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DATE: April 18, 2012

TO: Honorable Mayor and City Council  
Chairman and Members of the Community Development Commission

FROM: Economic & Community Development Department/ Property Management

SUBJECT: **ADOPTION OF A RESOLUTION TO FORGIVE ONE-FIFTH OF THE \$606,380 FORGIVEABLE LOAN MADE BY THE CITY OF OCEANSIDE TO THE CALIFORNIA SURF MUSEUM TO RENOVATE THE PREMISES AT 312 PIER VIEW WAY**

**SYNOPSIS**

Staff recommends that the City Council and Community Development Commission adopt a resolution forgiving one-fifth of the \$606,380 forgivable loan to the California Surf Museum for the renovation of the premises at 312 Pier View Way, reducing the balance by \$121,276, from \$363,828 to \$242,552.

**BACKGROUND**

In order to expand cultural opportunities in the community, in August 2008, the City Council and Community Development Commission collectively ("CDC") entered into a five-year agreement ("Lease") with, and agreed to provide \$575,115 in financial assistance ("Loan") to, the California Surf Museum ("CSM") to renovate the building at 312 Pier View Way for CSM's new facility. Additionally, CSM requested another \$31,265, which the CDC approved in June 2009, bringing the total loan amount to \$606,380.

As a condition of the Lease and Loan, CSM agreed to provide a variety of exhibitions and events as well as meet other annual performance standards. If the performance standards are met and CSM continues to provide public benefit over the term, the Loan is to be forgiven over a five-year period.

During the first two years of the Lease term CSM satisfied its performance criteria. On December 8, 2010, CDC approved forgiveness of the first \$121,276, and on May 18, 2011, CDC approved forgiveness of the second \$121,276 of the \$606,380 loan, leaving a balance of \$363,828 to be forgiven. Forgiveness of the loan pursuant to a pre-existing CDC agreement is not prohibited by AB1X26.

**ANALYSIS**

The performance standards for the third year and CSM's accomplishments since January 2011, as reported by CSM, are included as Exhibit "A". Based on CSM's accomplishments over the past year, staff recommends that CDC adopt the attached resolution to document the forgiveness of \$121,276, which is another one-fifth of the total loan amount.

**FISCAL IMPACT**

CSM is in the third year of a five-year lease term, with an automatic five-year extension. During calendar year 2011, CSM through fundraising, grants, entry admissions and gift shop sales had a net income of -\$16,619 after annual operating expenses. The \$606,380 loan is carried as a Redevelopment Fund receivable from account 973.1216.0006 . As of February 1, 2012, the Redevelopment Fund was eliminated and the remaining balance of the Loan was absorbed by the newly created Redevelopment Successor Agency. Upon adoption of this resolution, the forgiveness for this year, \$121,276, will reduce the deferred revenue to account 973.2075.0043. If applicable, the succeeding two \$121,276 increments will be budgeted annually for the following two years.

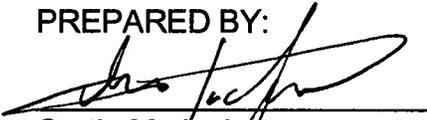
**CITY ATTORNEY ANALYSIS**

The referenced documents have been reviewed by the City Attorney and approved as to form.

**RECOMMENDATION**

Staff recommends that the City Council and Community Development Commission adopt a resolution forgiving one-fifth of the \$606,380 forgivable loan to the California Surf Museum for the renovation of the premises at 312 Pier View Way, reducing the balance by \$121,276, from \$363,828 to \$242,552.

PREPARED BY:

  
Curtis M. Jackson  
Property Agent

SUBMITTED BY:

  
Peter A. Weiss  
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

  
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Kathy Brann, Redevelopment Manager

  
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Douglas Eddow, Real Property Manager

  
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Teri Ferro, Financial Services Director

  
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**ATTACHMENTS/EXHIBITS**

Exhibit "A" – CSM Annual Objectives Report  
Resolution

**EXHIBIT "A"**

**PERFORMANCE STANDARDS**



312 Pier View Way • Oceanside CA 92054 • (760) 721-6876  
www.surfmuseum.org • csm@surfmuseum.org

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February 27, 2012

Curtis Jackson  
Property Agent  
City of Oceanside  
300 N. Coast Highway  
Oceanside CA 92054

Dear Curtis:

Attached please find the California Surf Museum's report for its Year 3 Performance Goal/Standard as included in the Annual Objectives for the Surf Museum in the Property Lease Agreement for 312-314 Pier View Way Building, Oceanside, CA. All goals were met or exceeded.

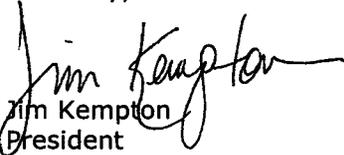
Our Lease Agreement began on January 30, 2009, when we received Certificate of Occupancy for 312-314 Pier View Way. The performance goals are being timed to approximate a calendar year rather than a July-to-June fiscal year as noted in the lease. We are referring to the current 2010-11 Performance Goal/Standard as "Year 3" (or 2011).

In 2011, we were thrilled to finally see "our" episode of the History Channel's "American Pickers"; airing first on March 28, 2011, "California Dreamin'" -- with a viewing audience of 10 million per episode -- continues to re-air and continues to bring new visitors to town. 2011 also marked the California Surf Museum's 25<sup>th</sup> Anniversary; CSM's history was featured in the popular "California Surf Museum: The First 25 Years" exhibit. Generously on long-term loan from her family, the surfboard Hawaii's Bethany Hamilton was riding and the swimsuit she was wearing when she lost her arm in a shark attack has continued to be a draw for media coverage and young girls, especially after seeing "Soul Surfer," released April 8, 2011.

While continuing to generate worldwide publicity for the City of Oceanside, visitor counts were up slightly in 2011 over 2010, yet we continue to feel the longer-term effects of the downturn in the economy, represented in lower-than-expected attendance at our events again in 2011 as we experienced in 2010.

Please advise of any additional information or details you need in support of the attached.

Sincerely,

  
Jim Kempton  
President  
California Surf Museum



Property Lease Agreement for 312-314 Pier View Way Building, Oceanside, CA

## **Annual Objectives for the Surf Museum: Year 3 Performance Goal/Standard**

### **1. Hire an Executive Director**

GOAL MET! Qualifications for the position of Executive Director were established in May-June 2010. After participating in a Museum Assessment Program (MAP) Institutional Assessment (see article on page 10), the Board of Directors agreed with the MAP Peer Reviewer's recommendation to instead refer to the position as "Director." Julie Cox, CSM's Operations Manager, applied for the position; on November 29, 2011, the Board voted to promote Julie Cox to Director of the California Surf Museum, effective January 2, 2012.

### **2. Work on a plan to accelerate fundraising campaign.**

GOAL ON TRACK. Awarded the MAP grant in February, the Board of Directors necessarily shifted focus and put several months of effort into the program to ensure its success, while continuing with previous years' fundraisers. A number of items included within the working plan of the campaign include:

- Increasing membership. A Membership Coordinator was hired and started working 10 hours/week on February 24, 2011. During the year-end holiday, a reduced-rate membership was offered to current members to gift, bringing in 28 new members in December.
- Museum Online Store. Launched March 28, 2011, to coincide with the airing of the American Pickers' episode. Sales have steadily increased.
- Partnering with other organization(s). CSM teamed up with the Longboard Collector Club and hosted the first vintage surf swap meet in downtown Oceanside on April 30, 2011, raising \$2,000.
- Increase donation opportunities. An "Expressions of Memory" wall was designed and installed in May 2011. For a donation made in memory of someone, a plaque is placed on the wall; in 2011, a total of \$750 in donations was made. The year-end holiday "ask" brought in \$9,120 in donations.
- Grant application(s). CSM was awarded a San Diego County Community Enhancement Grant of \$4,000 for FY 2011-12. As noted above, CSM was also awarded a prestigious MAP Institutional Assessment Grant, and while there are no funds awarded, the value of the grant is considered \$4,000.
- Facility rental. The Archives was rented to a group from 7-11 for \$250. Hansen Surfboards' of Encinitas chose CSM for their invitation-only 50<sup>th</sup> Anniversary celebration on September 17, 2011; attended by over 365 guests, it netted CSM \$21,170 in donations.
- Annual Gala. The 4<sup>th</sup> Annual Gala Fundraiser, held Saturday, June 11, 2011, at CSM, was attended by approximately 275 people and raised \$14,631.
- Annual Film Festivals. The 4<sup>th</sup> Annual California Surf Festival was held October 13-16, 2011, at the Sunshine Brooks Theatre and adjacent "Aloha Room." Estimated attendance 350; loss of \$3,915.
- Sponsorship. Craft Brewers Alliance, Inc., sponsored CSM again in 2011, donating \$3,000 in cash, and providing \$3,750 worth of Kona Brewing Co. beer for all events.
- Surfboard raffle. CSM has realized the popularity of offering a surfboard as a raffle prize for a \$1 ticket, and was fortunate to have a longboard donated for this purpose

in 2011, raising \$1,288. This fundraising effort requires no extra time involvement from staff or volunteers.

Including events noted below, CSM brought in over \$55,000 in 2011, with an estimated combined event attendance of 1,500.

### **3. Hold exhibit opening reception.**

GOAL MET AND EXCEEDED. Four exhibits opened in 2011, with opening receptions for three of them.

- The Annual Gala Fundraiser on June 11, 2011, was the opening party for the feature exhibit, "Transitional Thinking: A Short Story 1966-1972."
- The companion skateboard exhibit, "Clay to Urethane: Skateboard Transitions 1965-1975" opening on Saturday, August 13, 2011, brought in over 100 guests, with a rare and exclusive gathering of nearly 40 top skateboard legends.
- The Hansen Surfboards anniversary party on September 17, 2011, celebrated the opening of the exhibit "Hansen Surfboards: A 50-Year Retrospective." This particular exhibit received extensive worldwide publicity in print and on TV. San Diego TV personality Consumer Bob Hansen was one of six lucky winning bidders for a limited-edition series of surfboards made especially for this event; proceeds benefited CSM.

### **4. Hold annual event honoring surfer.**

GOAL MET AND EXCEEDED. CSM has had success capturing previously "unknown" surf history that is downright exciting. This happened on four occasions of note in 2011 while honoring legendary surfers. The most rewarding was the new presentation/booksigning series, "A Night with," giving a relaxed platform in the intimate setting of the surf museum for a famous surf personality to share his/her story with an enthusiastic audience.

"A Night with" Australian surf legend Nat Young and "A Night with" Encinitas-local, now Australian, surf legend Rusty Miller were presentations relating to the "Transitional Thinking" exhibit. In spite of all the books he has written and published, Nat's presentation on Friday, April 8, 2011, was new material. Estimated attendance: 65. On Wednesday, September 28, 2011, Rusty, also a long-time photographer, shared many never-before-heard stories and showed never-before-seen photos from his early surfing days in Encinitas, and then gave the audience a first look at surf photos from the early 1970s in Australia. Estimated attendance: 80.

Hansen Surfboards founder Don Hansen was honored extensively at the Hansen Surfboards 50<sup>th</sup> Anniversary party on Saturday, September 17, 2011, including the presentation of a proclamation by Assemblyman Martin Garrick.

San Diego surfer/shaper/legend Skip Frye was selected as CSM's 2011 "Silver Surfer" honoree. The Silver Surfer presentation was held Sunday, October 16, 2011, at the Sunshine Brooks Theatre, and included a video montage of Skip's life, speeches, and of course the presentation of the Silver Surfer award. Estimated attendance: 125.

### **5. Host 2 book signings/artist receptions/concerts**

GOAL MET. Booksignings: Thursday, March 31, 2011, author Serge Dedina signed copies of his new book, *Wild Sea*. Attendance was poor and has lead CSM to determine that Thursday



evenings, in conjunction with the Sunset Market, are not the right time to have small events. Those who want to come for the event find parking difficult, and the Sunset Market audience in general is not interested in attending the event. Saturday, August 13, 2011, author Ben Marcus and photographer Luccia Griggi, along with the nearly 40 skateboard legends in attendance, signed copies of *The Skateboard: The Good, The Rad, and the Gnarly*. Estimated attendance: 100.

Concerts: Thursday, October 13, 2011, on stage at the Sunshine Brooks Theatre, following the opening film presentation of the 4<sup>th</sup> Annual California Surf Festival, Ron Blair (Tom Petty's long-time bass player), Brian "Nucci" Cantrell and Chris Torres took the stage. Unadvertised, this spur-of-the-moment concert had an estimated attendance of 50 very lucky people. Friday through Sunday, October 14-16, 2011, several small concerts were held in the intimate "Aloha Room" adjacent to the Sunshine Brooks Theatre as part of the 4<sup>th</sup> Annual California Surf Festival. Those on stage included: Carlsbad's Kenny and Patti Langen and Rich and Kyla Langen, Keith Methvane, Australian surf legend Rusty Miller, French artist and singer Margaux Aramon-Tucco, Olivia Rohde, Stephen McGrath, Suzy Skarulis, Whit Aadland, Erik Ekdahl. Estimated concert attendance throughout the three days: 200.

## **6. Hold at least two surf film festivals.**

GOAL MET AND EXCEEDED. For the fourth consecutive year, CSM hosted four days of film festivals, held Thursday through Sunday, October 13-16, 2011. This year's festivals were Thursday's "Bring Your Mighty Uke Night"; Friday's "Chicks Who Rip Night"; Saturday's "Surf Cinema Saturday"; and, Sunday's "Silver Sunday." A total of 14 feature films and nine short films were screened, along with three five-minute films made by groms 19 and under. Oceanside business partners included Visit Oceanside, Holiday Inn, Motel 6 and Fish Joint.

Even with significant press and online presence, support of local businesses and an exciting and relevant offering of films, it continues to be difficult to energize the audience to attend the films. With each of the four annual festivals, while the selection of films has been prestigious and many of the directors and actors were in attendance, CSM has had difficulty drawing an audience to the film portion of the festivals. It seems that many do not understand the concept of a film festival with films showing at more than one venue; this year a change was made and all films were shown at one venue with no overlapping screenings.

In past years, the specialty events -- not necessarily a film -- with a VIP reception, such as Jake Shimabukuro in Concert, Bruce Brown narrating *The Endless Summer*, and 50 Years of Surfer Magazine, have been the big draws. This year, Saturday night's film feature with VIP reception was well attended, but the other films did not draw well.

This year was definitely a disappointment to CSM. CSM is working on determining the proper combination of festival offerings that will be not just a successful fundraiser, but a signature "must-see" event for City of Oceanside residents and visitors.

Estimated attendance 350; loss of \$3,915.

## **7. CSM will be open seven days per week from 10 am to 4 pm.**

GOAL MET. Closed only for major holidays and private/special events, CSM had 21,600 visitors from January through December 2011. Saturday is the busiest day, with 24% of all

visitors. Thursdays bring 17% of all visitors. This hand-count does not include guests at special events.

Following are statistics gleaned from those who signed the guest book; not all visitors choose to sign.

### California Surf Museum Visitor Statistics 2011

Visitors from outside of California	30%
Visitors from outside of USA	14%
Free Tuesday during peak season	89 visitors/day
Free Tuesday during non-peak season	42 visitors/day

### CSM is visited most frequently by people from these countries:

1. Canada
2. England/UK
3. Brazil
4. Australia
5. Germany
6. France
7. Japan
8. Italy
9. Mexico
10. Finland

### CSM is most visited by visitors from these cities:

1. Oceanside
2. San Diego
3. Carlsbad
4. Vista
5. Encinitas
6. Las Vegas
7. Fallbrook
8. San Marcos
9. Seattle
10. Phoenix

### How do visitors hear about CSM?

1. Walked by	22%	6. Returning visitors/locals	5%
2. Word of mouth recommendation	20%	7. Hotel	3%
3. Internet	15%	8. Advertisement	2%
4. TV's History Channel "American Pickers" episode	7%	9. TV other	1%
5. Travel guides	6%	10. TV news	1%
		11. Other/Did not state	18%

During 2011, staff had many groups come in for private tours, including:

- Feb 5 Hillcrest Community Coaching Center, 10 people
- May 12 Hospitality Night, tour to Oceanside Hospitality workers
- May 19 Cub Scouts Troop #750
- May 19 Cub Scouts Troop #719
- May 25 Silverado Senior Living, 8 people
- Jun 16 Aquatics, 6-8 people
- Jun 20 MiraCosta College Community Learning Center, 10 students
- Jun 28 Surfin' Fire Surf School, 40 Spanish students
- Jun 28 Girl Scout Troop #5325, 36 girls from Los Angeles (took the train)
- Jul 5 Oceanside High School, Mr. Carroll's and Mr. Rawling's classes, 15 students
- Jul 7 Fuji City representatives
- Jul 15 San Dieguito Heritage Museum, 8 volunteers, 2 staff
- Jul 16 Congress of History, 20 board members for meeting and tour
- Aug 6 Belmont Village
- Aug 10 SDSU "Surf's Up"



- Aug 11 Audrey Faith Lutheran Church and School K-5th grade
- Aug 24 Destination Management Company
- Oct 24 Road Scholar [roadscholar.org; adults who travel and learn along the way], 30 people

### **8. CSM will be open in conjunction with the Sunset Market**

GOAL MET. CSM is open until 8 pm on Thursdays when the Sunset Market is open. Average attendance on Thursdays has been approximately 75 visitors; high counts have exceeded 200 visitors.

### **9. The facility will be available for a minimum of one City function**

GOAL MET. While the City did not utilize the facility for a planned event, other community groups did hold their meetings at CSM. The North County Arts & Culture Coalition, a new coalition of North County museums, held organizational meeting as well as the June 1, 2011, media event to kick off its "North County Arts & Culture in June" at CSM. On July 16, 2011, the Congress of History of San Diego and Imperial Counties\* also held a meeting at CSM. On January 19, 2012, Visit Oceanside held their monthly board meeting at CSM.

\*The Congress of History of San Diego and Imperial Counties is a networking organization that brings together representatives of all the historical societies, groups, museums and historical archives in California's San Diego and Imperial Counties. The Congress of History of San Diego and Imperial Counties provides unity and coordinates the educational efforts of member organizations interested in promoting a greater awareness of the history of San Diego and Imperial Counties and outlying regions among its members and the general public.

### **10. Conduct an annual membership meeting**

GOAL MET. Held Tuesday, February 22, 2011, as required by CSM's by-laws. On Saturday, February 19, 2011, the 2011 Members' Social celebrated CSM's 25<sup>th</sup> Anniversary and the closing of the "Women On Waves" exhibit. Estimated attendance: 125.

## **CSM's 2011 Calendar of Notable Things**

### **2011 HIGHLIGHTS**

- On long-term loan and on display: the surfboard Hawaii's Bethany Hamilton was riding and the swimsuit she was wearing when she lost her arm in a shark attack, was a popular draw, especially since the release of her "Soul Surfer" Hollywood movie.
- MAP Grant awarded February 24.
- History Channel's American Pickers "California Dreamin'" episode first aired March 28.
- *Smithsonian Magazine*: CSM included in "Eight Unusual All American Museums" with a two-page spread in the June 2011 issue.
- Hosted Hansen Surfboards' invitation-only 50<sup>th</sup> Anniversary Celebration, September 17.

- Ongoing Off-site display: surfboards on display at Seau's Restaurant in San Diego
- Ongoing As space permits, TransWorld Surf magazine, published monthly, includes CSM ads at no charge

- Jan 30 CSM's lease agreement for 312 Pier View Way begins Year 3  
 Jan 30 Filming: Mike Sosebee for YouTube video: "All About Oceanside – The Surf Museum"; Tara Torburn on camera
- Feb 3 Surfboard inventory: OLSC members weigh and measure surfboards  
 Feb 8 Surfboard inventory: OLSC members weigh and measure surfboards  
 Feb 9 TV: Larry Himmel/KFMB Ch. 8 onsite; CSM's 25<sup>th</sup> Anniversary and closing WOW  
 Feb 15 Media visit: Judd Handler for encinitas.path.com, History of Surfing in Encinitas  
 Feb 17 NC Times, "Surf museum celebrates 25 years"  
 Feb 17 Media visit: Lars Jacobsen for German Surfers Magazine, History of women in surfing
- Feb 19 Annual Members' Social celebrating 25 years; "Shirt Off Your Back" fundraiser  
 Feb 22 Media visit: Thomas Goss for UCSD, SD surf culture and history  
 Feb 22 Annual Business Meeting  
 Feb 24 Accepted for Museum Assessment Program Grant  
 Feb 25 The Coast News, "California Surf Museum celebrates 25 years"
- Mar 3 Mike Sosebee YouTube video posted: "All About Oceanside – The Surf Museum"  
 Mar 9 Submit ad for "Carlsbad, Encinitas & Oceanside Traveler Info Guide" map/brochure
- Mar 18 Submit ad for "101 Things to Do in San Diego," a quarterly magazine  
 Mar 19 Media visit: Amy Wycoff from San Diego Magazine; photo/review for "Best Of" May issue
- Mar 21 SD Union Tribune, "American Pickers to pay Oceanside surf museum a visit"  
 Mar 28 Launch Online Museum Store!  
 Mar 28 TV: CSM on History Channel's "American Pickers" (filmed in October 2010)  
 Mar 31 Booksigning: author Serge Dedina *Wild Sea*
- Apr 1 Submit ad for "Oceanside Official Visitors Guide" booklet  
 Apr 1 Media event at Sticky Bumps with Bethany Hamilton WOW exhibit display panel  
 Apr 1 Photographer: Greg Lockwood, San Diego Magazine, for May "Best Of" issue  
 Apr 1 Photographer: Katie Falkenberg, Smithsonian Magazine for upcoming article "Interesting museums in USA"
- Apr 3 Media visit: Kathy Strong for the The Desert Sun Newspaper, Travel  
 Apr 5 Media visit: Liz Laing for wandermelon.com, Earth Day  
 Apr 8 Nat Young: "Transition Years" presentation and booksigning  
 Apr 13 SD Union Tribune, "'Soul Surfer' board displayed at O'side museum"  
 Apr 14 Media visit: KFMB Ch 8 NEWS story about Soul Surfer movie, showing Bethany Hamilton's board; aired on news Apr 14 evening, Apr 15 mid-day
- Apr 14 Media visit: Johnathan Horn for SD Union Tribune, Bethany Hamilton Surfboard  
 Apr 18 Media visit: Ann Haggart for Portsmouth Community Radio, women in surfing  
 Apr 26 ESPN.com, "Soul Surfer subject Bethany Hamilton's surfboard on display at the California Surf Museum"
- Apr 30 Surf Swap Meet with Longboard Collectors Club  
 Apr 30 NC Times, "Surfboard Survey" (photo)  
 Apr 30 *The Desert Sun*, "Going My Way: Stop and smell the waves in Oceanside"  
 Apr 30 Media visit: Jeanne Ferris for *Fine Magazine*, Family trip
- May 6 NC Times, "In Person: Non-surfer preserves sport's artifacts, history"



- May 6 The Coast News, "Rare Surfboards and collectors items found at the Surf Swap Meet"
- May 6 "Best Of" event at Park Hyatt Aviara, Carlsbad
- May 14 MAP Self-Study Activities: group participation
- May 20 Smithsonian Magazine: notification of story posted online and in June issue
- May 21 MAP Self-Study Activities: group participation
- May 24 TV: Mike Castellucci/KUSI: Bethany Hamilton surfboard and Gala
- May 28 NC Times, "Surf museum marks 25 years"
- May 30 Participant in Blue Star Museums, an initiative of the National Endowment for the Arts, through Sep 5
- 
- Jun 1 Host North County Arts & Culture Coalition's media event to kick off "North County Arts & Culture in June"
- Jun 5 NC Times, "Surf museum marks 25 years"
- Jun 7 TV: CS Keys/San Diego 6 News XETV: 6:40am, 7:30am, 8:30am, 9:00am
- Jun 8 TV: Heather Ford/Fox5
- Jun 9 Jeff Frank/NC Times editorial page B1: "Surf gala adds some British flavor"
- Jun 9 Media visit: Rick Powlenty for *Minnesota Moments Magazine*
- Jun 11 4<sup>th</sup> Annual Gala Fundraiser
- Jun 12 Camp Pendleton Patch: Gala follow-up
- Jun 14 Media visit: Eric Harnish for *Inside SCV* (Santa Clarita Valley), Family getaways
- Jun 14 Media visit: Jeff Shu for Voice of America, about Cori Schumacher
- Jun 15 Jeff Frank/NC Times editorial page B1: "Surfing fun for people of all sizes" (Gala follow-up)
- Jun 24 The Coast News, "Early History of shortboards on display"
- Jun 29 CSM banners on stage with the Beach Boys at San Diego County Fair
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- Jul 2 Participated in Oceanside's Independence Day Parade
- Jul 3 NC Times, Social Scene: Arts coalition celebrates with surf theme
- Jul 5 Draw winning ticket for Fry Texas longboard donated by Jim Marmack (raised \$1,288)
- Jul 25 [Julie Cox interviewed by ESPN]
- Jul 26 Media visit: Pineridge Television for PBS "Getting Away Together"; to air in 2012
- Jul 31 NC Times, Social Scene: Surf Museum celebrates silver anniversary
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- Aug 1 Media visit: P.K. Daniels for ESPN.com, Bethany Hamilton Surfboard
- Aug 2 Media visit: Thom Gilbert photographed Julie Cox and Cher Pendarvis for book *Salted*, surfer portraits
- Aug 9 TV: Mike Castellucci/KUSI: with Saturday's SuperGirl Surf Contest competitors
- Aug 12 TV: Fox 5 with Maria Manual about the SuperGirl Contest
- Aug 13 Booksigning: author Ben Marcus and photographer Lucia Griggs, *The Skateboard: The Good, The Rad, and the Gnarly*
- Aug 19 Surfboard inventory: photography with Guy Motil
- 
- Sep *Inside SCV*, Issue #83 "Get out of town, one last chance to splash!"
- Sep 7-9 MAP Peer Reviewer on site for interviews
- Sep 9 MAP reception/celebration
- Sep 15 Carmel Valley News, "Surf Museum stoked over new Hansen retrospective"
- Sep 15 Solana Beach Sun, "Surf Museum stoked over new Hansen retrospective"



- Sep 17 Hansen 50th Anniversary Party [worldwide pre-event press coverage]  
Sep 23 Surfboard inventory: photography with Guy Motil  
Sep 24 Smithsonian Magazine's Museum Day participant  
Sep 28 A Night with Rusty Miller: presentation and slide show
- Oct/Nov Newspaper/website: "Hot in North County," [HotinNorthCounty.com](http://HotinNorthCounty.com)  
Oct *Ventana Monthly* (Ventura County) vol. 6, no. 5, "Coastal Passage: Oceanside the Easy Way" by Maryann Hammers  
Oct 5 TV: Tom Jordan/KUSI: 8:20am with Josh Hansen and Hansen 50-year exhibit  
Oct 13 NC Times, "Surf film festival scales down to focus on quality and programming"  
Oct 13-16 4<sup>th</sup> Annual California Surf Festival  
Oct 19 Surfboard inventory: photography with Guy Motil  
Oct 20 MAP final report received from Peer Reviewer Nancy Perry  
Oct 21 BBC Travel blog online: interview with Julie Cox about surfing in California  
Oct 24 Media visit: Judd Handler for [encinitas.patch.com](http://encinitas.patch.com), Hansen Surfboards Exhibit  
Oct 26 Surfboard inventory: photography with Guy Motil  
Oct 29 Received \$1,000 donation from OLSC  
Oct 30 Voice of San Diego ([voiceofsandiego.org](http://voiceofsandiego.org)), "The Surf Historian who Never Surfed"
- Nov 6 Jane Schmauss attended Jonathan Tarr Foundation luncheon; special recognition for Donna Frye and Skip Frye, including a proclamation from CSM  
Nov 16 Media visit: Dane Hantz for XTR Surfboards and "Friends of Bethany" charity campaign (photographed Bethany board)  
Nov 17 City of Oceanside Zero Waste Workshop attended by Julie Cox, representing CSM
- Dec 2 Holiday "Ask" with gift membership offer mailed
- Jan 25 Oceanside Tourism Council meeting attended by Julie Cox

## **MUSEUM ASSESSMENT PROGRAM (MAP), 2011**

In 2011 the California Surf Museum achieved the distinction of being awarded the opportunity for review by the Museum Assessment Program. Based in Washington, D.C., the American Association of Museums administers MAP through cooperative support from the Institute of Museum and Library Services. The IMLS is the primary source for federal support for the nation's 17,500 museums.

Since 1906, AAM has been supporting museums to develop standards and best practices and to advocate issues of concern for the entire museum community. Museums that undertake MAP are readying themselves for accreditation. AAM Accreditation is a recognized seal of approval that brings national recognition to a museum for its commitment to excellence, accountability, professional standards, and continued institutional improvement. The ultimate goal of the California Surf Museum is to gain Accreditation.

CSM wants to continue to improve operationally and functionally to better serve the public and the surfing community. The assessment and accreditation processes provide CSM with the opportunity to not only improve itself, but to gain national recognition and credibility. Through MAP this is achieved by:

- Assessing operations in relation to the mission and resources;
- Comparing to other similar institutions on a national level;
- Evaluating CSM as to standards and best practices in the museum field.

The application process started in early 2010. Dr. Jean Keller, a professor of a History at Mesa College and Palomar College, a Cultural Resources Consultant doing archaeological and historical consultations and archives with public agencies, private companies and museums, and CSM's Archives and Collections Director, saw the opportunity that MAP could provide for CSM to improve itself. With CSM Advisor Mike Burner assisting her and using the 2010 MAP process as a guide, a projected MAP application was completed in anticipation of the 2011 process. Once the 2011 process was opened, CSM's application was submitted within the first week. CSM was one of hundreds of museums that submitted applications and was one of the few that was accepted for the assessment program.

The MAP assessment is a consultative process that helps museums attain excellence in operations and planning. MAP is a three-phase process: self-study; peer review; and implementation. CSM chose the Institutional Assessment that provides an overview of the management and operations of the entire museum. The self-study process involves a 75-page workbook that includes detailed written documentation about CSM and six collaborative activities that must be completed by the Board and staff. This process took about three months to complete. The completed self-study was sent to AAM in Washington, D.C., and to the peer reviewer.

The peer reviewer arrived in August 2011 for a 3-day stay. As the title implies, she was a museum professional who is the Executive Director of three museums in Virginia. She was just as excited about coming to Southern California in the summer as CSM was excited about learning from her expertise. Her task was to review the materials that CSM prepared in the self-study and then tour the museum analyzing the functionality of the day-to-day operations. She also interviewed board members, advisors, staff and local community members to get their personal insights into operations and improvement opportunities. After her visit she prepared a report that identified the successes and dysfunctions and provided recommendations that CSM could use to improve as a whole. Overall, she was impressed by the uniqueness and artistic appearance of CSM.



They recommendations are descriptive and transparent but also enlightening. Although the task of prioritizing, refining and implementing them seems daunting, AAM expects that this process will take a number of years to accomplish. CSM, with the support of AAM, now has the ability to incorporate the information from this comprehensive process to formulate goals and strategies for improvement of the Museum.

At this time, the Board of Directors and staff are reaching out for member and donor support. This is an opportunity for anyone interested in the improvement of CSM to become involved with the planning and development process as CSM continues on the path to Accreditation.

*Written by Mike Burner, CSM Board of Advisors*



1 RESOLUTION NO.

2 A RESOLUTION OF THE COMMUNITY DEVELOPMENT  
3 COMMISSION OF THE CITY OF OCEANSIDE APPROVING  
4 AND AUTHORIZING THE FORGIVENESS OF ONE-FIFTH OF  
5 THE \$606,380 FORGIVABLE LOAN MADE BY THE  
6 COMMUNITY DEVELOPMENT COMMISSION TO THE  
7 CALIFORNIA SURF MUSEUM TO RENOVATE THE BUILDING  
8 AT 312 PIER VIEW WAY AND PROVIDE COMMUNITY  
9 ACTIVITIES FOR THE BENEFIT OF THE CITIZENS OF  
10 OCEANSIDE

11 WHEREAS, the Community Development Commission ("CDC") is engaged in  
12 activities necessary to provide public benefit and cultural activities to the citizens of  
13 Oceanside; and

14 WHEREAS, the CDC entered into a Loan Agreement for a loan in the amount of  
15 \$606,380 on June 17, 2009 with the California Surf Museum ("CSM") to renovate the  
16 building at 312 Pier View Way and provide a cultural arts venue for the citizens of  
17 Oceanside; and

18 WHEREAS, the Loan Agreement provides that the CDC loan to CSM is to be  
19 forgiven over a five-year period at \$121,276 per year if certain established performance  
20 standards are met and the project provided public benefit; and

21 WHEREAS, on December 8<sup>th</sup>, 2010, the CDC found that CSM had met the  
22 performance standards for Year 1 and approved partial forgiveness of the loan in the  
23 amount of \$121,276, leaving a loan balance of \$485,104; and

24 WHEREAS, on May 18, 2011, the CDC found that CSM had met the performance  
25 standards for Year 2 and approved partial forgiveness of the loan in the amount of  
26 \$121,276, leaving a balance of \$363, 828; and

27 WHEREAS, on February 27, 2012, CSM submitted an annual report to the City  
28 documenting its achievement of the performance standards set for Year 3; and

WHEREAS, the CDC finds that CSM has met the performance standards for year  
3 and has provided significant benefit to the public.

/ / /

1 NOW, THEREFORE, the Community Development Commission of the City of  
2 Oceanside does resolve as follows:

3 1. That the forgiveness of one-fifth of the \$606,380 forgivable loan is hereby  
4 approved, leaving an outstanding loan balance of \$242,552.

5 PASSED AND ADOPTED by the Community Development Commission of the  
6 City of Oceanside, California, this \_\_\_\_\_ day of \_\_\_\_\_, 2012, by the following  
7 vote:

8  
9 AYES:

10 NAYS:

11 ABSENT:

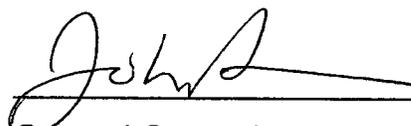
12 ABSTAIN:

13  
14  
15 \_\_\_\_\_  
16 Chairman

17  
18  
19 ATTEST:

APPROVED AS TO FORM:

20  
21  
22 \_\_\_\_\_  
23 Secretary

  
24 \_\_\_\_\_  
25 General Counsel  
26  
27  
28