

OCEANSIDE ARTS COMMISSION

Monday, July 7, 2014 at 3:00 p.m.

City Council Chambers

300 North Coast Highway

Item

1. **Call to Order, 3:00 p.m.**
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Public Communications**

Items On the Agenda

Persons who wish to speak on items on the agenda may ask the Chair when the item is addressed, must provide their name and address, and have three minutes to speak.

Items Off the Agenda

No action will be taken by the Commission on these items.

Written Requests to Speak (on items off the agenda; must be received in the Oceanside Public Library Administration Office no later than seven days prior to the Commission meeting; person has five minutes to speak): NONE RECEIVED

Oral Communications: persons who wish to speak on items off the agenda without advance request may complete and turn into the Recording Secretary a "Request to Speak" form, available at the door, and have three minutes to speak.

CONSENT CALENDAR ITEMS

Consent Calendar items are considered routine and may be enacted by a single vote. There will be no separate discussion of any Consent Calendar items unless requested.

5. **Approval of Minutes:** Meeting of April 7, 2014
6. **Financial Report:** July 2014

INFORMATION

7. **Announcements or Invitations**

ACTION ITEMS

8. **Nominations/Elections for Chair and Vice Chair for FY 2014-15**
 - a. Introduction by staff
 - b. Recommendation – nominate, vote and change officers if needed
9. **Report on Proposal for 1938/1952 Municipal Dining Room Paintings in City Archives**
 - a. Report by John Guthrie, City Clerk Records Manager
 - b. Recommendation – offer opinion to Council regarding proposal
10. **Arts Commission Decision Making Process for Public Art Funds**
 - a. Report by staff of funds approved by Council on June 11, 2014: \$25,000
 - b. Review by staff of previous Arts Commission processes for use of funds
 - c. Discussion, in context of Workplan Goals & Objectives
 - c. Recommendation – adopt the process as last documented in 2009, with any adjustments needed, including initial announcement of applications' availability and subsequent timeline

11. **Follow-up on Planning Discussion of Oceanside Community Arts Priorities**
 - a. Introduction by Commissioner Fohrman
 - b. Discussion
 - c. Recommendation – have ad hoc re-address planning of discussion of citywide arts priorities with others in Oceanside arts community
12. **Discussion of Erwin Sklar Memorial**
 - a. Report by staff on suggestion by Councilmember Kern of using artwork to replace memorial tree for late Oceanside Mayor Sklar at Harbor
 - b. Discussion
 - c. Recommendation – designate Commissioners to participate in initial discussion with others as appropriate, and meet as ad hoc if needed
13. **INFORMATION: To Address at Future Meeting and/or Report Project Status**
 - a. Oceanside Art Walk Update
 - b. Work Plan
 - c. Commission Membership
 - d. Art Donation/Loan Statement and Related Documents
 - e. Use of Oceanside Tide and Visit Oceanside to Share Arts Information
 - f. Further Discussion of Public Art on Mission Avenue
 - g. Public Art Collection/Registry
 - h. Invitation of High School/College Students to Volunteer with Commission
 - i. Policy on Public Murals
 - j. I-5 Corridor Beautification
 - k. Community Meetings Attended
 - l. Honor Project, other items previously proposed for discussion
14. **ACTION: Set Agenda for NEXT REGULAR COMMISSION MEETING – MONDAY, August 4, 2014, AT 3:00 P.M. IN THE COUNCIL CHAMBERS**
15. **Adjournment**

In accordance with State law, this agenda has been posted at the Ditmar kiosk at 300 North Coast Highway 72 hours in advance of this meeting.

Under the Brown Act, California's Open Meeting Law, any citizens has the right to address the Art Commission on matters within the Commission's jurisdiction. However, the Commission may not discuss or take any action on any item not specifically listed on the agenda. Citizens who wish to have an item placed on the agenda may do so by contacting the Oceanside Public Library no later than one week prior to the date of the Commission's regularly scheduled meeting. The Arts Commission is a formally established Advisory Commission to the City Council, and as such is bound by the Brown Act. If you have special needs because of a disability that make it difficult for you to participate in the Arts Commission meetings, please contact the Oceanside Public Library at 330 North Coast Highway, Oceanside, California 92054, telephone: (760) 435-5560, at least 24 hours prior to the scheduled meeting so that staff can make arrangements to accommodate your disability.

**MINUTES
OCEANSIDE ARTS COMMISSION
Monday, April 7, 2014 at 3:00 p.m.
Council Chambers
300 North Coast Highway**

These minutes are an action summary of the Arts Commission's meeting and are not an attempt to provide a detailed account of the meeting.

Item

- 1. **Call to Order** 3:05 p.m.
- 2. **Roll Call**
Commissioners Present: Karen Williams-Graham, Ruth Jameson
Jonathan Fohrman, Angela McDowell
Joanne Tawfilis, Kathleen Hamilton, Tara Smith

Excused Absence: None

Unexcused Absence: None

Staff Present: Brad Penner, Staff Liaison
Karen McReaken, Recording Secretary

Council Member Present: City Manager Steve Jepsen
- 3. **Audience Communications:** Daniel Foster, Mark Jesinoski, Hamid Maleki

CONSENT CALENDAR ITEMS

All items on the Consent Calendar are considered routine matters or reports covering previous Arts Commission instructions. The items listed on the Consent Calendar may be enacted by a single vote. There will be no separate discussion of any Consent Calendar items unless requested by members of the Commission or the public through submittal of a Request to Speak form prior to the commencement of this agenda item.

- 4. **Approval of the Minutes:** Meeting of February 3, 2014.
- 5. **Announcements / Information Only**
a. Financial Report – April 2014

The consent calendar items were approved unanimously.

**NOT OFFICIAL
UNTIL APPROVED AT SUBSEQUENT
MEETING BY ARTS COMMISSION**

ACTION ITEMS

6. **Workplan Goals & Objectives:** Vice-chair Fohrman reviewed the draft and noted the minor changes that were made. Commissioner Hamilton motioned to approve the Workplan and Commissioner Smith seconded. Chair Williams-Graham abstained and the remaining commissioners all voted in favor.
7. **Follow-up Actions for Workplan:** Vice-chair Fohrman reviewed the proposed follow-up actions. The commissioners discussed having a workshop and Mr. Jepsen suggested an ad hoc meet with him to plan one. He also suggested the Commission write a letter to Council requesting that funding be restored. Vice-chair Fohrman and Commissioner Tawfilis will attend the preliminary meeting with Mr. Jepsen. They asked that any ideas for the workshop agenda be sent to them. Commissioners Jameson, Smith and Tawfilis also formed an ad hoc to discuss public murals.
8. **Public Art Funding Proposals:** Postponed
9. **Policy on Public Murals:** Postponed
10. **Commissioner Reports on Community Meetings Attended:** Postponed
11. **I-5 Corridor Beautification:** Postponed
12. **Commissioner Status & Action Reports on Projects not Already Reported:** Postponed
12. **Adjournment:** The meeting was adjourned at 5:04 p.m.

PUBLIC ART CAPITAL IMPROVEMENT PROGRAM

907743200503

FY 2012-13		Budget	Encumbered	Expended	Balance	Date	Note
CULTURAL PROGRAMS							
Harbor Art Walk Reception		\$3,194.10	\$0.00	\$0.00	\$2,059.35	11/1/2010	Remaining balance verified
Architects in the Making				(\$289.00)		11/14/2010	Santino's Pizza
2010 Sculpture Competition - Judges Stipend			(\$500.00)	(\$150.00)		1/10/2011	approved by AC
Banner Display				(\$195.75)		3/16/2011	approved by AC
						6/24/2011	North County Printers & Signs
FUND REMAINING TOTAL					\$2,059.35		

PUBLIC ART DONATIONS

(101) 2090.0023

CARRYFORWARD		Budget	Encumbered	Expended	Balance	Date	Note
Balance Forward - July 2009					1151.43		
Donations collected at Art Traxx					62.00	6/10/2010	
Donations collected at Buddy Todd Concert					444.00	7/13/2010	
Donations collected at Buddy Todd Concert					85.47	7/22/2010	
Donations collected at RDO Concert					503.00	8/19/2010	
Donations collected at Sculpture Competition					70.00	9/1/2010	
2011 Concerts in the Park				(\$1,000.00)		1/10/2011	approved by AC
Banner Purchase					100.00	5/2/2011	
Expenses for Rex Martin Proclamation				(\$52.83)		4/1/2012	
					\$1,363.07		

FY 2009-10 REQUEST FOR FUNDING

Application to request Sponsorship Funding for Arts
Programs

City of Oceanside
Arts Commission

Guidelines & Application



City of Oceanside
Sponsorship Funding for Arts Programs

MISSION

The Mission of the City of Oceanside Arts Commission is:

- To foster the development and enjoyment of performing, visual , cultural and other arts in the City of Oceanside;
- To make recommendations to the City Council on the development and promotion of practices and policies pertaining to the Arts; and
- To work cooperatively with city entities and other advisory commissions to include an Arts element in as many areas of city planning and development as possible.

GOAL

To establish a formalized case-by-case review and recommendation process, with the Arts Commission determining final allocations, to fund art programs, services and projects that better accommodate the unmet art needs of Oceanside.

ELIGIBILITY CRITERIA

Each organization may submit one (1) application per fiscal year and must meet the following requirements at the time the proposal is submitted:

1. Proposed projects, programs, services and/or special events must be primarily directed to the people of Oceanside. Proof of residency is illustrated by the address on the application; however, applicants should be able to provide additional proof of residency for the recipient or benefactors of the funds upon request. Locations of projects and/or activities should be noted on the proposal.
2. Applicants must show evidence of a fiscal and/or programmatic track record for at least one completed year when applying for sponsorship funding. A budget with expenditures and revenues is required; if the group does not have a budget, please indicate on the application and explain the situation.
3. Applicants will be required to execute a written agreement with the City of Oceanside Arts Commission, which will include an indemnification and release of liability to the City for the said project.
4. The sponsorship, if awarded, shall be expended and implemented within one year of funding. The FY 08-09 funding and project period will be July 1, 2009 – June 30, 2010.

5. Applicants will be required to submit a post-program report to the Arts Commission describing the activity, number of participants, and a budget inclusive of supporting financial documentation including invoices, receipts, etc., as well as provide a post-program presentation to the Arts Commission.

INELIGIBLE ACTIVITIES

1. Applications by individual persons.
2. Facilities/programs/services/events not open to the general public and that are not art oriented.
3. Programs not provided within the Oceanside City limits.
4. Expenses incurred before the starting date of the contract/award.
5. Requests to fund basic research, acquisition and/or maintenance of capital items, administrative costs and personnel costs.
6. Events/activities, which are primarily for fundraising purposes.
7. Requests to fund transportation costs.

RELIGIOUS ORGANIZATIONS

If a non-profit organization represents that it is, or may be deemed to be, a religious or denominational institution or organization or an organization operated for religious purposes that is supervised, controlled by, or connected with, a religious or denominational institution or organization, then the organization must agree that, in connection with receipt of sponsorship funds, the following conditions will be adhered to:

- A. It will not discriminate against, or give preference to, any person who participates in the organization's project, program, service and/or special event based on religion;
- B. It will not provide any religious instruction or counseling, conduct any religious worship, or exert any other religious influence on participants in the organization's project, program, service and/or special event;
- C. It will not hold the project, program, service and/or special event in a facility that contains any sectarian or religious symbols or decorations.

DETERMINATION OF FUNDING

The Arts Commission will review each application. The Commission consists of nine (9) regular and two (2) alternate members, residents of Oceanside, appointed by the Mayor. The Commission evaluates each application and determines funding based on its purpose, mission statement, and goals and objectives. Interviews with applicants will be conducted at a regularly scheduled Arts Commission meeting during which time the applicant may make a 3-5 minute presentation. Review, approval and determination of funding is at the sole discretion of the Arts Commission.

All decisions of the Arts Commission are final.

Applications should realistically assess and thoroughly document the amount of money needed to complete the proposed project, program, service and/or special event. Requests should be made with the understanding that the funding available is very limited and, if awarded, the amount may be less than requested.

If an application is used in conjunction with an application for another grant, staff members will seek to coordinate the timing of the review process and release of funds with the other grant applicants. Funding awarded in one year does not guarantee or imply support in subsequent years.

Applications not meeting these guidelines will not be considered for sponsorship funding.

PAYMENTS

Support staff will prepare documents for recipients for the Arts Commission. It is the responsibility of the applicant to provide source documents to comply with the eligibility requirements as noted above. A one-time payment will be provided to recipients, upon receipt of Arts Commission authorization.

COLLABORATIONS

If another organization or a key individual from another organization are instrumental in the completion of a project, program, service and/or special event described in the application, the applicant must include a letter of support from the collaborating organization or key individual, describing their role, responsibility, and extent of collaboration on the project, program, service and/or special event.

Arts Commission Sponsorship Funding Application Guidelines

WHAT THE APPLICATION MUST INCLUDE

Applicants must submit a copy of the completed application and appropriate attachments in the order listed below:

1. The application form with the organization's legal name, authorizing signatures, and amount of request.
2. Applicants must provide a brief outline describing the applicant's organization, history, and purpose.
3. Applicants must meet the "Eligibility" requirements outlined in the attached Sponsorship Funding Description.
4. Applicants need to provide a narrative not to exceed 500 words that **MUST** include the following:
 - _____ Description of the proposed project, program, service and/or special event, and its objectives, along with the approximate number of people that will be benefited;
 - _____ Evidence showing a need for the project, program, service and/or special event and its value;
 - _____ Timeline of project from beginning to completion;
 - _____ Fees to be charged to participating individuals, if applicable;
 - _____ Notation if the proposed funding will be used to match other funding; and
 - _____ Anticipated methods of evaluating how the project, program, service and/or special event's objectives were met.
5. Line item budget for proposed project, program, service and/or event. The budget should label items to be paid by the Arts Commission sponsorship funding, if funded.
6. Supporting documentation, i.e., press clippings, program schedules, brochures, etc. (maximum of four different examples clipped to each application copy), if available.
7. When applicable, include letters of support from collaborating organizations.

**City of Oceanside Arts Commission
SPONSORSHIP FUNDING APPLICATION**

Answer all questions on this application. Questions not answered will indicate an incomplete application. Incomplete applications will not be considered for funding.

1. Legal name of organization _____
2. Name of Project _____
3. Address _____
City _____ State _____ ZIP _____
4. Phone (Daytime) _____ (Evening) _____
5. Contact Person _____ Title _____
Daytime Phone _____ Evening _____
E-mail of contact person _____ @ _____
Organization Web address (if applicable) _____
6. Year established _____
7. Total current membership _____ Total persons served _____
8. Does your organization have tax-exempt status? YES _____ NO _____
If yes, check which one TAX-EXEMPT _____ NON-PROFIT _____
9. Is your organization school-based and/or church-based? YES _____ NO _____
If yes, list the name and address: _____

10. Name and phone number of adult advisor: _____
11. Please provide the requested information and attachments as specified in Sections 2-7 of the Application Guidelines on page 5.
12. Staffing: Number of paid employees _____ Number of volunteers _____
13. Total Sponsorship Funding Request Amount: \$ _____

Total Program/Project Cost	Funding Request	Matching Funds (If Any)	Source of Matching Funds (If Any)	Anticipated Date of Release of Matching Funds
\$ _____	\$ _____	\$ _____	_____	_____

SPECIAL NOTATION: The Arts Commission reserves the right to request additional information or support documents

I certify that the information contained in this application is true and correct to the best of my knowledge.

14. Final authority-approved authorization (Board of Directors, School District Administration, Executive Director, etc):

Print name and title _____

Signature _____

Please submit application to:

City of Oceanside Arts Commission
 c/o City of Oceanside Library
 330 North Coast Highway
 Oceanside, CA 92054

Erwin Sklar memorial suggestion, background, 7/7/14

From Waymarking, a website intended "to share and discover unique and interesting locations"



...This Dedicated Tree [was] located on the east side of Oceanside Harbor a short distance southeast of the Oceanside Small Craft Harbor Fishing Pier on the northwest corner of the city of Oceanside, California....The plaque [that was] for the memorial tree reads:

"Erwin Sklar
1910 - 1974

Mayor, City of Oceanside
President, Oceanside Harbor Board

During his terms as mayor and city councilman this harbor was designed and built, fulfilling a dream of Erwin Sklar and the people of Oceanside.
This tree was planted April 24, 1974 as a living memorial"

from North County Times column of Sept. 24, 2001 by Tom Morrow

"... one of Oceanside's most dynamic mayors, civic leaders and businessmen, Erwin Sklar. In 1954, Erwin built the Crest Theater at the corner of Seagaze Drive and Freeman Street in downtown Oceanside. Today, the old movie house is used as a church. He was a city councilmember and mayor and, arguably, was singularly responsible for getting Oceanside Harbor built. Erwin took up an idea the Oceanside Junior Chamber of Commerce had been touting for several years: take surplus land on Camp Pendleton and build a yacht harbor.

'He (Erwin) was quite a few years older than most of us in the club,' says former city councilmember John Steiger. 'He wanted to know if he could join so he could work on this project.'

John says it was Erwin who made a number of trips back to Washington, D.C., to coordinate efforts for the land needed from Camp Pendleton.

'He was our point man to coordinate the Harbor between the Defense Department, the U.S. Marine Corps and the U.S. Army Corps of Engineers, which built the harbor,' John concluded....

Erwin died of a heart attack at age 60 in 1974. Bertha and Erwin moved to Oceanside in 1948. They have two children, Norman Sklar of Vista, and Carole Sklar Wueste of Oceanside...."

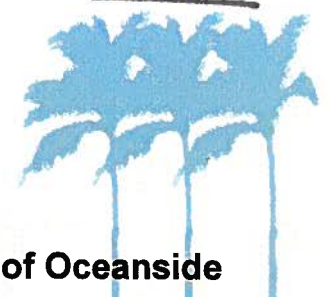
from Coast News, "Inside Oceanside" column of Oct 11, 2013 by Ken Leighton

"...'Harbor builder Sklar'...

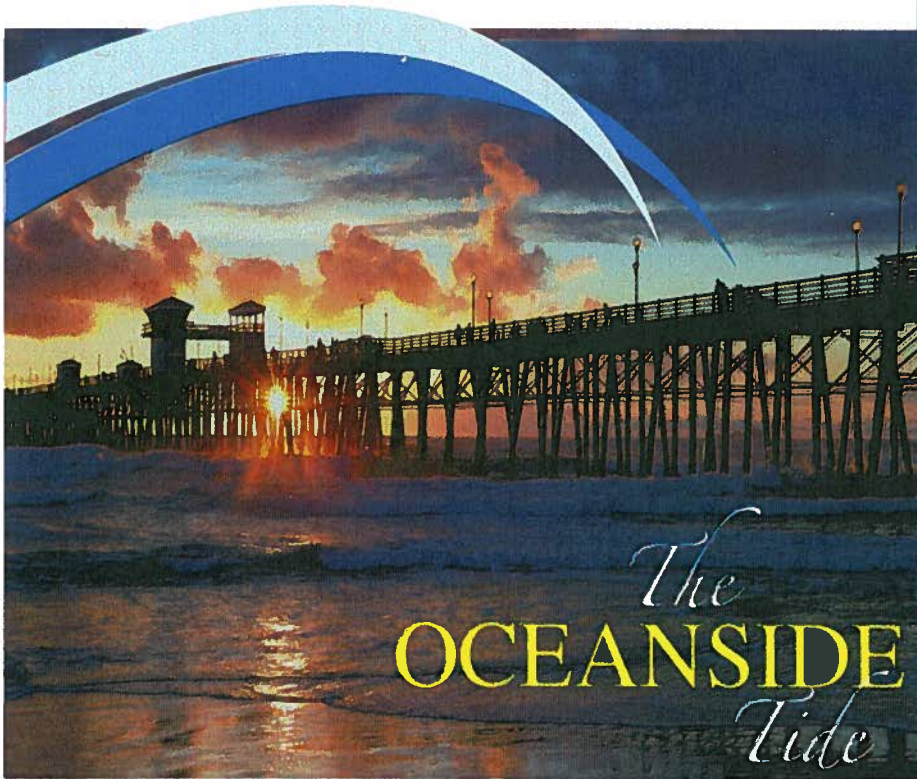
This is the 50th anniversary of the Oceanside Marina, known to locals ever since it opened as just 'The Harbor.' It exists only because of the vision and perseverance of Erwin Sklar, who served on the council from 1956 until 1968....

Sklar....thought Oceanside had bigger-than-life potential. He was dedicated to up scaling Oceanside's economic and tourist profile....

Sklar was the mayor when he orchestrated the tricky land swap with the Marines and the Secretary of the Navy and navigated all the dredging, access and funding issues....



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at Home, at Work, or on the Go!

Stay in the know with *The Oceanside Tide*, a new City e-newsletter for residents and community members. *The Oceanside Tide* will feature City news, upcoming events, important projects, new programs, and other matters of general interest regarding the City of Oceanside. The newsletter will be emailed to subscribers at home, at work, or on the go, and will be posted on the City website. Stay connected, and receive *The Oceanside Tide* in your inbox by visiting the City's website to **sign up for this free service:**

www.ci.oceanside.ca.us and click on

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