

**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](http://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 2020-02a

**CULTURAL ARTS COMMISSION**

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

**MONDAY, FEBRUARY 24, 2020  
 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 - October 21, 2019 and January 27, 2020
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. Evaluation of Standing Committee Categories
  - B. Retirement of Division Administrative Assistant
8. OLD BUSINESS
  - A. Discussion of Draft Cultural Arts Commission Mission and Vision Statements and Goals
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 March 16, 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

**MINUTES OF A REGULAR MEETING OF THE  
TORRANCE CULTURAL ARTS COMMISSION**

**1. CALL TO ORDER**

The Torrance Cultural Arts Commission convened in an adjourned regular session at 7:00 p.m. on Monday, January 27, 2020 in the West Annex meeting room, Torrance City Hall.

**2. FLAG SALUTE**

Commissioner Polcari led the Pledge of Allegiance.

**3. ROLL CALL**

Present: Commissioners Klinenberg, Kraemer, Muhammed, Pino, Polcari, Sargent, and Chairperson Hsiao.

Absent: None.

Also Present: Cultural Services Manager Rappoport, General Services Director Megerdichian, and Cultural Services Senior Supervisor Field.

**4. AFFIDAVIT OF POSTING**

**MOTION:** Commissioner Sargent moved to accept and file the report of the City Clerk on the posting of the agenda. Commissioner Kraemer seconded the motion; a roll call vote reflected unanimous approval.

**5. APPROVAL OF MINUTES**

**MOTION:** Commissioner Klinenberg moved to approve the meeting minutes of November 18, 2019 as presented. Commissioner Pino seconded the motion; a roll call vote reflected unanimous approval.

**6. ORAL COMMUNICATIONS #1 – None.**

**7. NEW BUSINESS**

**7A. REVIEW SUCCESS MEASURES OF PERFORMANCE AND FUND RAISING STRATEGY FOR TORRANCE CULTURAL ARTS FOUNDATION**

General Services Director Megerdichian reported that City Council directed staff and the Torrance Cultural Arts Foundation (TOCA) to review its individual performances, overall season, financial stability, and fundraising efforts. He noted this collaboration would work towards the goal of reducing or eliminating the need for annual subsidies from the City. He stated staff and TOCA determined that measures of success can be based on two major areas: artistic quality and financial stability.

He stated artistic success is judged by audience members and arts professionals who appreciate the art being presented; therefore, audience feedback is vital for determining the viability of a performance and whether it would be successful for subsequent productions.

He noted TOCA currently solicits feedback from patrons by advertising a dedicated email address in its show productions. He recommended ways to build upon this to make it better:

- Share email address with audiences members on a regular basis at shows;
- Send online surveys to stakeholders to solicit feedback and to gather suggestions on types of future shows patrons would be interested in; and
- Include comment cards with show programs or season brochure for patrons to voice their opinions.

General Services Director Megerdichian stated TOCA's financial stability is comprised of three main sources of income: annual subsidy from the City, fundraising efforts, and revenue from performances. He noted TOCA's fundraising efforts used to be an annual gala dinner but over the last three years the South Bay Festival of the Arts has become their primary fundraiser. He stated they looked at TOCA's fundraising strategies and discussed potential additional fundraising opportunities that include:

- Text to give program allowing patrons to send a text and get a response with a form to make a donation;
- Monthly giving program where patrons can sign up for automatic donations;
- Two new summer evening dance concerts;
- New donation letter sent to non-season subscribers; and
- Formation of a committee to create new materials for soliciting donations/sponsorships.

Christian Wolf, Executive Director of TOCA, stated the majority of outreach is through social media and the Internet, noting traffic on their website has increased dramatically from 2018 to 2019. He reviewed the example of website analytic data for Torrancearts.org in Attachment A.

In response to Commissioner Kraemer's inquiries, he described the upcoming summer evening dance concerts that will include a catered dinner, concert, and dancing in Torino Plaza. He stated programs offered are based on past shows, current demographics, and what else is going on in the City, adding aging residents is also a factor. He stated they are currently in the planning stages for this summer's South Bay Festival of the Arts.

Responding to inquiries from Commissioner Pino, Mr. Wolf described some of TOCA's in-kind donations and explained that many of their shows this year are based on "split of house" to offset risk. He further shared information about grant opportunities from the Arts Commission.

He explained to Commissioner Klinenberg that the bounce rate of 67.8% in Attachment A is a good number.

Cultural Services Manager Rappoport inquired about publicity, and Mr. Wolf responded that patrons hear about their shows through the TOCA season brochure, social media, and Torrance Seasons.

Responding to Commissioner Muhammed's inquiry, General Services Director Megerdichian clarified there is no particular time frame proposed to reduce or eliminate the subsidy. He stated the subsidy is set at \$169,400, \$74,400 in a cash payment and the balance allocated toward theatre labor, in kind serves, and facility usage. He noted the additional subsidy requested by TOCA for the Festival of the Arts is separate.

Commissioner Polcari inquired about marketing outside of the City, and Mr. Wolf responded TOCA advertises through social media within a 50-mile radius. She recommended soliciting corporate donations and, in response to her inquiry, General Services Director Megerdichian explained the joint use agreement with TUSD, noting their new performing arts facilities will actually free up days available to rent at the Cultural Arts Center.

Chairperson Hsiao suggested sending information about programming to other city departments, and Mr. Wolf concurred it would be a good idea to ask them for list trays.

**MOTION:** Commissioner Sargent moved to accept and recommend to City Council the success measures and fundraising strategy for the Torrance Cultural Arts Foundation. Commissioner Klinenberg seconded the motion; a roll call vote reflected unanimous approval.

## **7B. DISCUSSION OF REVISING CULTURAL ARTS COMMISSION MISSION STATEMENT**

Cultural Services Manager Rappoport recalled at the November 18, 2019 meeting there was discussion about reviewing the Commission's Mission Statement to ascertain what is still relevant and resonates with the work of the Commission as it is today. She presented the current mission of the Commission, noting it can be found on the City's website and in the Powers and Duties of the Commission in the Torrance Municipal Code. She noted, however, that this is not a mission statement, it is inadequate, and the powers and duties are incorrect and do not make sense. She called attention to "Mission vs. Vision" in Attachment A, "Mission and Vision Defined" in Attachment B, and "The Benefits of a Compelling Mission Statement" in Attachment C. She suggested Commissioners review definitions of Mission and Vision Statements from similar municipal programs and non-profit organizations included in Attachments D and E. She requested the Commission provide feedback and advised staff would bring back a draft Mission Statement, with the goal to present it to City Council at a joint meeting.

She asked Commissioners to offer their suggestions with what they think is important, and what works and is still relevant with the current statement. The Commission brainstormed the difference between what should be in a Mission Statement as opposed to a Vision Statement. They offered revisions and Cultural Services Senior Supervisor Field made a list of their suggestions. It was recommended that the Mission Statement be short and precise and suggestions included acting in an advisory capacity to City Council; encouraging artistic, aesthetic and cultural aspects of the City; promoting collaboration, accessibility, and inclusiveness; encouraging cultural education; and serving as liaison between City Council and the Torrance community.

Commissioners and staff briefly discussed creating a Commission Vision Statement for the future and revising the current Powers and Duties of the Commission. Ideas for a Vision Statement included Torrance being a regional leader in the arts and a destination/go to place; arts an integral aspect of the City; collaboration with TUSD; residents inspired and engaged; and more civic engagement. Following discussion, Cultural Services Manager Rappoport offered to compile all the Commission's input and bring back a draft Mission Statement to the February 24, 2020 Commission meeting and to continue discussion regarding a Vision Statement.

## **8. STANDING COMMITTEE REPORTS**

### **8A. EXCELLENCE IN ARTS – No report.**

8B. FACILITIES COMMITTEE – No report.

8C. GRANT REVIEW COMMITTEE – No report.

9. CORRESPONDENCE FOR COMMISSION REVIEW TO ACCEPT AND FILE OR FOR CONSIDERATION AT A FUTURE MEETING – None.

10. MONTHLY DEPARTMENT REPORT

Cultural Services Manager Rappoport noted that the Cultural Services Division Reports for November and December 2019 were included in agenda materials. She distributed fliers for Torrance Theatre Company's "Black Comedy," Torrance Sister City Association's 5<sup>th</sup> Annual Anime Drawing Contest 2020, and 9<sup>th</sup> Annual Cherry Blossom Cultural Festival on April 5, 2020. She announced the January 18 opening reception of "Death Cult" at Torrance Art Museum had 160 attendees.

11. ORAL COMMUNICATIONS #2

Commissioners Klinenberg, Sargent, Kraemer, Pino, and Chairperson Hsiao spoke.

12. ADJOURNMENT

MOTION: At 8:38 p.m., Commissioner Sargent moved to adjourn the meeting to Monday, February 24, 2020 at 7:00 p.m. in the West Annex meeting room at Torrance City Hall. Commissioner Klinenberg seconded the motion; a roll call vote reflected approval.

Subject to Rappoport  
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**MINUTES OF A REGULAR MEETING OF THE  
TORRANCE CULTURAL ARTS COMMISSION**

**1. CALL TO ORDER**

The Torrance Cultural Arts Commission convened in a regular session at 7:00 p.m. on Monday, October 21, 2019 in the West Annex meeting room, Torrance City Hall.

**2. FLAG SALUTE**

Maya Pino led the Pledge of Allegiance.

**3. ROLL CALL**

Present: Commissioners Klinenberg, Kraemer, Muhammed, Pino, Polcari, and Chairperson Hsiao.

Absent: Commissioner Sargent.

Also Present: Cultural Services Manager Rappoport, Facility Operations Manager Pinela, Senior Business Manager Rumery, and Cultural Services Senior Supervisor Field.

**MOTION:** Commissioner Muhammed moved to grant the excused absence of Commissioner Sargent from the October 21, 2019 Commission meeting. Commissioner Kraemer seconded the motion; a roll call vote reflected 6-0 approval (absent Commissioner Sargent).

**4. AFFIDAVIT OF POSTING**

**MOTION:** Commissioner Klinenberg moved to accept and file the report of the City Clerk on the posting of the agenda. Commissioner Polcari seconded the motion; a roll call vote reflected 6-0 approval (absent Commissioner Sargent).

**5. APPROVAL OF MINUTES – SEPTEMBER 16, 2019**

**MOTION:** Commissioner Kraemer moved, and Commissioner Pino seconded, to approve the Cultural Arts Commission meeting minutes of September 16, 2019 as submitted; a roll call vote reflected 6-0 approval (absent Commissioner Sargent).

**6. ORAL COMMUNICATIONS #1 – None.**

**7. NEW BUSINESS**

**7A. COMMISSION MEETING DATES FOR NOVEMBER AND DECEMBER**

Cultural Services Manager Rappoport recommended the Commission review and approve Commission meeting dates for November 18, 2019 and December 16, 2019. Following discussion, it was decided to meet on November 18 and to cancel the December 16 meeting.

**MOTION:** Commissioner Kraemer moved to adjourn this meeting to November 18, 2019 and to go dark in December 2019. Commissioner Pino seconded the motion; a roll call vote reflected 6-0 approval (absent Commissioner Sargent).

Commissioner Klinenberg requested an excused absence for the November 18, 2019 Commission meeting.

**7B. TOUR CULTURAL ARTS CENTER FACILITIES**

The tour took place following Item 10.

**8. OLD BUSINESS**

**8A. REVIEW AND APPROVE CULTURAL ARTS COMMISSION ANNUAL REPORT**

Cultural Services Manager Rappoport presented the revised Cultural Arts Commission Annual Report for July 2018 to June 2019 in attachments.

Commissioner Klinenberg moved to approve the Cultural Arts Commission Annual Report as amended and to forward it to the City Council. Commissioner Kraemer seconded the motion; a roll call vote reflected 6-0 approval (absent Commissioner Sargent).

**9. STANDING COMMITTEE REPORTS**

**9A. EXCELLENCE IN ARTS**

Cultural Services Manager Rappoport led a debriefing from the October 19, 2019 42<sup>nd</sup> Annual Excellence in Arts Award ceremony. She commended Commissioners for their participation, noting four of the Commissioners had never been involved in it before. She stated there were approximately 280 people in attendance and staff felt the event went very well. She asked Commissioners to provide any suggestions or comments.

Commissioners took turns offering positive comments regarding the awardees, talent, entertainment, scripts, Master of Ceremonies Ed Candioly, and how the event was organized.

It was noted that Congressman Lieu also gave out certificates.

**9B. FACILITIES COMMITTEE**

No report.

**9C. GRANT REVIEW COMMITTEE**

No report.

**10. CORRESPONDENCE FOR COMMISSION REVIEW TO ACCEPT AND FILE OR FOR CONSIDERATION AT A FUTURE MEETING**

Cultural Services Manager Rappoport called attention to the thank you letter from Visions of Unity in agenda packets.

**7B. TOUR CULTURAL ARTS CENTER FACILITIES**

At 7:20 p.m., Commissioners and staff walked over to the Cultural Arts Center for a tour. Senior Business Manager Rumery showed improvements made in the 502 seat Armstrong Theater which include the repainted fabric paneling in the lobby, benches donated by Toyota in the lobby, new stage drapes and floor, and outer and interior railings in the Theatre. He showed the lighting, projection, and audio booths as well as the scene room. He discussed plans for the



remodel of the Green Room, backstage dressing rooms, and restrooms, noting the renovation would not affect the majority of rental groups. The Commission then walked over to the Torino Plaza and was informed there would be additional lighting and sound installed in a few months.

Commissioners and staff walked back to the West Annex meeting room at 8:17 p.m.

11. **MONTHLY DEPARTMENT REPORT**

No report.

12. **ORAL COMMUNICATIONS #2** – None.

13. **ADJOURNMENT**

**MOTION:** At 8:17 p.m., Commissioner Kraemer moved to adjourn the meeting to Monday, November 18, 2019 at 7:00 p.m. in the West Annex meeting room at Torrance City Hall. Commissioner Pino seconded the motion; a roll call vote reflected approval.

###

Subject to Approval

FOR COMMISSION MEETING  
February 24, 2020

**TO: CULTURAL ARTS COMMISSION**  
**FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER**  
**SUBJECT: EVALUATION OF STANDING COMMITTEE CATEGORIES**

For many years, the Cultural Arts Commission has had the following standing committees:

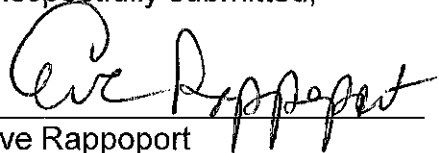
- Excellence in Arts
- Facilities Committee
- Grant Review Committee

Given that the Commission is evaluating its mission statement, staff thought it might be good to also evaluate the standing committee titles too. Based on the draft goals, staff is proposing the following:

- Community Funding Requests
- Facilities and Public Art
- Community Recognition

Please think about these titles so we can discuss them at our February meeting.

Respectfully submitted,



Eve Rappoport  
Cultural Services Manager

FOR COMMISSION MEETING  
February 24, 2020

**TO: CULTURAL ARTS COMMISSION**  
**FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER**  
**SUBJECT: RETIREMENT OF DIVISION ADMINISTRATIVE ASSISTANT**

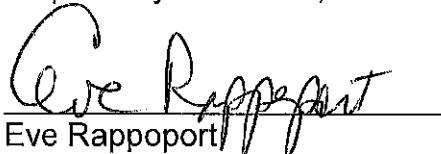
The Cultural Services Division's Administrative Assistant, Debbie Collins, is retiring on March 12. Debbie began her career with the City in 2001 working in the Human Resources Department in the Workforce Investment Network (WIN), as a program specialist. She was encouraged to test for Administrative Assistant within the City and in 2002 accepted the open clerical position with the Cultural Services Division and has been with us ever since. She and her husband will retire to their new home in Desert Hills, Arizona and they look forward to traveling and enjoying time with their grandchildren.

Staff will be holding a reception for Debbie at the Torrance Art Museum on Friday, March 12, and Commissioners are welcome to attend.

Staff has already started working on a permanent replacement. In the meantime, we have hired a Temporary Administrative Assistant named Diana Pennington, who starts on February 24. She will be training with Debbie for a few weeks, so if you call, you may speak with her.

Please join me in wishing Debbie a happy retirement, and thanking her for her many years of dedicated service, going above and beyond.

Respectfully submitted,

  
\_\_\_\_\_  
Eve Rappoport  
Cultural Services Manager

**7B**

FOR COMMISSION MEETING  
February 24, 2020

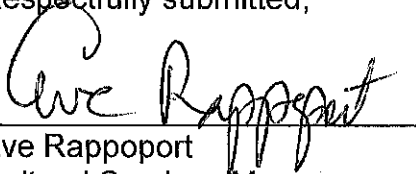
**TO: CULTURAL ARTS COMMISSION**

**FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER**

**SUBJECT: DISCUSSION OF DRAFT CULTURAL ARTS COMMISSION  
MISSION AND VISION STATEMENTS AND GOALS**

Attached are draft mission and vision statements, and goals for the Commission, based on our discussion last month. Please review prior to our meeting so we can discuss and, hopefully, finalize.

Respectfully submitted,

  
\_\_\_\_\_  
Eve Rappoport  
Cultural Services Manager

Attachment A: Draft Mission, Vision and Goals for the Torrance Cultural Arts Commission

**8A**

TO: CULTURAL ARTS COMMISSION  
FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER  
SUBJECT: CULTURAL SERVICES DIVISION REPORT – JANUARY 2020

**Michael Field, Cultural Services Senior Supervisor**

**Torrance Sister City Association** – TSCA's monthly association was held on January 13 at the West Annex Commission Room, and was the first convening of the new board. The Annual Alumni Reunion Potluck was held on January 11, with more than 100 past participants from the cultural exchange program in attendance. Interviews of 15 candidates for the 8 Torrance delegate spaces began January 18. Final selection of Torrance student delegates expected in March. Efforts are ramping up for the upcoming Bunka-Sai Japanese Festival on April 18-19 at the Ken Miller Rec Center and surrounding facility.

**Torrance Rose Float Association** – TRFA held their monthly meeting on January 7 at the West Annex Commission Room, fresh off the heels of the Rose Parade on January 1. This year's entry won the Tournament Princess Award for Most outstanding floral presentation. They are preparing for the annual Celebration Dinner on February 1. For the first time, student design concept submissions for 2021 were received from the four primary Torrance area high schools: North West, South and Torrance High School. The Judging will take place in early February before submission to the Citizen Development and enrichment committee.

**Cherry Blossom Festival** - Currently, an increased number of food vendors is interested in participating this year. Due to last year's increased attendance, we will have more cuisine offerings. Overflow parking will be at the city yard employee lot, with a complimentary shuttle bus from La County Supervisor Janice Hahn. Staff has printed and distributed the save the date postcard for the festival. Continuing to define necessary next steps and action plan for this popular event taking place at Columbia Park on Sunday, April 5 from 11am-4pm.

**Palos Verdes Symphonic Band** - The Palos Verdes Symphonic Band's free concert at Wilson Park Amphitheater on Sunday, June 21 (Father's Day) from 3 – 5p.m. will be titled *Dad's Rock*, and will feature music of the Beach Boys, the Beatles, Chicago, Journey, Queen, and much more! Rock out to classic hits this Father's Day as the 60-piece ensemble will play from Bohemian Rhapsody to Pinball Wizard and beyond.

**Summer Concert Series** - Staff is underway scheduling bands for the free summer concert series at Wilson Park Amphitheater. The series is expected to run the third Saturday of the month July – September from 5-7pm. As in recent years, Staff will apply for 2020 LA County Free Summer Concerts grant from the La County Department of Arts & Culture.

### **Joyce Bell, Cultural Services Senior Supervisor**

**Administration** – Michelle Pinedo was on temporary assignment as the Adult Sports Supervisor in the Recreation Services Division during the month of January. Nicole Madera, CSL IV for the Recreation Services Division, was on move-up as the Visual Arts Supervisor during Michelle's absence. Nicole did a fantastic job. She helped the division get up to speed on policies for allowing one-on-one aides to attend classes with participants that need the assistance of a one on one aide.

**Classes** – Alice Jon, Classes Program Specialist, resigned from her position this month to take a full time job. The Program Specialist provides administrative and logistical support for the division's classes and special events. Staff will begin recruitment to fill the vacancy.

Staff worked with our Pickle ball contractor to establish a series one-day skills classes. The skills classes will be smaller classes that are geared towards players that want to enhance their game skills by executing repetitive drills. The classes will be held in February and March. They include: Backhand, Serves, 3<sup>rd</sup> Shot drops and getting to the net, Dinking and Shot Placement, Block Volley and Fast Hands at the Net.

**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 January at the Cultural Arts Center. The groups meet weekly at the center.

The Torrance Kendo Club held the Kubota Memorial Kendo Tournament on January 19 at the Dee Hardison Sports Center. This tournament, held every three years is in honor of Yutaka Kubota sensei. He was one of the pioneers of Kendo in the United States and also helped to establish Kendo in Southern California.

### **Michelle Pinedo-Visual Arts Supervisor-Visual Arts Classes**

**Visual Arts Classes** – Winter Visual Arts classes ran through January. On Saturday, January 25 we hosted a one- day Shibori Japanese Tie-Dye workshop.

**Artist Charter Clubs** –The Torrance Craftsmen's Guild held their general meeting on January 2, the South Bay Watercolor Society held their meeting on January 13, and the Torrance Artists' Guild had their general meeting on January 14 at the Ken Miller Auditorium.

### **Nico Clifton, Performing Arts Program Coordinator**

The winter 2020 session began the week of January 12. The winter session is generally one of our smaller sessions. This year it was great to see so many classes running.

The second draft of the summer Seasons was submitted on January 29.

### **Gia Inferrera, Performing Arts Coordinator**

**Torrance Theatre Company** - In January the TTC opened *Black Comedy*, written by Tony-winning playwright Peter Shaffer. The performances went well and received great feedback from our patrons.

Auditions were held, and rehearsals began for the fourth show of the season, *Good People* by David Lindsay-Abaire. The show is directed by Sasha Stewart Miller, and features a cast of seven actors from all over Southern California. The show opens on March 14, 2020. 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](http://TorranceTheatreCompany.com) or (424) 243-6882.

### **Max Presneill, TAM Curator**

**Torrance Art Museum** - TAM opened the 2020 season with *Death Cult* – an exhibition of *momento mori* via motorcycles and skull related art works. It includes painting, sculpture, photography, installation and video. The opening reception on Saturday January 18 was attended by nearly 300 people and we have had about 900 visitors for the first 4 weeks. The show ends on March 14.

The exhibition in Gallery Two presented over 200 works on paper from artists all over the world. The show title *Alptraum*, meaning nightmare in German, was brought to TAM by Marcus Sendlinger, a German artist, and has been on continuous exhibition touring the world for 10 years visiting one space after another, with artists added at each venue.

### **Joyce Chan, Farmers' Market Manager**

**Farmers' Market** - The Farmers' Market started slowly in January with customers and farmers getting back from their Holiday season and vacations. By the end of January, the market picked up, and is now back to being the bustling market we are familiar with. It's citrus season at the market. We have cocktail grapefruits, pommelos, tangerines, cara cara oranges, navel oranges, fresh bay leaves, lemons, broccoli, carrots of all colors, chard, kale, baby lettuces, carrots, and cauliflower that is green, purple, white in color. This is my favorite time of year! The market's greens just pop out at you, with their vibrant greens and freshness.

The Torrance Certified Farmers' Market added some food vendors to the Saturday market. We have Milk Nut, who sells delicious flavored almond milk. The flavors come in chocolate, vanilla, plain, and machta. Milk Nut has been very popular at the Tuesday market, and now a space has opened up for a Saturday spot. The Saturday market has also welcomed SonRise Ranch from San Diego. SonRise is a pork and chicken rancher. They are such a small family ranch, that they do not produce enough to sell to restaurants. Their meat is very high in quality, and I am so happy to be able to support this small family rancher.

### **Groups who participated in the Market in November and December :**

- Vegan Outreach
- Nazila Maghderfdeh
- Torrance Dems
- Bernie Sanders
- DoTerra Yoga
- Republic Women's Federation
- Toastmasters District 1
- Right at Home Insurance
- Foreeyes
- American Karate League
- Pommerenck Chiropractic
- Victor Valle
- Nova Community Church
- Contessa Homecare
- Census 2020

**Community Gardens** - The Community Gardens continues to thrive. Columbia Gardens gave up three plots to Torrance residents on the waiting list. We are currently getting ready to renew registrations at Columbia Gardens.

Lago Seco Community Gardens remains beautiful and very well kept. Most of the gardeners have kept gardening during the winter season, and have been great with their weeding.

Respectfully submitted,

  
Eve Rappoport  
Cultural Services Manager



**TORRANCE CERTIFIED FARMERS' MARKET  
MONTHLY REPORT**

Joyce Chan, Market Manager

<b>TUESDAY MARKET January</b>	<b>2018-2019 (4 Market Days)</b>	<b>2019-2020 (4 Market Days)</b>
FARMERS' GROSS SALES	\$78,046.50	\$93,854.00
FARMERS' FEES TO CITY (7%)	\$5,924.14	\$6,569.78
NON-AGRICULTURAL GROSS SALES	\$55,700.25	\$67,747.75
NON-AGRICULTURAL FEES TO CITY (12%)	\$6,684.03	\$8,129.73
PROMOTIONAL REVENUE TO CITY	\$5.00	\$65.00
AVERAGE ATTENDANCE	3,122	3,754
AVERAGE NUMBER OF FARMERS	35	37
<b>TUESDAY REVENUE TOTAL</b>	<b>\$12,613.17</b>	<b>\$14,764.51</b>

<b>SATURDAY MARKET January</b>	<b>2018-2019 (4 Market Days)</b>	<b>2019-2020 (4 Market Days)</b>
FARMERS' GROSS SALES	\$ 230,713.53	\$ 251,638.06
FARMERS' FEES TO CITY (7%)	\$ 16,149.95	\$ 17,614.66
NON-AGRICULTURAL GROSS SALES	\$ 149,269.50	\$ 177,988.87
NON-AGRICULTURAL FEES TO CITY (12%)	\$ 17,912.34	\$ 20,635.50
PROMOTIONAL REVENUE TO CITY	\$ 124.00	\$ 59.00
AVERAGE ATTENDANCE	9,229	10,066
AVERAGE NUMBER OF FARMERS	55	57
<b>SATURDAY REVENUE TOTAL</b>	<b>\$ 34,186.29</b>	<b>\$ 38,250.16</b>
<b>TOTAL MONTHLY PROGRAM REVENUE</b>	<b>\$46,799.46</b>	<b>\$53,014.67</b>
<b>FISCAL YEAR PROGRAM REVENUE TO DATE</b>	<b>\$381,888.45</b>	<b>\$411,055.52</b>

**DRAFT MISSION, VISION AND GOALS  
FOR THE TORRANCE CULTURAL ARTS COMMISSION**

The **mission** of the Torrance Cultural Arts Commission is to serve as an advisory body to the Torrance City Council on all matters pertaining to the artistic, aesthetic and cultural opportunities offered within the City of Torrance.

The **vision** of the Torrance Cultural Arts Commission is to be the regional leader in the arts; to integrate the arts into all aspects of civic engagement; and to insure that the community is knowledgeable about artistic, cultural and creative opportunities available to them.

**Goals** for the Commission include, but are not limited to, the following:

- Recognize community art leaders
- Review funding requests from community art groups
- Review grant proposals which benefit the Torrance community
- Review donations of artwork to the City and oversee the City's Portable Art Collection
- Support inclusion of public art into public and private spaces
- Advocate for the care and expansion of the City's Cultural Facilities
- Provide recommendations for Capital Improvements at the Cultural Arts Center
- Support opportunities that provide a rich quality of life and community partnership through accessible cultural programs and events
- Collaborate with other civically-minded groups