

## **CIVIC ARTS COMMISSION MEETING AGENDA**

**Monday, March 4, 2024  
6:00 p.m.**

**City Council Chamber  
200 Old Bernal Avenue**

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The meeting will be held in-person and streamed live at  
<https://www.youtube.com/user/TheCityofPleasanton>.

**Public participation:** It is requested that members of the public wishing to address the Civic Arts Commission submit a speaker card in person at the meeting. When public comment is opened on an agenda item, individuals may speak once per agenda item. You may submit a physical speaker card to the clerk at the meeting.

### **CALL TO ORDER**

- Pledge of Allegiance
- Roll Call

### **AGENDA AMENDMENTS**

### **MINUTES**

1. Approve regular meeting minutes of February 5, 2024

### **MEETING OPEN TO THE PUBLIC**

2. Introductions/Awards/Recognitions/Presentations
3. Public Comment from the audience regarding items not listed on the agenda. Speakers are encouraged to limit comments to 3 minutes.

### **MATTERS FOR THE COMMISSION'S REVIEW/ACTION/INFORMATION**

4. Discussion – Funding Pleasanton's Future
5. Review and Allocate Community Grant Funds in the Civic Arts Category for Fiscal Year 2024/25 and Recommend City Council Approval
6. Receive Civic Arts Project Status Report

### **MATTERS INITIATED BY THE COMMISSION**

7. Brief reports on any meetings, conferences, and/or seminars attended by the Commission members.

### **FUTURE AGENDA ITEMS**

- QR Codes
- 2014 Cultural Plan

## **ADJOURNMENT**

***Next Meeting: Monday, May 6, 2024 at 7:00 p.m. at City Council Chamber, 200 Old Bernal Avenue***

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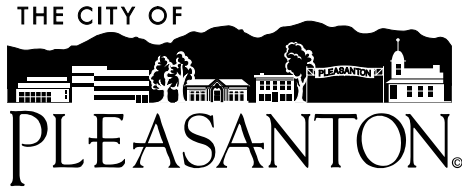
### **Notice**

Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda provided to a majority of the Commission after distribution of the agenda packet are available for public inspection at the Library and Recreation Department, 200 Old Bernal Avenue, Pleasanton.

### **Accessible Public Meetings**

The City of Pleasanton can provide special assistance for persons with disabilities to participate in public meetings. To request a disability-related modification or accommodation, please contact the Library and Recreation Department at 400 Old Bernal Avenue, Pleasanton, CA 94566, or (925) 931-5340 at the earliest possible time. If you need sign language assistance, please provide at least two working days' notice before the meeting.

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## Civic Arts Commission Meeting Minutes

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**February 5, 2024 – 7:00 p.m.**

### **CALL TO ORDER**

Chair Coleman-Knight called to order the regular meeting of the Civic Arts Commission at 7:02 p.m. from the City Council Chamber – 200 Old Bernal Ave.

Commissioner Baiocchi led the Pledge of Allegiance.

### **Roll Call**

Present: Commissioners Baiocchi, Farley-Rodgers, Frey, Giancola, Mundaden, Simmons, Song, Yee and Chair Coleman-Knight.

Absent: None

### **AGENDA AMENDMENTS**

None.

### **MINUTES**

#### **1. Approve special meeting minutes of November 6, 2023**

**Motion:** It was m/s Coleman-Knight/Baiocchi to approve the minutes of the November 6, 2023 meeting with the following update to item 11: List all dates of the meetings in 2024.

Motion passed by the following vote:

Ayes: Commissioners Baiocchi, Farley-Rodgers, Frey, Giancola, Mundaden, Simmons, Song, Yee and Chair Coleman-Knight.

Noes: None

Absent: None

### **MEETING OPEN TO THE PUBLIC**

#### **2. Introductions/Awards/Recognitions/Presentations**

None.

**3. Public Comment from the audience regarding items not listed on the agenda.**

None.

**MATTERS FOR THE COMMISSION'S REVIEW / ACTION / INFORMATION**

**4. Review Fiscal Year 2023/24 Civic Arts Community Grant Midterm Reports**

Recommendation: Review Fiscal Year 2023/24 Civic Arts Community Grant Midterm Reports

Rachel Prater, Civic Arts Manager, presented the item and answered questions from commissioners.

**5. Receive Civic Arts Project Status Report**

Recommendation: Receive Civic Arts Project Status Report

Rachel Prater, Civic Arts Manager, presented the item and answered questions from commissioners.

**MATTERS INITIATED BY THE COMMISSION**

**6. Brief reports on any meetings, conferences, and/or seminars attended by the Commission members.**

None.

**ADJOURNMENT**

Chair Coleman-Knight adjourned the meeting at 8:03 pm.

**NEXT MEETING**

March 5, 2024, 6:00 p.m.

March 4, 2024  
Item 4

**TITLE: DISCUSSION – FUNDING PLEASANTON’S FUTURE**

**SUMMARY**

Since early 2023, staff has been analyzing options for new revenue sources to address fiscal deficits and support ongoing City services and programs. Staff is now engaging in conversations with various stakeholders and community groups to inform that process. The goal is to provide broad community input to the City Council toward assessing revenue measure feasibility, working together to build a secure financial future for Pleasanton, and maintaining a high quality of life for all residents.

**BACKGROUND**

At its March 21, 2023, meeting, the City Council directed staff to place an item on a future agenda to discuss revenue options, including but not limited to a potential ballot measure for upcoming elections. In August 2023, the City Council directed staff to assess revenue measure feasibility, including developing a communication plan to share information and receive feedback from the community regarding Pleasanton's needs.

**DISCUSSION**

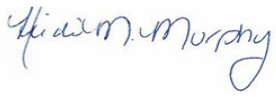
The City has a longstanding history of prudent, responsible fiscal performance, and Pleasanton’s current two-year budget is balanced. Since the COVID-19 pandemic, revenue sources have been limited and fixed - property tax has seen modest growth, sales tax is flat, and hotel tax has not rebounded. At the same time, expenses continue to grow, with cost drivers that include inflation, increased pension liability and insurance costs, new police and fire agreements, expansion into new service areas over time, infrastructure maintenance and replacement, and unfunded requirements to meet State regulations.

The recent community survey and citywide strategic plan indicate that residents' top priorities include fiscal sustainability, public safety and fire protection, infrastructure and water quality, emergency response, keeping city buildings in good condition, and programs for youth and seniors.

**NEXT STEPS**

Staff is engaging in community conversations to understand community needs and evaluate possible solutions, including potential revenue measures, to maintain a balanced budget and continue to deliver the same level of services that Pleasanton residents expect.

Submitted by:

A handwritten signature in blue ink that reads "Heidi Murphy". The signature is written in a cursive style with a large, looped 'H' and 'M'.

Heidi Murphy  
Director of Library and Recreation

March 4, 2024  
Item 5

**TITLE: REVIEW AND ALLOCATE COMMUNITY GRANT FUNDS IN THE CIVIC ARTS CATEGORY FOR THE FISCAL YEAR 2024/25 AND RECOMMEND CITY COUNCIL APPROVAL**

**SUMMARY**

This report summarizes the eleven applications that were received for funding under the Community Grant Program in the Civic Arts category. The report provides a synopsis of the projects and recommended funding allocations.

**RECOMMENDATION**

Review and recommend community grant funds in the Civic Arts category for Fiscal Year (FY) 2024/25 and recommend City Council approval.

**BACKGROUND**

In 1992, the City of Pleasanton initiated a formal funding application process for community-based organizations providing human services and cultural/arts programs promoting the City. Community Grant requests were reviewed annually by the Human Services Commission, with funding recommendations forwarded to the City Council for inclusion in the annual Operating Budget.

Beginning in FY 1995/96, the Community Grant application process was extended to include both civic arts and youth services. Each commission's task has been to critically review submitted applications in order to reach funding recommendations that make the most efficient and equitable use of the limited City grant funds.

**FY 2024/25 Community Grant Program**

The application packet (Attachment 1) includes general information, the mission statement, funding categories, evaluation/criteria, funding priorities, and limitations for the Community Grant Program. Additionally, it defines the application review/evaluation process and clarifies funding accountability.

*Application Process*

Applications were available online beginning December 1, 2023 and were due by 11:59 p.m. January 19, 2024. The Civic Arts Commission reviewed and evaluated the applications online in ZoomGrants. The FY 2024/25 application process allowed time for agencies to prepare applications, and for commissioners and staff to review prior to the Civic Arts Commission meeting on March 4, 2024. All Civic Arts Grant applicants are required to attend this meeting. Additionally, the City opened a priority booking process

where grant applicants could place a courtesy hold on one of the two theaters pending grant approval and as space was available.

### *Funding Criteria and Priorities*

At its meeting on November 6, 2023, the Civic Arts Commission adopted funding criteria. In evaluating applications for this category, the Civic Arts Commission will primarily consider projects that:

- Encourage diversity, equity, and inclusion (DEI) and include equitable access
- Engage new participants and audiences in the arts
- Target a specific community need or gap in arts services
- Pursue arts education programs or collaborate with the Pleasanton Unified School District (PUSD)
- Involve collaboration or co-production with local organizations

Funding levels remained at a maximum of \$7,500 per grant request.

## **DISCUSSION**

Eleven applications from eight different agencies were received by the January 19, 2024, deadline, totaling \$61,225. Six agencies submitted one application each, the Pacific Chamber Orchestra submitted three applications and the Pleasanton Cultural Arts Council submitted two applications. The available funding totals \$40,000. The evaluation process for the FY 2024/25 Community Grant Program includes an assessment by commissioners of each application received using ZoomGrants. Staff have also reviewed the applications and provided a recommendation in this report.

Data was collected from ZoomGrants regarding the Civic Arts Commission's tentative "Votes" and "Average Recommended Funding." The commission may choose to use this data as a starting point for discussion towards providing its final funding recommendation.

Staff has provided a recommendation for funding, totaling \$40,000. Agencies, and their respective projects/programs listed below, are provided in alphabetical order. Grant descriptions in italicized text are taken directly from the original grant descriptions.

## **GRANT APPLICATIONS**

Alliance for the Visual Arts  
*Open Studios TVAST*

|                       |                   |
|-----------------------|-------------------|
| Requested Funds:      | \$5,000           |
| Tentative Votes:      | 6 for / 0 against |
| Average Funding:      | \$4,089           |
| Staff Recommendation: | \$3,800           |

### Program Description:

*The fourth annual Tri-Valley Artist Studio Tour (TVAST) is a showcase for the Tri-Valley's creativity, and a key platform for 100+ visual artists to learn how to exhibit well, interact with the public, develop a following, and make sales, all of which are important*

*for increased professionalism and growth. For the anticipated 3,000+ Pleasanton residents attending this free event, it provides access to visual arts in the artists' studios over one weekend in May, inspiring attendees to create their own art, offering art demonstrations, making direct connections with local artists, and giving art purchase opportunities. In addition to providing locations to drive to studios, TVAST will again produce a bike tour option encouraging bike enthusiasts and families to participate.*

**Staff Comments:**

The application and all documents were completed and submitted on time. With a request of \$5,000 and an estimated 4,000 Pleasanton residents served, the cost per resident is \$1.25. Alliance for the Visual Arts has placed a courtesy hold on the Firehouse Arts Center for this program. This organization received \$5,000 from the City of Pleasanton through the 2023/24 Community Grant Program.

Amador Livermore Valley Historical Society  
(Museum on Main)  
*An Afternoon/Evening with...Series*

|                       |                   |
|-----------------------|-------------------|
| Requested Funds:      | \$7,500           |
| Tentative Votes:      | 6 for / 0 against |
| Average Funding:      | \$6,628           |
| Staff Recommendation: | \$7,500           |

**Program Description:**

*The Ed Kinney "An Afternoon & Evening With . . ." Series is a monthly theatrical program in which Chautauqua scholars portray historical characters at the Firehouse Arts Center in downtown Pleasanton. Guests, from elementary school children to senior citizens, spend an afternoon or evening with historical characters, such as Steve Jobs, Coretta Scott King, Junko Tabei, Edith Galt Wilson, Kasturba Gandhi, and General Benjamin O. Davis Jr. The program's diverse characters share their stories about a wide variety of topics including history, theater, science, art, literature, music, and politics, while the program's unscripted question-and-answer portion allows the audience to be active participants in the theater and learning experience.*

**Staff Comments:**

The application and all documents were completed and submitted on time. This organization has placed a courtesy hold on the Firehouse Arts Center for this program. With a request of \$7,500 and an estimated 1,327 Pleasanton residents served, the cost per resident is \$5.65. This organization has received the following funding over the past five years from the City of Pleasanton through the Community Grant Program:

- 2019/20: \$3,000
- 2020/21: \$4,860
- 2021/22: \$7,286
- 2022/23: \$6,327
- 2023/24: \$7,500

Cheza Nami Foundation  
*Black Excellence Project*

|                  |                   |
|------------------|-------------------|
| Requested Funds: | \$7,500           |
| Tentative Votes: | 5 for / 1 against |
| Average Funding: | \$5,053           |

Staff Recommendation: \$4,000

**Program Description:**

*Cheza Nami Foundation seeks \$7500 to \$15000 to continue the Black Excellence Program implemented in collaboration with Pleasanton Unified School District. The objectives of this monthly program are to create a space for students to affirm their racial and cultural identities, build upon their sense of personal and academic self-worth, and ground them in the Pleasanton Unified Black community through bolstering children's connection to the various cultures of the African diaspora, creating an affinity space for Black children to connect with one another across school and age level, connecting with positive role models, and accessing academic support. Cheza Nami and PUSD began this program as a pilot during the summer of 2023 and continued it through the 2023-2024 school year.*

**Staff Comments:**

The application and all documents were completed and submitted on time. With a request of \$7,500 and an estimated number of 45 total participants the cost per participant is \$166. This organization has not received funding from the Community Grant Program in the past five years and confirmed that they viewed the *Informational Video* before applying.

East Bay Musical Society  
*EBMS – 2024/2025 Season*

Requested Funds: \$4,000  
Tentative Votes: 6 for / 0 against  
Average Funding: \$3,063  
Staff Recommendation: \$2,700

**Program Description:**

*East Bay Musical Society (EBMS) re-emerged when the previous Tri-Valley Repertory Theatre - Broadway Chorus (associated with the Firehouse Arts Center) was previously disbanded. In 2019, former members of the Tri-Valley Repertory Theatre - Broadway Chorus took it upon themselves to serve their community through their volunteer efforts (including time, money, and enthusiasm) to bring music education and musical enjoyment back to the Tri-Valley area. EBMS strives to not only be a place where singers of ALL skill levels and ages are welcomed and appreciated but to be a beacon of the community bringing together people interested in learning new music, and engaging with other members of the community, all while providing an uplifting activity in which members can express their joy for singing and music!*

**Staff Comments:**

The application and all documents were completed and submitted on time. With a request of \$4,000 and an estimated number of 50 members, with 50% from Pleasanton and 50% from Livermore, the cost per member is \$80. This organization received \$6,500 from the City of Pleasanton through the 2023/24 Community Grant Program.

Livermore Valley Performing Arts Center  
*East Bay Jazz Community Concert*

Requested Funds: \$4,225  
Tentative Votes: 6 for / 0 against

|                       |         |
|-----------------------|---------|
| Average Funding:      | \$3,579 |
| Staff Recommendation: | \$3,000 |

**Program Description:**

*Livermore Valley Arts requests \$4,225 to produce a public Community Concert featuring the East Bay Jazz High School All-Stars Band.*

**Staff Comments:**

The application and all documents were completed and submitted on time. Livermore Valley Arts has placed a courtesy hold on the Firehouse Arts Center for 2025. With an estimated 200 attendees, the cost per resident is estimated at \$21. This organization received funding from the City of Pleasanton through the Community Grant Program from 2012-2018.

Pacific Chamber Orchestra

*Clinics for middle and high school string students*

|                       |                   |
|-----------------------|-------------------|
| Requested Funds:      | \$2,500           |
| Tentative Votes:      | 6 for / 0 against |
| Average Funding:      | \$2,250           |
| Staff Recommendation: | \$2,000           |

**Program Description:**

*Pacific Chamber Orchestra will provide classroom clinics by PCO's master musicians for middle and high school music students who play string instruments in their school orchestras. These clinics delve into specific techniques to achieve improved results that the music teachers request.*

**Staff Comments:**

The application and all documents were completed and submitted on time. With a request of \$2,500 and an estimated 200-300 Pleasanton residents served, the cost per resident is estimated between \$8 and \$12. Pacific Chamber Orchestra has received the following funding over the past five years from the City of Pleasanton through the Community Grant Program:

- 2020/21: \$13,924 consisting of \$6,106 Assembly Program for PUSD Elementary Schools; \$5,981 Pacific Chamber Orchestra Matinee Concert; \$1,837 Middle/High School Instrumental Clinics
- 2021/22: \$14,276 consisting of \$6,283 Assembly Program for PUSD Elementary Schools; \$6,357 Pacific Chamber Orchestra Matinee Concert; \$1,636 Middle/High School Instrumental Clinics
- 2022/23: \$13,960.33 consisting of \$4,000 Assembly Program for PUSD Elementary Schools; \$4,960.33 Pacific Chamber Orchestra Matinee Concert; \$5,000 Pacific Chamber Orchestra Holiday Concert
- 2023/24: \$13,960.33 consisting of \$4,000 Assembly Program for PUSD Elementary Schools; \$6,400 Pacific Chamber Orchestra Matinee Concert; \$3,000 Clinics for middle and high school music students.

Pacific Chamber Orchestra

*Discover Music Elementary In-School Assembly Program*

|                       |                   |
|-----------------------|-------------------|
| Requested Funds:      | \$7,500           |
| Tentative Votes:      | 6 for / 0 against |
| Average Funding:      | \$4,394           |
| Staff Recommendation: | \$4,000           |

Program Description:

*Pacific Chamber Orchestra's "Discover Music" elementary school assembly program qualifies for the Californian School instructional minutes by introducing and teaching music fundamentals utilizing a mixed quintet consisting of flute, clarinet, trumpet, violin, and cello performing the music of diverse countries, cultures, styles and time periods. The assembly program demonstrates in detail, in an entertaining and engaging manner, a different music fundamental theme each year (i.e. acoustics, rhythm, melody, scales, harmony, form) which helps students to distinguish musical elements and guides them through a cumulative process of understanding basic concepts through successive years of programs. The instructional packet of materials provided to the teachers in advance of the assemblies contains useful explanations and classroom activities designed to augment the concepts being covered.*

Staff Comments:

The application and all documents were completed and submitted on time. With a request of \$7,500 and an estimated 2,000 Pleasanton students served, the cost per resident is \$3.75. Pacific Chamber Orchestra has received the following funding over the past five years from the City of Pleasanton through the Community Grant Program:

- 2020/21: \$13,924 consisting of \$6,106 Assembly Program for PUSD Elementary Schools; \$5,981 Pacific Chamber Orchestra Matinee Concert; \$1,837 Middle/High School Instrumental Clinics
- 2021/22: \$14,276 consisting of \$6,283 Assembly Program for PUSD Elementary Schools; \$6,357 Pacific Chamber Orchestra Matinee Concert; \$1,636 Middle/High School Instrumental Clinics
- 2022/23: \$13,960.33 consisting of \$4,000 Assembly Program for PUSD Elementary Schools; \$4,960.33 Pacific Chamber Orchestra Matinee Concert; \$5,000 Pacific Chamber Orchestra Holiday Concert
- 2023/24: \$13,960.33 consisting of \$4,000 Assembly Program for PUSD Elementary Schools; \$6,400 Pacific Chamber Orchestra Matinee Concert; \$3,000 Clinics for middle and high school music students.

Pacific Chamber Orchestra

*Pacific Chamber School Day Orchestra Matinee Concert*

|                       |                   |
|-----------------------|-------------------|
| Requested Funds:      | \$7,500           |
| Tentative Votes:      | 6 for / 0 against |
| Average Funding:      | \$4,296           |
| Staff Recommendation: | \$4,000           |

Program Description:

*The Pacific Chamber Orchestra will present a free orchestra concert for Pleasanton elementary and middle school students as a one-hour morning field trip matinee held at Pleasanton Middle School. Matinee concerts are a perfect way to introduce students to*

*the joys of hearing a full orchestra perform. Teachers receive educational materials and activities to help students further enhance their experience and understanding.*

**Staff Comments:**

The application and all documents were completed and submitted on time. With a request of \$7,500 and an estimated 375 Pleasanton students served, the cost per resident is \$20. Pacific Chamber Orchestra has received the following funding over the past five years from the City of Pleasanton through the Community Grant Program:

- 2020/21: \$13,924 consisting of \$6,106 Assembly Program for PUSD Elementary Schools; \$5,981 Pacific Chamber Orchestra Matinee Concert; \$1,837 Middle/High School Instrumental Clinics
- 2021/22: \$14,276 consisting of \$6,283 Assembly Program for PUSD Elementary Schools; \$6,357 Pacific Chamber Orchestra Matinee Concert; \$1,636 Middle/High School Instrumental Clinics
- 2022/23: \$13,960.33 consisting of \$4,000 Assembly Program for PUSD Elementary Schools; \$4,960.33 Pacific Chamber Orchestra Matinee Concert; \$5,000 Pacific Chamber Orchestra Holiday Concert
- 2023/24: \$13,960.33 consisting of \$4,000 Assembly Program for PUSD Elementary Schools; \$6,400 Pacific Chamber Orchestra Matinee Concert; \$3,000 Clinics for middle and high school music students.

Pleasanton Community Concert Band  
Music Library Storage

|                      |                   |
|----------------------|-------------------|
| Requested Funds:     | \$6,200           |
| Tentative Votes:     | 6 for / 0 against |
| Average Funding:     | \$3,119           |
| Staff Recommendation | \$3,000           |

**Program Description:**

*This project is critical for the Pleasanton Community Concert Band due to our longtime Band Director, Bob Williams, retiring after more than 40 years with the group. PCCB has been very fortunate in that our vast music library, including over 1,500 musical compositions, has been stored at Bob's home, utilizing almost his entire garage. Having a storage container, properly outfitted, will provide adequate square footage to store our music library safely and with easy accessibility.*

**Staff Comments:**

The application and all documents were completed and submitted on time. With a request of \$6,200 and an estimated 2,000-5,000 Pleasanton residents served, the cost per resident is between \$1 and \$3. Pleasanton Community Concert Band has received the following funding over the past five years from the City of Pleasanton through the Community Grant Program:

- 2019/20: \$5,300 Commissioned Composition; "Alisal Suite"
- 2020/21: \$5,181 Program Enhancement/Audience growth
- 2021/22: \$6,663 Marketing and Participant Safety & other Covid-related costs
- 2022/23: \$4,238 Storage Cost Reduction
- 2023/24: \$5,000 Program Enrichment.

Pleasanton Cultural Arts Council  
*City Stories*

Requested Funds: \$3,600  
Tentative Votes: 5 for / 0 against  
Average Funding: \$2,840  
Staff Recommendation: \$3,000

Program Description:

*Pleasanton's Public Art embodies the values and stories of our city yet there is no current celebration focused on public art and how it expresses what it means to be an American small city with a rich heritage. In addition, various cultural groups seeking identification can be celebrated as they become a recognizable part of Pleasanton. Pleasanton Cultural Arts Council (PCAC) is seeking funding to engage in marketing and promoting local Pleasanton Public Art and assist organizations in celebrating various cultural events by providing arts activities related to the cultural groups.*

Staff Comments:

The application and all documents were completed and submitted on time. With a request of \$3,600 and an estimated 3,000 Pleasanton residents served, the cost per resident is \$1. Pleasanton Cultural Arts Council has received the following funding over the past five years from the City of Pleasanton through the Community Grant Program:

- 2018/19: \$6,208 Treasurers of Japan: Sumie, Bonsai, Haiku
- 2018/19: \$2,817 PCAC Community and Opportunities Awareness
- 2020/21: \$5,981 Native Art: Past and Present Voices (extended to June 2022)
- 2020/21: \$3,582 Program Enhancement and Audience/Community Outreach (extended to June 2022)
- 2021/22: \$4,494 Marketing and Community Outreach In a Covid and Post-Covid World
- 2021/22: \$6,189 Rebuilding Community Through Art
- 2023/24: \$5,800 Marketing Support and Program Advertising.

Pleasanton Cultural Arts Council  
*Newsletter Creation and Associated Outreach*

Requested Funds: \$5,700  
Tentative Votes: 3 for / 2 against  
Average Funding: \$3,922  
Staff Recommendation: \$3,000

Program Description:

*This project focuses on creating a quarterly newsletter, developed by PCAC in conjunction with professional assistance. The newsletter will be distributed via conventional mail, and social media, and be parsed so that excerpts can be used for targeted communications to specific demographic groups in the Pleasanton community, both individuals and other organizations. It will be used as a collaborative resource wherein we will include articles about other arts groups as well as cultural arts programs in our schools. The expectation is that the newsletter will help generate new members, new donors, and paid advertisers.*

#### Staff Comments:

The application and all documents were completed and submitted on time. With a request of \$5,700 and an estimated 20,000 Pleasanton residents reached through marketing materials, the cost per resident for this initiative is \$.28. Pleasanton Cultural Arts Council has received the following funding over the past five years from the City of Pleasanton through the Community Grant Program:

- 2018/19: \$6,208 Treasurers of Japan: Sumie, Bonsai, Haiku
- 2018/19: \$2,817 PCAC Community and Opportunities Awareness
- 2020/21: \$5,981 Native Art: Past and Present Voices (extended to June 2022)
- 2020/21: \$3,582 Program Enhancement and Audience/Community Outreach (extended to June 2022)
- 2021/22: \$4,494 Marketing and Community Outreach In a Covid and Post-Covid World
- 2021/22: \$6,189 Rebuilding Community Through Art
- 2023/24: \$5,800 Marketing Support and Program Advertising.

#### **EQUITY AND SUSTAINABILITY**

The City provides the Community Grant Program for non-profit organizations serving Pleasanton residents in the areas of arts, culture, and youth programs. The mission is to enhance the quality of life in Pleasanton. One of the five funding criteria established by the commission is to provide equitable access to the arts for the Pleasanton community.

#### **OUTREACH**

Outreach included a press release, a City website, and commissioners sharing the information in the community.

#### **STRATEGIC PLAN ALIGNMENT**

This action advances the following Citywide goals and strategies:

ONE Pleasanton Citywide Strategic Plan (Attachment 3)

- Building a Community Where Everyone Belongs, Strategy 1 – Apply strategies from the City’s Diversity, Equity, and Inclusion (DEI) Action Plan to increase equitable access to City programs and services for the community
- Building a Community Where Everyone Belongs, Strategy 3 – Implement high-priority items from the Library and Recreation Strategic Plan to continue to deliver activities and programs that meet the needs and interests of the community.

Library and Recreation Strategic Plan (Attachment 4)

- Goal A: Programs, Plans and Services – Deliver exceptional programs and services that meet the needs and interests of the community.

#### **FINANCIAL STATEMENT**

There is \$40,000 budgeted in the FY 2024/25 Operating Budget for the Community Grant Program in the Civic Arts category.

Submitted by:

A handwritten signature in black ink that reads "Rachel Prater". The script is cursive and fluid.

Rachel Prater

*Recreation Manager, Cultural Arts & Special Events*

*Attachment:*

1. [FY 2024-25 Community Grant Civic Arts Application Packet](#) (online)
2. Zoomgrants Summary
3. [One Pleasanton Citywide Strategic Plan](#) (online)
4. [Library and Recreation Strategic Plan](#) (online)

## Civic Arts Commission - ZoomGrants Summary

| AGENCY                                                      | PROJECT/EVENT                                        | AMOUNT REQUESTED | Approve/ Decline     | Votes (Approve vs. Decline) | Average Recommendation | Staff Recommendation |
|-------------------------------------------------------------|------------------------------------------------------|------------------|----------------------|-----------------------------|------------------------|----------------------|
| Alliance for the Visual Arts                                | Open Studios TVAST                                   | \$ 5,000         | Approve              | 6 to 0                      | \$ 4,089               | \$ 3,800             |
| Amador Livermore Valley Historical Society (Museum on Main) | An Afternoon or Evening with..Series                 | \$ 7,500         | Approve              | 6 to 0                      | \$ 6,628               | \$ 7,500             |
| Cheza Nami Foundation                                       | Black Excellence Project                             | \$ 7,500         | Approve              | 5 to 1                      | \$ 5,053               | \$ 4,000             |
| East Bay Musical Society                                    | EBMS - 2024/2025 Season                              | \$ 4,000         | Approve              | 6 to 0                      | \$ 3,063               | \$ 2,700             |
| Livermore Valley Performing Arts Center                     | East Bay Jazz Community Concert                      | \$ 4,225         | Approve              | 6 to 0                      | \$ 3,579               | \$ 3,000             |
| Pacific Chamber Orchestra                                   | Clinics for middle and high school strings students  | \$ 2,500         | Approve              | 6 to 0                      | \$ 2,250               | \$ 2,000             |
| Pacific Chamber Orchestra                                   | Discover Music Elementary In-School Assembly Program | \$ 7,500         | Approve              | 6 to 0                      | \$ 4,394               | \$ 4,000             |
| Pacific Chamber Orchestra                                   | Pacific Chamber School Day Orchestra Matinee Concert | \$ 7,500         | Approve              | 6 to 0                      | \$ 4,296               | \$ 4,000             |
| Pleasanton Community Concert Band                           | Music Library Storage                                | \$ 6,200         | Approve              | 6 to 0                      | \$ 3,119               | \$ 3,000             |
| Pleasanton Cultural Arts Council                            | City Stories                                         | \$ 3,600         | Approve              | 5 to 0                      | \$ 2,840               | \$ 3,000             |
| Pleasanton Cultural Arts Council                            | Newsletter Creation and Associated Outreach          | \$ 5,700         | Approve              | 3 to 2                      | \$ 3,922               | \$ 3,000             |
| GRAND TOTALS                                                |                                                      | \$ 61,225        |                      |                             | \$ 43,232              | \$ 40,000            |
|                                                             | delta to meet target                                 | \$ (21,225)      | delta to meet target |                             | \$ (3,232)             |                      |
| TOTAL GRANT ALLOCATION: \$40,000                            |                                                      |                  |                      |                             |                        |                      |

# Civic Arts Project Status Report



| REPORT DATE                                                                                | PROJECT NAME                                                                                                                                                                                                                                        | PREPARED BY                                           |      |
|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|------|
| March 2024                                                                                 | Civic Arts Project Status Update                                                                                                                                                                                                                    | Rachel Prater,<br>Recreation Manager                  |      |
| Category                                                                                   | Project                                                                                                                                                                                                                                             | Status                                                | Date |
| Public Art                                                                                 |                                                                                                                                                                                                                                                     |                                                       |      |
| Current pieces in public art collection = 44<br>Traffic Boxes = 19<br>Temporary Murals = 2 |                                                                                                                                                                                                                                                     |                                                       |      |
| Community Grants                                                                           |                                                                                                                                                                                                                                                     |                                                       |      |
|                                                                                            | FY 2024/25 <ul style="list-style-type: none"> <li>Civic Arts Commission Grant Meeting, March 4, 2024 @6pm</li> </ul>                                                                                                                                | In Progress                                           |      |
| Upcoming Youth Programs                                                                    | <i>More performances at <a href="http://www.firehousearts.org">www.firehousearts.org</a></i>                                                                                                                                                        |                                                       |      |
|                                                                                            | <ul style="list-style-type: none"> <li>HSMC Cabaret   April 12   7:30pm</li> <li>PYTC The Spongebob Musical Youth Edition   April 19-27</li> <li>HSMC Originality   April 26   7:30pm</li> </ul>                                                    |                                                       |      |
| Upcoming Performances                                                                      | <i>More performances at <a href="http://www.firehousearts.org">www.firehousearts.org</a></i>                                                                                                                                                        |                                                       |      |
|                                                                                            | <ul style="list-style-type: none"> <li>March 8   T Sisters   8pm</li> <li>March 15   CaliCeltic   8pm</li> <li>March 23   Tri-Valley Theater Company: We Go Together</li> <li>April 20   Mimi Fox B3 Trio   8pm</li> </ul>                          |                                                       |      |
| Harrington Gallery                                                                         | <ul style="list-style-type: none"> <li>Flora in Focus   January 10 – March 9, 2024</li> <li>Fresh Works XII   March 23 – May 18, 2024</li> </ul>                                                                                                    |                                                       |      |
| Pleasanton Art League (PAL) Wall                                                           | <ul style="list-style-type: none"> <li>Olga Symonenko   March 1 – April 13, 2024</li> <li>Ronald Rigge   April 19 – June 1, 2024</li> </ul>                                                                                                         |                                                       |      |
| FAC Lobby Walls                                                                            | <ul style="list-style-type: none"> <li>Orlonda Uffre   January 10 – March 2, 2024</li> <li>Christine So   March 7 – May 1, 2024</li> </ul>                                                                                                          |                                                       |      |
| Special Events/Programs                                                                    | <i>Cultural Celebration Series</i> <ul style="list-style-type: none"> <li>AAPL Heritage Month Celebration<br/>May 11   11am-1pm   Firehouse Arts Center</li> <li>Juneteenth Celebration<br/>June 15   11am – 1pm   Firehouse Arts Center</li> </ul> |                                                       |      |
| Cultural Plan                                                                              | 9 Goals                                                                                                                                                                                                                                             | 1 Goal Completed                                      |      |
|                                                                                            | 36 Strategies                                                                                                                                                                                                                                       | 11 Strategies Completed<br>15 Strategies In- Progress |      |

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