minutes of the regular meeting of February 2, 2012.  
Mr. Tyler seconded the motion.

Ayes: McClung, St. Denis, Tyler, Wilson

Nays: None

Absent: Baker, Henderson

Abstain: Besikof (was not present at February 2 meeting)

**3. ORAL COMMUNICATIONS**

A. Public Oral communications: None.

B. Commission Members Oral Communication:

Commissioner McClung reported on the Create California conference that was held the previous weekend. The State Superintendent of Public Instruction attended. A new task force for putting together a blue print for creative education in California was launched.

Chairperson Wilson thanked the local media for their support in getting the word out about the Arts Commission and the committee meetings; she noted an article was in the recent edition of *Currents* and thanked Janine Zuniga for that.

**4. NEW BUSINESS**

A. Presentation by Bianca Valle on the Art Giving Club at the Coronado High School.

Ms. Valle, president of the Art Giving Club at Coronado High School, explained that she started the club to combine creativity with community service. The mission is to create art pieces and donate them to community organizations in need. They are currently holding an art

supply drive for the teens at Promises to Kids Emergency Center. The newest endeavor is to create art pieces to donate to CSF, which auctions them off to raise money for the school. They have raised \$1,400 to date. Hope to establish a relationship between the club and the Commission for collaboration in the future and, personally, formally petitioned to become a member of the Film committee.

## 5. OLD BUSINESS

Chairperson Wilson introduced the idea behind the committees. Each commissioner will be expected to make a report of activities. Methodology for reporting will be discussed further. Discussion of each committee report would be held at this meeting.

### A. Status of Cultural Arts Committees

1. Arts Advocacy: Chairperson Wilson conveyed Ms. Henderson's thoughts and the process she is working on, which include the possibility of doing an economic impact study for the arts in Coronado and a questionnaire to use in meeting with non-profit organizations to start compiling the information.

2. Arts Education: Commissioner McClung reported on the committee's first meeting and submitted a written report.

3. Media: Chairperson Wilson noted a formal committee has not yet been established; however, she submitted a report outlining thoughts about a Commission website and Facebook page.

4. Performing Arts: Chairperson Wilson read the report submitted by Commissioner Baker.

5. Public Art: Commissioner Tyler reported on the first meeting of this committee and submitted a written report.

6. Public Relations and Film: Commissioner St. Denis noted an organized committee has not yet been established as she is trying to get the word out. The connection with Ms. Valle came about through the local publicity. She has prepared a list of media contacts she is using. Broader question is the film component and what does someone do who wants to film in Coronado. Ms. Clifford explained the process concerning film permitting in the City.

7. Visual and Literary Arts: Commissioner Besikof reported on the first meeting of the committee as well as an open studio gathering held in her home. A formal committee has not yet been established. A written report was submitted.

Ms. Wilson moved to authorize Commissioner Besikof to proceed with a reading night event at Bay Books. Mr. Tyler seconded the motion.

Ayes: Besikof, McClung, St. Denis, Tyler, Wilson  
Nays: None  
Absent: Baker, Henderson

A discussion ensued about the possibility of having a formal announced public meeting where it would be an inter-committee meeting that all committees were invited to attend. Chairperson Wilson raised the idea of having another Arts Forum as the Commission's June meeting and stated this issue would be placed on the agenda for the May meeting.

#### **B. Review Committee Application Form and Process**

The subcommittee comprised of Commissioners Tyler, Baker and McClung drafted an application form, which was provided with the agenda. The Commission reviewed it and made revisions to the form. Discussion ensued as to whether to require a multi-year commitment of committee members. The Commission agreed they could adopt the form for the first year, acknowledging amendments could be made in the future. The Commission will review applications.

Ms. St. Denis moved to approve the application form as edited. Mr. Tyler seconded the motion.

Ayes: Besikof, McClung, St. Denis, Tyler, Wilson  
Nays: None  
Absent: Baker, Henderson

#### **C. Setting of Goals for the Cultural Arts Commission**

Chairperson Wilson noted this is an ongoing process as they are a new commission. She suggested that, over the next couple of months, the individual committees work up a priority list of one to five items they would like to have the Commission incorporate into the Commission's plan of action. Then, at the June meeting, the lists would be reviewed and, as a Commission, goals and objectives would be formulated. This could be done in a workshop format or a special meeting to establish goals and objectives as well as a work plan with the idea that the Commission will refine it over the course of the summer and at the September meeting, the Commission would vote on goals and objectives. Part of the process would be developing the mission statement. We would then request to be on the agenda for the second Council meeting in September to present the goals, objectives and work plan for 2013, which would begin in January.

#### **D. Priorities and Projects for the Coming Year**

Discussed in C above.

**E. Date and Agenda for the Next Meeting**

The next Commission meeting will be Thursday, May 3, at 4:30 p.m. Included on the agenda will be the format for committee reporting and discussion of an Arts Forum as the Commission's June meeting.

**5. ADJOURNMENT.**

The meeting adjourned at 5:42 p.m.

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Heidi Wilson, Chairperson

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Mary L. Clifford, Recording Secretary

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