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NOTICE AND AGENDA

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

**Coronado City Hall  
1825 Strand Way  
CORONADO, CALIFORNIA  
Thursday, August 2, 2012  
4:30 p.m.**

**AGENDA**

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

**II. APPROVAL OF THE MINUTES OF THE MEETING OF July 5, 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. CAC Website Design Request for Proposals (RFP) Review and Approval. Library Director Esquevin. Enclosure.**
- B. Developing an Arts Economic Impact Report. Commissioners Henderson and Baker. Discussion and Possible Action.**

## **V. OLD BUSINESS**

**A. Planning for a Reception and Exhibition and Sale of the Works of Sara Rowe at the Coronado Public Library on September 14 and 15. Vice-Chair St. Denis.**

Discussion and Possible Action.

**B. Planning for the “Easels under the Trees” Art Show and “Writers’ Readings” on the Library Lawn on September 15. Commissioner Besikof.**

Discussion and Possible Action.

**C. Poetry Reading Program Planning for September 22 at the Coronado Public Library. Commissioner Besikof.**

Discussion and Possible Action.

**D. Developing a Mission Statement for the CAC. Vice-Chair St. Denis.**

Discussion and Possible Action

**E. Cultural Arts Committee Reports.**

Discussion and Possible Action.

1. Arts Advocacy
2. Arts Education
3. Media
4. Performing Arts
5. Public Art – Public Art Master Plan Development.
6. Public Relations and Film – Coronado Film Festival
7. Visual and Literary Arts.

**F. Review Any Completed Committee Applications and Make Appointments.**

Discussion and Possible Action.

**G. Determine Priorities and Work Plan Projects for the Coming Year.**

Discussion and Possible Action.

**H. Agenda Items for the September Planning Workshop for the CAC on September 6, 2012.**

## **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, July 5, 2012**

Vice Chairperson Doug St. Denis called the meeting to order at 4:30 p.m.

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

**Present:** Commissioners Baker, Besikof, Henderson, McClung, St. Denis, and Tyler  
**Absent:** Commissioner Wilson  
**Also Present:** Library Director Esquevin; Mary Clifford, Recording Secretary

**2. APPROVAL OF THE MINUTES OF THE MEETING OF JUNE 7, 2012**

Ms. McClung moved to approve the minutes of the regular meeting of June 7, 2012. Mr. Baker seconded the motion.

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

**3. ORAL COMMUNICATIONS**

**A. Public Oral communications.** None

**B. Commission Members Oral Communication**

Ms. Besikof introduced Ms. Ethelyn Shinn, who has submitted an application for membership on the Visual and Literary Arts Committee. Ms. Shinn was present and expressed her enthusiasm for working as a committee member.

**4. NEW BUSINESS**

**A. Compilation of Mailing List for Use by the CAC and Committees**

Mr. Esquevin noted work has been progressing on a mailing list of not only committee members but also interested individuals. Brigitte Reimer has been working on the project for quite some time with the help of the commission members who have submitted names. Since the list is so long, it was agreed that Brigitte would provide a hard copy for each commissioner. Send additions to Brigitte via e-mail or add to the copy she e-mailed and forward it to her.

B. Poetry Reading Program Planned for Saturday, September 22, at the Coronado Public Library

Ms. Besikof announced that the editor of the *San Diego Poetry Annual* has offered to bring a very well-known published poet and a group of other poets from this area to the Library to read and also to have an educational segment to tell us more about poetry and what makes a poem. Everything is arranged but Commission endorsement of this activity is desired.

In response to a question, Mr. Esquevin stated this is not one of the Friday salons as proposed, which will start with the new year, but it is a very similar event and an excellent opportunity for the Library to be able to have it take place; it is unique in Coronado in terms of having a distinguished poet come to do a reading.

Ms. Besikof introduced a motion that the Commission endorse this program as something it supports within the guidelines under which the Commission was created. Mr. Tyler seconded the motion.

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

Ms. St. Denis asked Ms. Besikof to provide her with all the details so she can publicize the event.

**5. OLD BUSINESS**

A. Planning for a Reception and Exhibition and Sale of the Works of Sara Rowe at the Coronado Public Library on September 14 and 15

Ms. St. Denis noted the opening reception will be held Friday evening, September 14, and the exhibition and sale will be from 10 a.m. – 5 p.m. on Saturday, September 15 in the Winn Room. Ms. St. Denis submitted a written report to the Commissioners. She acknowledged Mr. Lionel Rowe in the room. Ms. St. Denis noted this is the first fundraiser for the Commission and that Mr. Rowe is donating Sara's notecards and her prints for sale to benefit the Commission.

The Art Walk bus will stop at the Library; Mr. Esquevin has agreed to conduct two personal guided tours of the art collection at the Library.

The City Council is being asked at its July 17 meeting to waive the alcohol prohibition so that wine can be served at the opening reception. Ms. St. Denis will ensure that an ABC permit is obtained for the reception.

B. Planning for an Outdoor Art Show and Sale on the Library Lawn on September 15

There will be a writers reading and art easel show on Saturday, September 15 in the park adjacent to the Library. There are some details that have to be worked out in terms of actual sales of art in the park. Most of the professional artists have resale licenses but this event is open to everyone local – it is a local art show. Further details concerning how sales can and will be held will be solidified.

Ms. St. Denis noted she has talked to Linda Rahn about this event and the fee for using the park for the easel show and the writers reading is waived as it is a City-sponsored event. Also, she will work out some additional issues with Linda and submit a request letter. At the Library Board meeting on July 10, she will request that sales be approved in the Winn Room for the event.

Ms. Besikof clarified that that it is a community-wide event and that everyone who wishes to exhibit should register with her. Ms. Besikof discussed at length the details of the event, noting further information will be forthcoming.

C. Certificates of Recognition for Commercial Establishments and Store Fronts Indicating “Supporter of the Arts in Coronado”

Ms. Henderson noted a draft of qualifications was included with the agenda based on discussion at the June Commission meeting. She read the suggested policy. Ms. Besikof suggested the last paragraph of the draft be revised to state that the chairperson should make the presentation. Discussion ensued including a suggestion by Ms. St. Denis that this be handled like the Historic Resource Commission plaques – present them at one time at a Council meeting. The members also discussed the appearance of the certificate as included in the agenda. Ms. St. Denis will ask the Mayor if he would sign the certificate along with the Commission chairperson.

Additional discussion was held concerning the logo and whether it should match the logo that will be on the website. Mr. Baker indicated the details of the website have not been decided at this point. It was felt that proceeding with the certificates at this time is appropriate to recognize the help that the Commission has been getting as it is starting out. It was also felt it would be timely to present the initial certificates as soon as possible, at a regularly scheduled meeting of the Commission.

Ms. Besikof introduced a motion to adopt the procedure devised by Commissioner Henderson with the one change that the chairperson make the presentation and that the certificate, if possible, be signed by the chairperson and the Mayor, and that the logo that would appear on the certificate at this time is the one that has been submitted to the Commission with the graphic of the bridge on it that was done by Anthea Rodgers. Ms. McClung seconded the motion.

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

D. Developing a Mission Statement for the CAC

Ms. St. Denis provided copies of a draft Mission Statement, which she developed, and read it aloud. She noted Ms. Wilson had reviewed it and provided some suggestions. Public comment was taken. Ms. Besikof reiterated her opinion that the mission is spelled out in the resolution of the City Council that created the Commission. Ms. St. Denis noted this was discussed at the previous meeting (Ms. Besikof had left early) and it was agreed that a separate statement was desired and Ms. St. Denis was charged with developing a draft.

The Commission discussed the statement further, noting it is a work in progress. It was agreed that Mr. Esquevin would e-mail the draft to the members; they can submit their suggestions and/or changes to Mr. Esquevin. Mr. Esquevin cautioned the members to send their

comments to him without including the other commissioners in their e-mail to avoid a potential serial meeting. He will also send the incorporating resolution to the members. It was agreed the mission statement would be helpful to have before the September workshop.

#### E. Cultural Arts Committee Reports

1. Arts Advocacy: Ms. Henderson distributed her written report and discussed it with the members. She indicated she is particularly seeking feedback on the draft economic impact survey she provided. She explained the first economic impact report is to start a conversation with members of the community that the Commission takes his seriously. Discussion ensued relative to who would be asked to complete the survey. Ms. Henderson noted the committee is trying to branch out as much as possible and still be within the legal guidelines suggested by an attorney with whom she shared the survey.

Ms. Henderson also noted the committee is discussing having a separate survey for audience members during events to see the amount of money spent in Coronado while attending events.

The members discussed whether the survey should be done in a web-based format or via mail and the three organizations Ms. Henderson had identified in her report. The members felt the survey should be done online.

Mr. Tyler stated he had worked with the Center for Nonprofit Development at USD, when he worked for Lamb's Players Theater, and developed a similar survey. He will provide the information to Ms. Henderson

2. Arts Education: Ms. McClung noted she had no report as the committee she is putting together will not meet until the end of August when the educators come back from vacation.

3. Media: Mr. Baker, noting Ms. Wilson's absence, reported that there is nothing to report. He has been keeping in touch with Kelly Purvis who is on the committee and is charged with helping develop some specific items for the website.

4. Performing Arts: Mr. Baker stated the committee plans to meet within the next couple of weeks. They will talk about the economic impact survey.

5. Public Art: Mr. Tyler provided a written report and briefly discussed their work on development of a public art Master Plan draft. On August 16, at 9 a.m., in lieu of the regular committee meeting, they are holding a public day at the Winn Room to have a draft of the Master Plan that they will go through as well as a short public art slideshow. He will provide the information to Doug to publicize this.

6. Public Relations and Film: Ms. St. Denis provided a written report as well as a contact list of people interested in working on this committee. She discussed the recent meeting to discuss the film festival. They are targeting early April 2014 for the film festival. Two of the people involved are Millard Ochs, president of Warner Brothers International Cinemas, and Keri Kovach, formerly of Conde Nast Publications. Both Mr. Ochs and Ms. Kovach were present and addressed the Commission. Ms. St. Denis discussed additional thoughts about the film festival raised at the meeting.

7. Visual and Literary Arts: Ms. Besikof submitted a written report, which she discussed in detail.

Ms. Besikof introduced a motion that Lyn Shinn be accepted for membership on the Visual and Literary Arts Committee. Ms. St. Denis seconded the motion.

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

Ms. Besikof suggested that the Performing Arts Committee might find some people who play instruments that can do solo work to play at designated places under the trees at the September 15 event.

F. Review Any Completed Committee Applications and Make Appointments

No additional applications, other than Ms. Shinn who has been approved.

G. Determine Priorities and Work Plan Projects for the Coming Year

Mr. Esquevin noted this is an ongoing agenda item to allow the Commission the ability to discuss its priorities in terms of the mission statement, the work plan, the Master Plan, and each of the individual committee's activities.

Ms. St. Denis reiterated her interest in going forward with the mission statement so that it is ready for the September workshop. Other projects to keep moving forward include the economic impact survey, the mailing list and calendaring relative to the website.

A brief discussion ensued about the website project and possible funding sources including applying for a CTID grant.

H. Agenda Items and Date for Next CAC Meeting

The next meeting is Thursday, August 2. Agenda items include the continuation items as well as development of an agenda for the September workshop. Mr. Esquevin noted Ms. Wilson had been working on the September workshop before she left, including the location, and the workshop specifics were basically to have an informal meeting and come to terms with the Master Plan, the work plan, the mission statement, the priorities, etc. He will contact Ms. Wilson to see if she has anything else in mind.

Ms. St. Denis noted Ms. Wilson won't be back until August 23 so planning the September workshop should be a significant agenda item on August 2. Ms. Henderson asked that the economic impact report be on the August 2 agenda also.

**6. ADJOURNMENT**

The meeting adjourned at 6:12 p.m.

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Doug St. Denis, Vice Chairperson

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Mary L. Clifford, Recording Secretary



**CITY OF CORONADO  
Cultural Arts Commission**

**Request for Proposals  
for  
Website Design**

***DRAFT***

August, 2012

## **I Introduction**

The City of Coronado's Cultural Arts Commission is seeking proposals from qualified firms or professionals to provide development services in the design of a website and combined calendar of events for community arts events and Cultural Arts Commission (CAC) affairs. The CAC requests that your proposal be made in conformance with the guidelines contained herein.

The contract will be awarded based on proven track records of design expertise, ability to deliver quality services to the commission, and cost. Furthermore, responses determined to being the most advantageous to the Coronado Cultural Arts Commission based on the specific evaluation criteria specified herein will be favored.

Failure to submit information in accordance with the RFP requirements stated herein may be cause for disqualification.

## **II Background**

The Coronado Cultural Arts Commission (CAC) was established by the City Council on September 26, 2011. It is a seven member commission charged with providing recommendations and taking action to "foster the development and enjoyment of performing, visual, cultural, and other arts in Coronado. The CAC shall:

- Recognize and encourage groups and organizations that enrich Coronado life by bringing cultural and artistic works of art and providing access to a variety of performing arts offering a diverse mix of events;
- Recommend to the City Council policies and practices to develop and promote the arts;
- Advocate for non-profit and private arts groups operating in and for the benefit of the citizens of Coronado;
- Encourage educational art experiences for children and citizens;
- Acquire and exhibit quality works of art; and
- Submit an annual report to the City Council on the 'State of the Arts in Coronado' and the activities and plans of the Coronado Cultural Arts Commission."

The Coronado Public Library serves as the liaison department to the Cultural Arts Commission. The Cultural Arts Commissioners serve a three year term with an option to serve a second term. They meet monthly on the first Thursday of the month.

The new website for the CAC is primarily intended for the public but would also be used by CAC Commissioners and various Coronado arts and civic organizations. Its two main purposes are to promote Coronado arts events to the public and also to help various organizations plan their own events by having available a calendar of future events in which to coordinate the planning of dates.

The Cultural Arts Commission is a new Commission that does not have a designated budget.

### **III Scope of Services**

The scope of the desired services is to provide web-site design services to the Coronado Cultural Arts Commission which will include design and coding of a new website and offer initial training and supplementary support to CAC members and volunteers.

#### **A. Consultation to CAC regarding design and content**

1. The website design firm will provide on-site consultation with designated members of the CAC and CAC subcommittee members to receive input for site design and content and provide relevant suggestions on additional content (if any) that CAC could provide to members of the community.
2. The website design firm will perform site layout, graphic design, and coding of the site for the CAC website.
3. Upon initial discussions the website committee envisions the Coronado Arts Commission Home Page to be formatted similarly to the [www.artsmemphis.org](http://www.artsmemphis.org) with a few modifications. It would have a banner at the top (colors and logo to be determined and provided to designer) which features three words (About Us, Giving and Events) with drop down menus outlined below. It would also contain multiple calendar (music/theatre/museums/art galleries/etc) and directory (artist profile/organizations/venues) tabs under the top banner for events. Under the tabs should be 1-2 cascading Flash elements highlighting currently happening Art Events in Coronado. Below that are Calendar Boxes. In addition the CAC Home page should have a “sign-up” feature located prominently in the banner which enables visitors to register for e-mail updates. This form is to be developed by the website designer but should include name, contact information and specificity of interests or subscription type. Another feature included on the CAC Home Page is a Grid calendar – see [www.nowplayingnashville.com](http://www.nowplayingnashville.com) for an example.

#### **B. The website should provide for the following features:**

1. Customizable user interface allowing for:
  - a. Uploading custom graphics
  - b. Adjusting color palette
  - c. Interchanging right and left column of site
  - d. Provide a framework to allow for customer maintenance of all future content
  - e. Provide an automated procedure for removal of expired content
  - f. Drag and drop changing of right column elements
2. For the Hosted solution:
  - a. Domain pointing to stand-alone website ([www.coronadoarts.com](http://www.coronadoarts.com) and as a sub domain of [www.coronadoarts.org](http://www.coronadoarts.org))
  - b. Includes e-mail hosting for domain so that Coronado Arts Commissioners and staff can have website name – i.e. – [heidwilson@coronadoarts.com](mailto:heidwilson@coronadoarts.com))
  - c. Global enhancements and upgrades
  - d. Front end user interface: for best practices visit <http://www.artsmemphis.org/> and [www.nowplayingnashville.com](http://www.nowplayingnashville.com)

**C. The elements of the website homepage should include:**

1. About Us – Mission/Facts
2. Who We Are
3. Art Commissioners
4. Staff
5. Annual Report
6. Press
7. Contact Us
8. Donate to:
9. Supporters
10. Corporate Partners
11. Arts Cards
12. Events
13. CAC Events
14. Community Sponsored Events

**D. The Calendar Home Page should also include:**

1. Event Category pages (allows for creation of pages based on event type, themes or Geographic Locations)
2. Event sub-category pages
3. Event detail page:
  - a. event image, description, times, pricing
  - b. media gallery (still images and video)
  - c. venue location mapping
  - d. “tell a friend” e-mail tool
  - e. social bookmarking tool (Facebook, Twitter, etc.)
4. Event RSS feeds
5. Organization Directory
6. Venue Directory
7. Individual Artist Links
8. Coronado Public Art Directory
9. Local Business Directory (restaurants, hotels, local business) – future capability
10. Calendar Grid and Keyword Search boxes
11. Advanced search and result pages
12. Tell Friend e-mail on detail pages
13. Banner Advertising module – future capability
14. Public listing submission forms (events, potential classifieds) with pending Review/approval feature
15. Custom test page creation and management tool (CMS)
16. E-Commerce capabilities
  - a. Site design should allow for the future integration of e-commerce services to allow users to make online payments for products or services.
17. Mobile app accessibility

#### **E. The Administrative Control Panel Should Provide for:**

1. Web-based management tool
2. Pending Records management system (allows for review and approval of all submissions prior to posting)
3. And the ability to set the level of review required for different users/organizations)
4. Content editing tools for individual listings
5. Home and category page display management tools (allows for setting spotlight featured events)
6. User access permission settings
7. Image upload and management tools for individual listings
8. Data (graphics and text) Exporting tools
9. User self-edit login (allows organization and individuals to create their own accounts and manage their own event listings)
10. Calendar “widget” syndication tool (allows you to place a mini calendar on partner websites)
11. Reporting tool (aggregate record total, outbound clicks) Site visitation tracking (# of visits, pages visited, etc.)

#### **F. Hosting and Maintenance Options to Include:**

1. Site hosting
2. Data Backup
3. Global upgrades
4. Troubleshooting/Tech Support as needed
5. Client customer service/Help Desk
6. Web/Phone-based training for initial set up
7. Additional enhancements to the Calendar portion of the website may be requested at \$\_\_\_\_\_ per hour of development/programming.

#### **G. Module Breakdown**

The Proposal should include the capability of a staged design and implementation, with separate pricing for the modules of:

1. Basic website including Administrative Control functions
2. Calendar functions
3. Hosting options

#### **H. On-site Training and Assistance**

Website Design Provider will provide on-site training of appropriate CAC members and volunteers for initial website startup, including debugging, help response to users, one-on-one training with critical users, and other recommended approaches to insure smooth launch of the website.

#### **I. Supplementary maintenance and support**

1. The Website Design Provider may be called upon, on a time and materials basis, to provide CAC additional support for expanded content migration, technical assistance, testing, and/or staff training

**J. Future integration with audio- and/or video-streaming**

1. The initial site design does not request multimedia support in the ability to download audio/video recordings of events. The Website Design Provider will provide availability or standard or custom programming to support future audio- and/or video-streaming integration.

**IV. Schedule for Selection and Award**

**A. The following schedule is anticipated with regard to this RFP:**

1. Release of RFP
2. RFP Due Date
3. Evaluation of RFP Submittals
4. Notice of Selection
5. Expected approval of Contract Award and Negotiated Agreement by CAC and City of Coronado
6. Implementation Commences

Date  
Date  
Date  
Date

Date  
Date

## **V Proposals**

### **A. Proposal Delivery**

Eight (8) copies of the proposal must be received by 3:00 p.m. on \_\_\_\_\_.  
Late or faxed proposals will not be accepted.

Submit Proposal to:

City of Coronado  
Coronado Public Library  
640 Orange Avenue  
Coronado, California 92118

The envelope shall be sealed and clearly marked:  
“Proposal for Cultural Arts Commission Website Design.”

All questions relating to this RFP should be submitted in writing no later than eight (8) business days prior to the Proposal due date to:

Christian Esquevin, Director of Library Services:

Phone: (619) 522-7395

e-mail: [c.esquevin@coronado.lib.ca.us](mailto:c.esquevin@coronado.lib.ca.us)

## **B. Proposal Contents**

In addition to responding to the elements outlined in the RFP, proposals shall also contain the following information in addition to the responses to the above requests:

1. Company Background:
  - a. The date of establishment of the Website Design Firm.
  - b. A complete resume of the service operation, history, and other related facts.
  - c. Copies of all applicable licensing.
2. References: A minimum of three (3) contract references shall be provided. Include the Company name, address, owner representative, title, phone number, month and year of contract initiation.
3. Personnel Qualifications: The name, title, function, qualifications and years employed with the Website Design Firm of all design and technical personnel who will be assigned to this account.
4. Miscellaneous: Include any descriptive literature or information that is relevant to the specification and/or services proposed, that indicate unique qualifications, particular competence in this field, technical capabilities, proprietary techniques, or special resources.

The envelope shall be sealed and clearly marked:  
“Proposal for Cultural Arts Commission Website Design.”

## **VI Selection Criteria**

The Cultural Arts Commission will select the consultant firm based on the qualifications of the proposer, the ability to provide the desired website features and functionalities, the cost of the proposed service, and the flexibility, ease of use, and ability to provide ongoing additions and calendar changes on the website. The Proposal costs should be good for one year from the submittal date. If the CAC and the selected designer are able to come to an agreement on the specific scope of services and fees, an Agreement for Professional Services shall be prepared and executed prior to the start of work. The CAC/City of Coronado reserves the right to reject any or all Proposals submitted.

*Thank you for your interest in this RFP*