



Cultural Arts Commission

The Cultural Arts Commission is an advisory body to the City Council that meets on the third Monday of each month at 7 p.m. in the West Annex Commission Meeting Room. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review at the West Annex Information Desk, Civic Center Main Library and the City Clerk's Office. Direct any other questions or concerns to the Cultural Services Manager Eve Rappoport at 310-618-2380. Agendas and Minutes are posted on the City of Torrance Home Page www.TorranceCa.Gov

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310.618.2939. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28CFR 35.102-104 ADA Title II]

HOURS OF OPERATION

Monday through Friday from 7:30 a.m. to 5:30 p.m.
Offices are closed alternate Fridays and certain holidays.
ER:dhc:cacommis\A&M 2019-11a

CULTURAL ARTS COMMISSION

WEST ANNEX COMMISSION MEETING ROOM
CITY HALL, 3031 TORRANCE BOULEVARD
TORRANCE, CALIFORNIA 90503

MONDAY, NOVEMBER 18, 2019
7:00 P.M.

A G E N D A

1. CALL TO ORDER
2. FLAG SALUTE
3. ROLL CALL/MOTIONS FOR EXCUSED ABSENCE
4. MOTION TO ACCEPT AND FILE REPORT ON POSTING OF AGENDA
5. APPROVAL OF MINUTES - not available
6. ORAL COMMUNICATIONS #1 (Limited to a 30-minute period)
Comments on this portion of the agenda are limited to items not on the agenda and to no longer than 3 minutes per speaker. Under the provisions of the Brown Act, the Commission is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.
7. NEW BUSINESS
 - A. Review Success Measures of Performance and Fund Raising Strategy for Torrance Cultural Arts Foundation
 - B. Schedule for January and February 2020 meetings
8. OLD BUSINESS
 - A. Follow-up on Work Plan Development
9. STANDING COMMITTEE REPORTS
 - A. Excellence in Arts
 - B. Facilities Committee
 - C. Grant Review Committee
10. CORRESPONDENCE FOR COMMISSION REVIEW TO ACCEPT AND FILE OR FOR CONSIDERATION AT A FUTURE MEETING.
11. MONTHLY DEPARTMENT REPORTS
12. ORAL COMMUNICATIONS #2 Staff & Public Comments
Comments on this portion of the agenda are limited to items not on the agenda and to no longer than 3 minutes per speaker. Under the provisions of the Brown Act, the Commission is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.
13. ADJOURN TO JANUARY 27, 2020 at 7:00pm

Creating and Enriching Community through People, Programs and Partnerships

ROLL CALL: _____ HSIAO _____ KLINENBERG _____ KRAEMER _____ MUHAMMED _____ SARGENT
_____ PINO _____ POLCARI

Cultural Arts Commission Committee Meetings:

<u>Committee Agenda</u>	<u>Committee Chair</u>	<u>Committee Members</u>
Excellence in Arts Committee	Sargent	Klinenberg, Pino
Facilities Committee	Muhammed	Hsiao, Kraemer
Grant Review Committee	Hsiao	Klinenberg, Polcari

ROLL CALL: _____ HSIAO _____ KLINENBERG _____ KRAEMER _____ MUHAMMED _____ SARGENT
_____ PINO _____ POLCARI

FOR COMMISSION MEETING
November 18, 2019

TO: CULTURAL ARTS COMMISSION

FROM: SHANT MEGARDICHIAN, GENERAL SERVICES DIRECTOR

SUBJECT: REVIEW SUCCESS MEASURES OF PERFORMANCE AND FUND
RAISING STRATEGY FOR TORRANCE CULTURAL ARTS FOUNDATION

**ITEM AND BACKUP DOCUMENTATION WILL BE AVAILABLE
AT THE COMMISSION MEETING**

7A

FOR COMMISSION MEETING
November 18, 2019

TO: CULTURAL ARTS COMMISSION

FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER

SUBJECT: SCHEDULE FOR JANUARY & FEBRUARY 2020 MEETINGS

The Cultural Arts Commission typically meets on the third Monday of each month. However, in January and February the third Monday falls on national holidays and the City will be closed. Therefore the Commission will meet on Monday, January 27, 2020 and Monday, February 24, 2020; location and time will remain unchanged.

Respectfully submitted,



Eve Rappoport
Cultural Services Manager

FOR COMMISSION MEETING
November 18, 2019

TO: CULTURAL ARTS COMMISSION

FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER

SUBJECT: UPDATE ON CULTURAL ARTS COMMISSION WORK PLAN

On August 28, 2018 the Cultural Arts Commission held a joint meeting with the Torrance City Council to discuss the following items: Debrief on South Bay Festival of the Arts held June 23, 2018; Discuss expanded roles for Cultural Arts Commission; and Discuss Restructuring Commission's Standing Committees. This conversation naturally led to the Commission's mission statement, and the need to review and possibly update it too.

At the conclusion of the meeting, the City Council directed the Commission to develop a Work Plan, utilizing a process several other Commissions in the City previously have had success with, as a way for the Commission to clarify their mission, power and duties.

At the September 17, 2018 meeting, staff outlined what the process of developing a work plan would be, based on documents developed for the Social Services Commission. A component of this was for the Commission to develop a list of stakeholders, which was finalized at the October meeting. (Attachment A.) The following groups addressed the Commission: Torrance Art Museum, Torrance Art Museum Advocates, Torrance Cultural Arts Foundation (TOCA), the Torrance Theater Company, Friends of the Torrance Theater Company, General Services offered an overview of the arts facilities in the Cultural Arts Center and Torrance Performing Arts Consortium (TPAC), representing the Torrance Symphony, Aerospace Players, Torrance Pops, South Bay Ballet, South Bay Conservatory, and Los Cancioneros.

Each group made a short presentation and addressed the following questions:

1. Brief summary about what you do.
2. Who is your audience?
3. Challenges and opportunities you face.
4. How can the Commission/City help serve your audience better?

The Commission and arts community also participated in a focus group as part of the City's Strategic Plan Process. This meeting was held on February 25, 2019 as part of a regular meeting of the Cultural Arts Commission. Seventeen community members participated in the focus group, including 3 staff and 5 Commissioners. Results from this meeting are summarized in Attachment B.

Although the data collected via input from the arts community hasn't resulted in goals for a multi-year work plan, the Commission has taken on additional responsibilities since meeting with the City Council, such as:

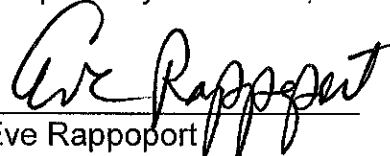
- Oversight of TOCA's annual agreement,
- Review of requests for facility rentals at the Cultural Arts Center,
- Review of grant requests to General Services' Torrance Cultural Arts Center Meeting Room grant program; and
- Annual review of TOCA's annual funding and South Bay Festival of the Arts requests.

In light of the data received to date, and given the new responsibilities of the Commission, It is clear that the current mission statement is too narrow in focus and the scope needs to be expanded to truly encompass what the Commission's duties are. Staff recommends working with the Commission to review and update their Mission statement. This newly revised statement will be presented to and discussed with the City Council at a joint meeting in early 2020.

NEXT STEPS

Staff is proposing that the Commission review the current Mission Statement and consider making revisions in order to update it to match what they deem as their overall mission for the Cultural Arts Commission. This can be done as part of a regular Commission meeting, or an Ad Hoc Committee could be appointed with that goal. Once the mission statement has been approved, staff is recommending that a joint meeting in early 2020 be requested with the City Council to introduce the new statement for their approval, and to update them on their new areas of responsibility.

Respectfully submitted,



Eve Rappoport
Cultural Services Manager

Attachment A: List of Torrance Art Community Stakeholder Groups
Attachment B: Data Collected from Strategic Plan Focus Group

**TORRANCE CULTURAL ARTS COMMISSION STAKEHOLDERS LIST
WORK PLAN FOR THE ARTS**

	Organization	Contact	Title	Date of Presentation	Attended Strat Plan Focus Group? 2/25/19
1	Torrance Art Museum	Max Presneill	Curator	10/15/2018	no
2	Torrance Art Museum Advocates	Suzan Hubert	President	10/15/2018	yes
3	Cultural Art Center Facilities	Jordan Rumery	Sr. Business Manager	10/15/2018	yes
4	Torrance Theater Company	Gia Jordahl	Performing Artistic Director	12/17/2019	no
5	Friends of the Torrance Theater Co.	Cary Jordahl	President	12/17/2019	no
6	Torrance Cultural Arts Foundation	Chris Wolf	Executive Director	11/19/2019	no
7	Torrance Performing Arts Consortium representing:	Peggy Dowell Byron Stefferud	President Consultant	4/15/2019	yes
7A	South Bay Conservatory				yes
7B	South Bay Ballet				no
7C	Los Cancioneros				no
7D	Torrance Pops				no
7E	Aerospace Players				no
7F	Torrance Symphony				no
8	Arts Council of Torrance	Steve Norris	President	No Response	yes
9	Torrance Artists' Guild	David Wolfram	Founder	No Response	yes
10	Torrance Craftsmen's Guild	Christina	President	No Response	yes
11	Destination Art	Margaret Lindsay	Founder	No Response	yes
12	Art Attack Foundation	Dan Wyatt	Director	No Response	no
13	South Bay Watercolor Society (Lexus Art Shows)	Jody Wiggins	Artist/President	No Response	no
14	Metropolitan Education Theater	Kathie Urban	Executive Producer	Health Issues	no
15	APC Fine Arts Gallery	Ron Libbrecht	Artist/Art Director	No Response	yes

The Commission and arts community participated in a focus group as part of the City's Strategic Plan Process. This meeting was held on February 25, 2019 as part of a regular meeting of the Cultural Arts Commission. Seventeen community members participated in the focus group, including 3 staff and 5 Commissioners.

The focus group was asked 3 questions and the facilitators wrote down all their answers on large pieces of paper; after the questions, the participants were asked to indicate via placement of dots, what they felt were the most important answers.

Following is a summary of the top 5 responses for each category followed by the number of dots received:

- **What do you like most about Torrance?**
 - Arts festivals – 5
 - Madrona Marsh – 5
 - Excellent art facilities – 4
 - Torrance art museum getting international recognition – 4
 - Elected officials supportive of the arts and accessible – 4

- **What do you like least about Torrance?**
 - Loss of venues for group art shows, like Miramar Park – 8
 - \$180,000 to TOCA – 6
 - Lack of full time staff at Torrance Art Museum - 6
 - Not enough money for the arts (referring to grants program) – 5
 - Priority booking to TOCA over Torrance based groups – 5

- **What can we do to plan for the future?**
 - More money for arts grants – 9
 - Development of marketing plan for the arts – 9
 - Signature event that incorporates art, music, food (hometown faire) – 8
 - City-wide marketing plan for the City – 6
 - Downtown Torrance to be better branded – revitalized – 6

TO: CULTURAL ARTS COMMISSION
FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER
SUBJECT: CULTURAL SERVICES DIVISION REPORT – OCTOBER 2019

Michael Field, Cultural Services Senior Supervisor

Excellence in Arts - The 42nd Excellence in Arts Awards was held on October 19 at 3pm, and was the most well attended ceremony on record with more than 280 in attendance. The event was supported by the entire Cultural Services Division team, in tandem with the Commission.

Administration – Torrance Art Museum is in the process of hiring recurrent part-time preparators to help install/de-install exhibitions. We anticipate hiring a pool of employees within the next month.

Torrance Rose Float Association – TRFA held their monthly board meeting on October 1. Their first decorator orientation for the 2020 float was held on October 17 in the Torrance City Council Chambers. Their next orientation will be held on November 21. There is still great need for decorators on the 'dry days' on November 30 and December 7. Official's Night is scheduled for Saturday, December 28, 2019.

Torrance Sister City Association – TSCA held their monthly board meeting on October 14, and two new students were accepted onto the Board. Efforts are already underway for recruitment for next year's student delegates.

Cherry Blossom Festival – Staff began preliminary review of possible changes to the 2020 Cherry Blossom Festival scheduled for April 5, 2020 from 11a.m. – 4p.m. Exploring a new performance space for children's performance/demonstrations, bringing back a band to the day's performance lineup, and expanding craft vendor offerings are amongst the changes being suggested.

Joyce Bell, Cultural Services Senior Supervisor

Classes –The second draft of the spring 2020 seasons guide was submitted on October 29. Fall classes continued through the month of October.

Charter Clubs – The Torrance Aikido Club, The Torrance Fencing Club, The Torrance Kendo Charter Club, and The Torrance Naginata Charter Club all held their regular practices in October at the Cultural Arts Center. The groups meet weekly at the center. The South Bay Judo Club received a proclamation from the City of Torrance in honor of their 20th anniversary.

Michelle Pinedo-Visual Arts Supervisor-Visual Arts Classes

Visual Arts Classes – Fall Visual Arts classes ran through October. On Saturday, October 5 we ran a one-day Silk Painting workshop. On Saturday, October 12 we ran a one-day Shibori-Advanced workshop. Class surveys were sent out to selected classes to review customer service satisfaction.

Torrance Seasons Social Media pages- The Torrance Seasons **Facebook page** gained 20 followers in October for a total of 357. We used the Facebook page to promote Cultural Services workshops and classes. As of the end of October, the torranceseasons **Instagram page** had 212 followers. Halloween Zumba, youth Drawing & Painting, Piano, Ceramics, and Literary Arts classes were promoted on the Instagram page. A link to the City of Torrance registration page is included in the bio.

Artist Charter Clubs – The Torrance Craftsmen's Guild held their general meeting on October 3 and the Torrance Artists' Guild held their general meeting on October 8.

Nico Clifton, Performing Arts Program Coordinator

Class surveys were created and sent out to students in SuperKids Gymnastics, Zumba, Tap Dance, Drums R Fun, and Fencing classes. We hope to get a large response from participants.

The second draft of the spring 2020 Seasons was submitted on October 29. Summer 2020 class requests were received in October.

On October 19, Yoga Instructor, Dorene Coles, received an Excellence in Arts award for her outstanding contribution to the City of Torrance which has spanned for over 20 years. Her informative teaching and incredible personality has set the gold standard in our health and wellness classes. The fact that her classes fill up the moment registration opens, and we received over 150 excellent participant class surveys, is a testament to her impact in the community.

Gia Infrerra, Performing Arts Coordinator

Torrance Theatre Company - In October we worked on the upcoming production of *Living on Love*, which opens on November 9 and runs through December 8. The show is written by award-winning playwright Joe DiPietro, and is based on the play *Peccadillo* by Garson Kanin, and directed by Perry Shields. The show revolves around a demanding diva who discovers that her larger-than-life maestro husband has become enamored with the lovely young lady hired to ghostwrite his largely fictional autobiography. She, in turn, hires a handsome young scribe of her own. Sparks fly, silverware is thrown, and romance blossoms in the most unexpected ways in this delightful and hilarious romantic comedy. Performances are Thursdays at 7 pm, Fridays and Saturdays at 8 pm, and Sundays at 2 pm, with additional shows on select Saturdays at 2 pm. General admission seating is \$30 and available online at TorranceTheatreCompany.com or (424) 243-6882.

Max Presneill, TAM Curator

Torrance Art Museum - The *SUR Biennial* exhibition continued in the Main Gallery, alongside the comic book art exhibition of *To Save The Day*, in Gallery Two. Both exhibitions have been much visited by school and college groups as part of their teachers and professors educational process.

The Forum mentorship group held their monthly gathering on October 12, meeting with several successful gallery operators to gain insight into how to run a space and how to organize a support group as well as to sort out details and the logistics of their December exhibition, which opens on Saturday December 7, 6-9 pm.

Joyce Chan, Farmers' Market Manager

Farmers' Market - October brought fall produce to the Farmers' Market. The farm stands were full of butternut squash, spaghetti squash, kombucha squash, grapefruits, oranges, tangerines, avocados, lemons and limes. We are also seeing root veggies - celery, carrots, beets, and baby greens. Grapes are still in season at the farmers' market. October tends to be our "transition" month, where Tennerelli Farms (stone fruit) has its last weeks of the season and Thys Farms (citrus and avocados) begins the season. Therefore, most stands are not plentiful with fall and winter produce yet.

During the last two weeks in October, the Farmers' Market had a "Guess the Weight" of the big pumpkin contest. The winner got to take home the big pumpkin. First we weighed the pumpkin at Central Services, and then displayed it in the middle of the market. People filled out forms guessing the weight. The winner was a really cute family of four. They came and got the pumpkin and the little girls were so happy. We have posted many pictures on Instagram of the girls hugging the big pumpkin. The mom stopped by and said that they actually carved the pumpkin and she's going to roast the seeds. Such a big pumpkin! It weighed 144 lbs.

The Torrance Certified Farmers' Market mailed out flyers advertising its *Buy Local Campaign* at the Tuesday market. 600 flyers were mailed to local restaurants inviting them to shop at the Torrance Certified Farmers' Market and receive a bulk discount. The *Buy Local Campaign* will be launched in February, 2020.

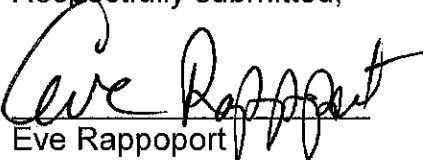
The Farmers' Market also featured EBT cooking demos, teaching residents how to cook with farmers' market produce on a budget.

Groups who participated in the Market in October:

- Pommerenck Chiropractic
- Straight Talk
- District 1 Toastmasters
- SB for Bernie
- Matthew Montoro
- SB Republic for Women
- Mutual of Omaha
- Patty Montoro
- Nazila
- Nova Community Church
- FSHD Society
- Rolling Hills Covenant Church
- New York Life
- Contessa Homecare
- Vegan Outreach

Community Gardens - A lot of gardeners have covered up their plots and do not plan to garden in the winter. Staff is planning on weeding the common areas of the gardens and plot oversight.

Respectfully submitted,


Eve Rappoport
Cultural Services Manager

**TORRANCE CERTIFIED FARMERS' MARKET
MONTHLY REPORT**

Joyce Chan, Market Manager

TUESDAY MARKET October	2018-2019 (5 Market Days)	2019-2020 (5 Market Days)
FARMERS' GROSS SALES	\$133,845.40	\$150,203.50
FARMERS' FEES TO CITY (7%)	\$9,368.91	\$10,514.25
NON-AGRICULTURAL GROSS SALES	\$80,671.75	\$80,211.00
NON-AGRICULTURAL FEES TO CITY (12%)	\$9,680.70	\$9,265.32
PROMOTIONAL REVENUE TO CITY	\$88.00	\$120.00
AVERAGE ATTENDANCE	5,354	6,008
AVERAGE NUMBER OF FARMERS	41	43
TUESDAY REVENUE TOTAL	\$19,137.61	\$19,899.57

SATURDAY MARKET October	2018-2019 (4 Market Days)	2019-2020 (4 Market Days)
FARMERS' GROSS SALES	\$ 234,815.42	\$ 275,074.88
FARMERS' FEES TO CITY (7%)	\$ 16,439.61	\$ 19,255.55
NON-AGRICULTURAL GROSS SALES	\$ 144,775.31	\$ 160,579.08
NON-AGRICULTURAL FEES TO CITY (12%)	\$ 17,373.03	\$ 19,269.49
PROMOTIONAL REVENUE TO CITY	\$ 22.00	\$ 172.00
AVERAGE ATTENDANCE	9,393	11,003
AVERAGE NUMBER OF FARMERS	53	61
SATURDAY REVENUE TOTAL	\$ 33,834.64	\$ 38,525.04
TOTAL MONTHLY PROGRAM REVENUE	\$52,972.25	\$58,424.61
FISCAL YEAR PROGRAM REVENUE TO DATE	\$285,507.62	\$324,494.92