



SIMI VALLEY CULTURAL ARTS CENTER

3050 East Los Angeles Avenue Simi Valley, California 93065

SIMI VALLEY ARTS COMMISSION SPECIAL MEETING DATE

Wednesday, December 16, 2020, 3:30 p.m.

Zoom Online Meeting

<https://simivalley.zoom.us/j/95401729471>

Or by Telephone: Dial US: 1 669 900 9128 Webinar ID: 954 0172 9471

AGENDA

IN ACCORDANCE WITH THE CALIFORNIA GOVERNOR'S EXECUTIVE STAY AT HOME ORDER AND THE COUNTY OF VENTURA HEALTH OFFICER DECLARED LOCAL HEALTH EMERGENCY AND LOCAL ORDER RESULTING FROM THE NOVEL CORONAVIRUS, THE CITY IS NOT CONDUCTING IN-PERSON MEETINGS. TO FIND OUT HOW YOU MAY ELECTRONICALLY PARTICIPATE IN THE ARTS COMMISSION MEETING AND PROVIDE PUBLIC COMMENT, PLEASE REFER TO AGENDA ITEM 4.

1. Call to Order/Welcome/Roll Call
2. Agenda Review
3. Approval of Minutes: September 16, 2020
4. Public Statements
This is the time allotted for statements or comments on matters within the subject matter and jurisdiction of the Arts Commission.

NEW COMMENT PROCEDURE DUE TO THE COVID-19 PANDEMIC.

Public comment is the opportunity for members of the public to participate in meetings by addressing the Arts Commission in connection with one or more agenda or non-agenda items.

The following options allow for public participation:

- a. Watch the Arts Commission Meeting live online at Zoom:
<https://simivalley.zoom.us/j/95401729471>
Or listen by telephone: +1 669 900 9128 Webinar ID: 954 0172 9471
- b. If you wish to make a comment on a specific agenda item, please sign-on via this Zoom Link <https://simivalley.zoom.us/j/95401729471> and use the raise hand function when this agenda item is called. If you wish to make a public comment, you must be signed into the meeting and available at the time this agenda item is called.
- c. Or, if you are unable to sign-on to Zoom and wish to make a comment on a specific agenda item, please submit your comment via email by 10:00 a.m. on the Wednesday of the Arts Commission meeting to the Deputy



SIMI VALLEY CULTURAL ARTS CENTER

3050 East Los Angeles Avenue Simi Valley, California 93065

Community Services Director at amedina@simivalley.org and include the subject matter. These emails will be provided to the Arts Commission prior to the meeting and made a part of the record.

5. Continued Business - None
6. New Business
 - a. Fiscal Year 2020-21 First Quarter Simi Valley Cultural Arts Center Budget Report
 - b. Summary of the Dia De Los Muertos Event
7. Reports
 - a. Simi Valley Cultural Arts Center Programming Report
 - b. Update on Simi Valley Cultural Arts Center Foundation Activities
 - c. General Manager's Report
8. Commissioner Comments
This is the time allotted for statements or comments from Arts Commissioners on matters within the subject matter and jurisdiction of the Arts Commission.
9. Adjournment

Anna M. Medina
Deputy Community Services Director

If any interested individual has a disability that may require accommodation to participate in this meeting, please contact the Deputy Community Services Director, Anna Medina, at (805) 583-6811. Upon advance notification of the need for accommodation, reasonable arrangements will be made to provide accessibility to the meeting.

DRAFT MINUTES

1. Call to Order/Welcome/Roll Call/Pledge of Allegiance:

Mayor Keith Mashburn called the meeting to order at approximately 3:35 p.m., welcomed Arts Commissioners, and verified that a quorum was present.

Present: Mayor Keith Mashburn; Council Member Elaine Litster; Commissioners John Dantona, Rebecca Rosen, Becky Savell; and Phillip McBride; and Cultural Arts Center Foundation Representative Pilar Doolittle.

Staff Members: City Manager Brian Gabler, Deputy Community Services Director Anna Medina, and Community Services Manager David Yoshitomi.

Absent: Fred Helsel, Community Services Manager – CAC.

2. Agenda Review

No changes were recommended.

3. Approval of Minutes: July 15, 2020

Mayor Mashburn stated he was absent at the July 15, 2020 meeting and that he would abstain from voting.

A motion to approve the July 15, 2020 minutes was made by Council Member Litster, with a second from Commissioner Dantona. The motion passed 5 to 0, with one abstention.

4. Public Statements

There were no statements from the public.

5. Continued Business - None

6. New Business

a. Receipt of the Simi Valley Cultural Arts Center Fiscal Year 2019-20 Operating Budget Report

Ms. Medina provided the Fiscal Year 2019-20 Operating Budget Report. For FY 2019-20, the CAC showed Gross Income of \$432,190 with Total Expenses of \$283,121 before City Reimbursement. Total Expenses after reimbursement were \$440,588. As a result of the three and a half months of forced closure/cancellation due to COVID-19, the Net Income fell below budget projections resulting in a final Net Loss of (\$8,398).

The CAC reimbursed the City \$128,495 in the fiscal year for 1.5 full-time equivalent salaries. In addition, the CAC reimbursed 10% of Net Profit (after non-profit subsidy) of \$28,972, for a total reimbursement to the City of \$157,467. The Contingency/Performance Fund Account balance, including accrued interest, is \$38,802 as of June 30, 2020.

A motion to receive the Simi Valley Cultural Arts Center Fiscal Year 2019-20 Operating Budget Report was made by Commissioner Rosen and seconded by Commissioner Savell. The motion passed unanimously.

- b. Receipt of Simi Valley Cultural Arts Center Fiscal Year 2019-20 Year-End City Reimbursement Report

Ms. Medina provided a summary of the reimbursement program for the CAC that requires that the City be reimbursed 10% of earned income (total income less grants, donations, interest, and reimbursed technical costs) minus subsidized activity (providing rental space for non-profits and public entities). For FY 2019-20 10% of earned income totaled \$34,892 and subsidies totaled \$9,722, resulting in a total of \$25,170 due to the City.

A motion to receive the FY 2019-20 Simi Valley Cultural Arts Center Year-End City Reimbursement Report was made by Council Member Litster with a second from Commissioner Savell. The motion passed unanimously.

- c. Report Comparing Fiscal Year Ending 2018-19 and Fiscal Year Ending 2019-20

Ms. Medina provided a report comparing Fiscal Year Ending 2018-19 and Fiscal Year Ending 2019-20. In FY 2018-19, total income was \$526,565, with expense costs of \$318,650, Fixed Operational Expenses of \$45,757, and City Reimbursements of \$150,056, resulting in a net surplus of \$12,102. In FY 2019-20, total income was \$432,190, with expense costs of \$242,974, Fixed Operational Expenses of \$40,147, and City Reimbursements of \$157,467, resulting in a net loss of (\$8,398).

The FY 2019-20 net losses can be attributed to the Cultural Arts Center losing 14 weeks of programming and rental opportunities as a result of the COVID-19 pandemic. It is important to note that should the COVID-19 shutdown not occurred, FY 2019-20 was on its way to becoming the most profitable year in the Center's 25 year history.

7. Reports

- a. Update on Supplemental Information for the Cultural Arts Center Strategic Plan

Mr. Yoshitomi provided an update on progress being made on the strategic plan and summarized the supplemental information received. Meetings were reported with representatives from: the African-American, Latinx, LGBTQ+, and youth communities; and, representatives from established arts organizations experienced in municipal arts programs; multicultural programming, and, productions outside of musical theater. Mr. Yoshitomi

discussed the findings and how they relate to strategic priorities emerging in the plan.

Commissioner Rosen provided three program ideas: developing poetry and play writing classes, perhaps with an affiliate program like a non-profit organization; create a work in process program; and perhaps commission small works to share on social media.

Commissioner Dantona recommended developing programs in communication with the school district to prevent any perception of competition and to secure buy-in. He also suggested arts experience programs for local students.

Council Member Litster felt there was a demand for children's theater in the community and thought it would be a good idea to bring these types of programs to the CAC.

Mayor Mashburn discussed outreach efforts to bring in artists from surrounding areas to participate in the CAC, capitalizing on the proximity to the entertainment industry.

b. Simi Valley Cultural Arts Center Programming Report

Mr. Yoshitomi provided an update on the Simi Valley Virtual Arts Center website, www.svvac.org. The website is intended to host various types of virtual arts programs and community events during the COVID-19 shutdown and the transition back to in-person events. The first event to launch the site is the Fall Virtual Craft Fair, which includes vendors that had previously participated in the craft fairs held at the CAC. Vendors will be donating 10% of the proceeds to the CAC. A virtual Día De Los Muertos event is also in the works, along with a cabaret series, and an art exhibit developed by the Simi Valley Youth Council.

c. Simi Valley Cultural Arts Center Statistics

The CAC has been closed due to COVID-19 since March of 2020. It will remain closed until further notice. There are no usage figures to report since the closing of the facility in March.

d. Update on Simi Valley Cultural Arts Center Foundation Activities

Foundation Representative Pilar Doolittle provided an update on the Foundation's activities. Ms. Doolittle reported that three City appointed members and two Foundation appointed members had recently joined the board. The Foundation is presently working on a naming rights campaign, also considering opportunities to honor Greg Stratton and Gary Thomas; a mask fundraiser; and, had applied for a \$1,000 grant to support the first event once the Center can reopen.

Council Member Litster commended the Foundation for their efforts to raise funds during the pandemic, as well as considering options to honor Mr. Stratton and Mr. Thomas.

Mayor Mashburn stated many people had benefited from the efforts of Mr. Stratton and Mr. Thomas for their work to support the Cultural Arts Center, and that he was also considering options to honor them.

e. General Manager's Report

Ms. Medina provided the General Manager's report. Greg Stratton's family requested that in lieu of flowers donations be made to the CAC. As of this meeting \$1,600 in donations had been collected, with additional contributions pending from the Simi Valley Noon Rotary Club. The CAC has scheduled the second Ventura County Theaters Roundtable for September 16, 2020. Arts Commissioners were invited to contact Ms. Medina or Mr. Yoshitomi if they wanted to attend. And, the CAC is one of the featured properties in the new Simi Valley Monopoly game now on sale at a retailer.

8. Commissioner Comments

Council Member Litster thanked staff for the reports and all of the information. She stated it was good to see the progress that's been made to go forward virtually during COVID-19. She also thanked staff for the update on the strategic plan.

Commissioner McBride stated it was good to see that there are steps being made towards virtual programs to reach out to the audiences and provide entertainment.

Anna Medina thanked the Arts Commission for participating in the virtual meeting.

Mayor Mashburn stated that the Arts Commissioners were welcome to schedule an appointment with staff or members of the City Council.

9. Adjournment

The meeting was adjourned at approximately 4:39 p.m. in memory of Greg Stratton and Gary Thomas.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: December 16, 2020

TO: Simi Valley Arts Commission

FROM: Anna Medina, Deputy Community Services Director

SUBJECT: FISCAL YEAR 2020-21 FIRST QUARTER SIMI VALLEY CULTURAL ARTS CENTER BUDGET REPORT

Attached for the Arts Commission's (Commission) review is the First Quarter of Fiscal Year (FY) 2020-21 Cultural Arts Center (CAC) Operating Budget Report.

Status of FY 2020-21 Operating Budget

For the First Quarter of FY 2020-21, the CAC showed Gross Income of \$17,919 with Total Expenses of \$1,057 before City Reimbursement. Total Expenses after reimbursement were \$32,636. As a result of the forced closure/cancellation due to COVID-19, the Net Income fell well below budget projections resulting in a final Net Loss of \$14,717.

The CAC reimbursed the City \$31,579 for the 4th Quarter (April, May, June) of FY 2019-20 for 1.5 full-time equivalent salaries, including the Office Assistant II assigned to Box Office and the volunteer program and fifty percent of budgeted costs plus overtime for the Theater Technician II. While the actual expense was for the 4th Quarter of FY 2019-20, the payment was made during the 1st Quarter of FY 2020-21. With the temporary reassignment of the Office Assistant II and the current vacancy of the Theater Technician II, there will be no salary reimbursement payment due to the City for Quarters 1 and 2 of FY 2020-21.

An analysis of Total Income shows \$1,911 in donations made to the Greg Stratton Memorial Fund in honor of former Commissioner Stratton. There is also a check forthcoming from Rotary for this fund in the amount of \$3,100.

Grant Income for this quarter was \$16,205 which represented a \$16,200 payment from the California Arts Council as well as \$5 for Share the Arts.

In the Fixed Operational Expenses Categories, Dues/Licenses/Permits included \$752 for various annual membership renewals and webinar trainings.

Due to the COVID-19 closure and the yet unknown date of reopening, staff is hard at work to create alternative virtual programming and other potential income streams whilst we remain under COVID-19 restrictions. Staff continues to monitor the approved FY 2020-2021 operating budget and will present updates and revisions at mid-year.

The following alternatives are available to the Commission:

1. Receive the Cultural Arts Center FY 2020-21 First Quarter Operating Budget Report;
2. Provide staff alternative direction.

Staff recommends Alternative 1.

Recommended Motion:

I move to receive the Cultural Arts Center FY 2020-21 First Quarter Operating Budget Report.

Attachment

Prepared by: Fred Helsel, Acting Community Services Manager CAC

SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET FY 2020-2021 FIRST QUARTER REPORT

ORDINARY THEATER INCOME/EXPENSE	ANNUAL BUDGET	ACTUAL	DIFFERENCE
INCOME			
4000 Box Office	\$299,150	-\$200	(299,350)
4200 Contributions	\$34,250	\$1,911	(32,339)
4400 Grants	\$22,500	\$16,205	(6,295)
4500 Rental	\$43,000	\$0	(43,000)
4600 Concessions	\$13,800	\$0	(13,800)
4700 Advertising Income	\$500	\$0	(500)
4800 Reimbursed Technical Costs	\$46,150	\$0	(46,150)
4900 Interest Income	\$35	\$3	(32)
TOTAL INCOME	\$459,385	\$17,919	(\$441,466)
EXPENSE COST OF GOODS SOLD (COGS)			
5000 Special Events (DownStage Cabaret, Galas, etc.)	\$4,000	\$0	\$4,000
5100 Artist Fees	\$27,500	\$0	\$27,500
5300 Concession Supplies	\$3,535	\$60	\$3,475
5400 Supplies	\$13,050	\$0	\$13,050
5500 Provider Payments (Total Box Rec)	\$160,000	\$0	\$160,000
5600 Advertising/Marketing	\$16,600	\$0	\$16,600
5700 Contract Labor	\$12,000	\$0	\$12,000
SUBTOTAL EXPENSES (COGS)	\$236,685	\$60	\$236,625
TOTAL GROSS PROFIT	\$222,700	\$17,859	(\$204,841)
FIXED OPERATIONAL EXPENSES			
6100 Capital Replacement	\$25,250	\$0	\$25,250
6300 Credit Card Service Fees	\$9,650	\$218	\$9,432
6400 Dues/Licenses/Permits	\$17,000	\$752	\$16,248
6600 Office Expenses	\$600	\$27	\$573
TOTAL EXPENSES	\$52,500	\$997	\$51,503
NET PROFIT/LOSS (Before City Reimbursement)	\$170,200	\$16,862	(\$153,338)
City Reimbursement - 10%	\$26,000	\$0	\$26,000
City Reimbursed Staffing	\$133,700	\$31,579	\$102,121
NET PROFIT/LOSS (After City Reimbursement)	\$10,500	(\$14,717)	(\$25,217)
	Balance July 1, 2020	Credits/(Debits)	Balance September 30, 2020
CONTINGENCY / PERFORMANCE FUND	\$38,802	\$0	\$38,802

NOTES

BN1

BN2

BN3

BN4

BN5

BN6

Budget Reference Notes FY 20-21

BN1 - Refund for canceled event

BN2 - All Greg Stratton Memorial Fund

BN3 - CA Arts Council Grant

BN4 - Coffee service monthly fee (discontinued)

BN5 - Annual renewals, webinar fees

BN6 - Payment for Fiscal Year 2019-20 Qtr4

CITY OF SIMI VALLEY • MEMORANDUM

DATE: December 16, 2020

TO: Simi Valley Arts Commission

FROM: David Yoshitomi, Community Services Manager

SUBJECT: SUMMARY OF THE DIA DE LOS MUERTOS EVENT

The November 1, 2020 virtual Día de los Muertos (Day of the Dead) event marked the Cultural Arts Center's (CAC) first attempt at a virtual performance production. The goal of the project was to use video, website, and social media content to create an interactive community event experience that celebrated the Día de los Muertos tradition.

The event was free to the public and was presented in both English and Spanish through live translation and subtitles. It was coordinated in part by Sara Moguel, a Simi Valley resident and the director of Ballet Folklórico Cielito Lindo De Simi Valley. Administrative, technical, and marketing support was provided by CAC and City Hall staff.

The program included:

- One Danza Azteca performance
- Two Ballet Folklórico dance performances
- Three videos on Día de los Muertos cultural traditions, including: Catrina makeup, pan de muerto (bread of the dead), and calaveritas de azúcar (sugar skulls)
- A *Catrinas de la Comunidad* slide show
- An online youth art exhibit
- One hosted livestream of the videos that included a cultural talk on the importance of Día de los Muertos, and discussions with the artists and performers
- One dedicated webpage on the Simi Valley Virtual Arts Center website with supporting content
- One community ofrenda (altar) at the Simi Valley Town Center

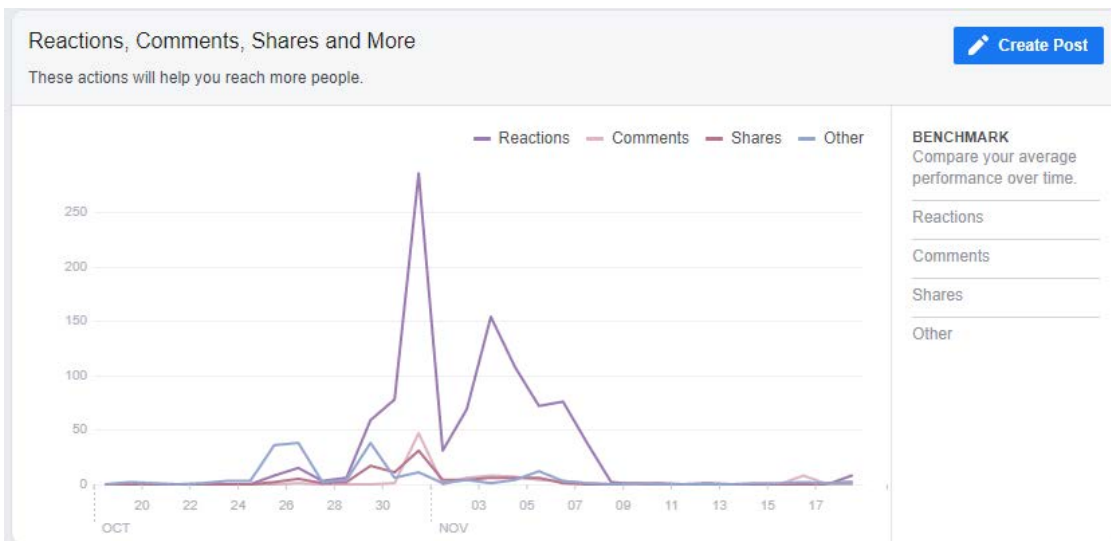
Event marketing and outreach included: press release distribution; graphics; e-newsletter blasts, and, both website and social media content. The Simi Valley Cultural Arts Center Foundation also created a 30 second video to promote the event. The Simi Valley Youth Council provided volunteer and promotional support. The funding was provided by a portion of the California Arts Council Local Impact grant, at a projected expense of \$3,550.

The public had two options to view the live event: Facebook Live and Zoom. Those that were unable to view the live event were able to either watch the recording on Facebook (<https://www.facebook.com/SVCAC3050/videos/278167690163436/>) or view each of the

standalone videos on the dedicated webpage: <http://www.svac.com/diadelosmuertos>. All materials will be archived for grant reporting purposes.

Event Audience and Engagement:

Facebook posts associated with the Día de los Muertos event reached (paid and organic) over 25,000 people, resulting in over 1,600 link clicks and over 500 engagements.



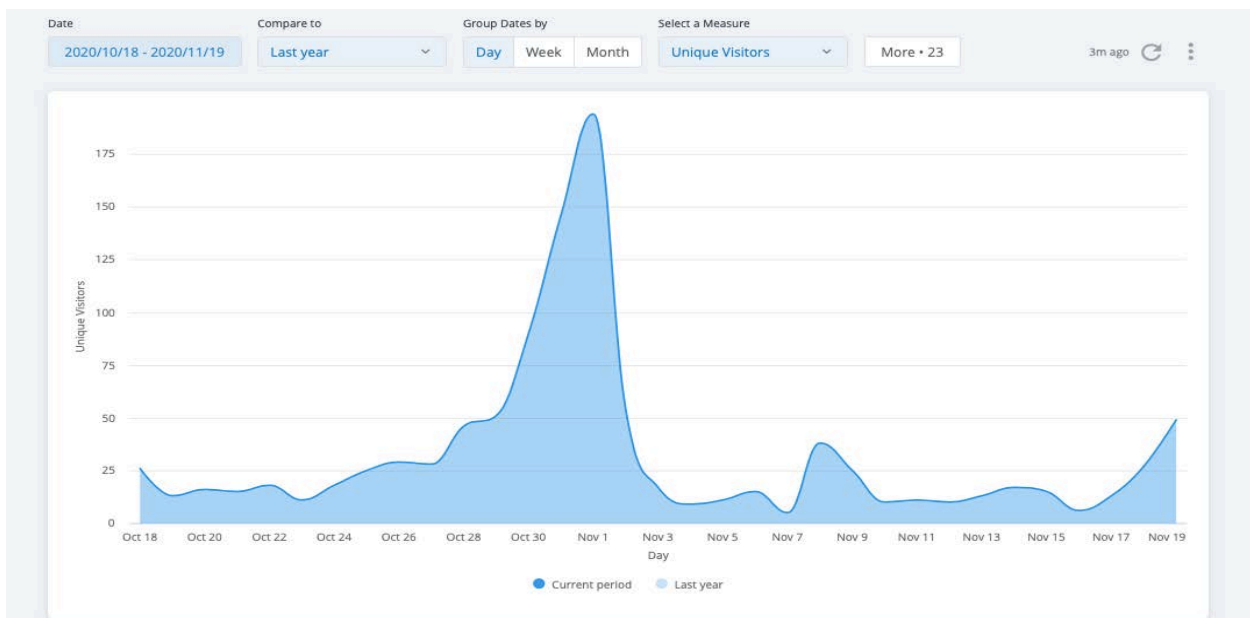
As of December 1, 2020, the Facebook Live video has generated over 1,500 total views. 1,030 of these views were live views during the event, and 1,200 are unique user views (unique user views refers to the number of specific individuals who viewed the video, as opposed to total views, which includes repeat or return viewers). 210 of these views are for one minute or longer. The average amount of viewers on the Facebook Live stream during the entire broadcast was 30. There were over 294 engagements on the live video: 228 likes/loves; 41 comments; and 25 shares.

There was a total of 63 viewers on the Zoom broadcast. Thirty of these viewers were on the Zoom broadcast for at least 30 minutes. The average view time on Zoom was approximately 67 minutes.

Staff estimates, based on available reporting, that there was a total (on Facebook and Zoom) of 60 audience members that stayed for the majority of the program, with other audience members tuning in for specific segments. Event videos have received over 250 plays on YouTube since the conclusion of the event.

The virtual format and the new audience members also allowed the CAC to expand both its audience and reach. A total of 66% of the Facebook Live audience was not previously engaged with the CAC on Facebook. Viewership locations were reported from California, Utah, Texas, Nevada, Mexico, and Guatemala.

The Día de los Muertos event created an increase in website traffic, generating 581 unique visitors to svvac.org during the week through the event. For comparison, there were 142 unique visitors to the website the week before.



The Día de los Muertos event represented the CAC's first run at a large scale virtual program and provided a template for future online events. It provided valuable lessons and training in the planning, marketing, programming, technical components, and reporting metrics of these types of events. This experience will serve as a guide for future virtual programs.

Staff is incredibly grateful to the efforts of Sara Moguel, who worked tirelessly in coordinating this event. Ms. Moguel's efforts included: curating the program; recruiting artists; coordinating the video shoots; completing the altar set-up and take down; and community outreach. Her work resulted in unprecedented engagement from community

members who had not previously participated at CAC events, drawing in new artists, new audiences, and new ways to engage with the public.

Staff will be able to answer any questions at the December 16, 2020 Arts Commission meeting.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: December 16, 2020
TO: Simi Valley Arts Commission
FROM: Fred Helsel, Community Services Manager
SUBJECT: SIMI VALLEY CULTURAL ARTS CENTER PROGRAMMING UPDATE

Reflected below are programming descriptions for events being offered or planned for the Simi Valley Virtual Arts Center.

Santa says you can shop online!

Support our small business vendors this holiday season by safely shopping online at www.svvac.org. Shop anytime, day or night, from the comfort of your home.

Through December 31st

Virtual Craft and Gift Fair

www.svvac.org

Click on the Virtual Craft and Gift Fair Link to visit our Holiday Vendors

VIRTUAL HOLIDAY CRAFT AND GIFT FAIR

Extended through December 31, 2020

<https://www.svvac.org/craft-gift-fair>

Pick up those one of a kind holiday gifts at SVCAC's Annual Holiday Craft & Gift Fair – now a VIRTUAL event! Browse the handmade crafts, unique gifts and tempting treats of some great small business vendors! This event is always a great place to pick up fun, affordable stocking stuffers!



ELF THE MUSICAL – A Virtual Encore!

Streaming On Demand from December 15, 2020 – January 15, 2021

This holiday season SVCAC plans to screen a recording of their 2019 production of **ELF THE MUSICAL** on their new virtual platform, the Simi Valley Virtual Arts Center. The recording will be available on demand for convenient viewing from the comfort and safety of your own home! **ELF THE MUSICAL** will be available from December 15, 2020 – January 15, 2021 for a nominal fee. For more information, check out the Simi Valley Virtual Arts Center website at www.svvac.org

Stay-at-Home for the Holidays *Virtual* Cabaret

Streaming On Demand from December 18, 2020 through January 7, 2021

From their house to yours, join some of your favorite SVCAC All Stars as they bring you the sounds of the holidays in a fun Virtual Holiday Cabaret.

Featuring

www.svvac.org

SIMI VALLEY CULTURAL ARTS CENTER

Andrew Allen, George Chavez, Keenon Hooks, Stephanie Lesh-Farrell, Philip McBride, Michele McRae, Mazie Rudolph, Brittney Wheeler

**STAY-AT-HOME FOR THE HOLIDAYS
A Virtual Cabaret Evening**

Streaming On Demand from December 18, 2020 – January 7, 2021

Several of the stars of past Simi Valley Cultural Arts Center productions will be bringing holiday cheer from their house to yours this holiday season with a special **Virtual Holiday Cabaret** evening. Join Andrew Allen, George Chavez, Keenon Hooks, Stephanie Lesh-Farrell, Philip McBride, Michele McRae, Mazie Rudolph, and Brittney Wheeler as they spread some holiday cheer through story and song. **Stay at Home For the Holidays Virtual Cabaret** will be available for viewing on demand from December 18, 2020 – January 7, 2021 on a donation basis. All proceeds will benefit the **25th Anniversary Season Fundraising Campaign**. For more information about the Virtual Holiday Cabaret, visit the Simi Valley Virtual Arts Center website at www.svvac.org



TIS THE SEASON FOR GIVING!

Become a **Silver Anniversary Donor** by giving to the **Simi Valley Cultural Arts Center's 25th Anniversary Campaign!** No gift is too small or too large! SVCAC has set a goal of \$25,000 in honor of our 25th Anniversary in 2020.

DONATING IS EASY!

- Donate Online in **SECONDS** at our [PAYPAL LINK](#)
- Call us directly at 805-583-7905 to make a donation over the phone to a LIVE PERSON!
- Mail a check made payable to SVCAC to: Simi Valley Cultural Arts Center, 3050 East Los Angeles Avenue, Simi Valley, CA 93065.

Plus the following projects are planned and/or pending . . .

- **HSB Audio** radio theater production of **A CHRISTMAS CAROL**
- Streaming on Demand SVCAC's production of **SISTER ACT**
- **Virtual Gallery Shows** including pencil sketches of celebrities by **Gary Saderup**, Los Angeles photographer **Jon Allen**, and a **25th Anniversary Photography Collection**.
- Additional **Virtual Cabaret evenings**
- **Simi Storytellers Series**
- **Virtual Youth Arts Classes**