

SIMI VALLEY ARTS COMMISSION

February 19, 2014, 3:30 p.m.

Special Meeting (Location Change)

Simi Valley Cultural Arts Center Multipurpose Room
3050 Los Angeles Avenue, Simi Valley, CA 93065

1. Call to Order/Welcome
2. Agenda Review
3. Approval of Minutes: October 24, 2013
4. Public Statements
This is the time allotted for statements or comments on matters within the subject matter and jurisdiction of the Arts Commission.
5. Continued Business - None
6. New Business
 - a. Review of Cultural Arts Center Fiscal Year 2013-14 Mid-Year Financial Report
 - b. Tour of the Simi Valley Cultural Arts Center
 - c. Discussion of Capital Improvement Program
7. Reports
 - a. Update on Programming for the Cultural Arts Center
 - b. Update on Cultural Arts Center Statistics
 - c. General Manager's Report
 - d. Update on Simi Valley Cultural Arts Center Foundation Activities and Revenues
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 Simi Valley Arts Commission.
9. Adjournment – Next Arts Commission meeting Wednesday, April 16, 2014, 3:30 p.m. City Manager's Conference Room

/s/

Sommer Barwick
Community Services Director

If any interested individual has a disability that may require accommodation to participate in this meeting, please call (805) 583-6874. 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

Mayor Huber called the meeting to order at approximately 4:30 p.m., welcomed Arts Commissioners, and verified that a quorum was present.

Present: Mayor Huber, Mayor Pro Tem Judge, Commissioners Hayes, McLean, and Cultural Arts Center Foundation Representative Feco.

Absent: Commissioners Drago, Landry, and Savell.

Staff Members: Barwick and Ralphe.

2. Agenda Review

No changes were made to the agenda.

3. Public Statements

None.

4. New Business

a. Discussion/Approval of Proposed 2014 Rates and Fees

b.

Community Services Director Sommer Barwick explained that the Cultural Arts Center experienced a net loss in Fiscal Year 2012-13, and that rates have not changed since 2007. Mr. Ralphe presented staff's proposal to enhance the financial sustainability of the Center by slightly increasing rates. Mr. Ralphe explained several considerations that were taken into account, including the Cultural Arts Center's mission to provide quality entertainment at family-friendly prices, remain competitive within the region, remain affordable for present clients, and create the base for financial sustainability for the immediate future. Mr. Ralphe presented a comparative study of local and comparable theaters rates. Following discussion, a motion was unanimously approved.

b. Discussion/Approval of a Rental Fee Subsidy Request for a Memorial Tribute to Patsy Swayze on November 9, 2013, 12:00 p.m. – 5:00 p.m.

Mr. Ralphe shared the significant contributions made by Patsy Swayze to arts in the community, and to the Cultural Arts Center. A special Memorial Tribute performance was proposed to take place on November 9, 2013.

Staff has identified the Memorial Tribute performance to be within the Cultural Arts Center's overall mission of furthering arts in the community. A Rental Fee Subsidy was requested, totaling approximately \$500. Following discussion, the Rental Fee Subsidy was unanimously approved.

7. Commissioner Comments

Commissioner Hayes commented that the Library has a wonderful kid's music series on the 2nd and 4th Tuesdays of each month. He shared that the Literature in Action program put on by the Actor's Repertory Theater of Simi (ARTS) will be *Our Town*, and that ARTS is partnering with the Library for community outreach and programming.

9. Adjournment

The meeting was adjourned at 5:15 p.m.

A Portable Stage Curtain Track Mount for the Main Stage

A portable curtain track for the main stage is a movable track that allows curtains, painted drops, and set pieces to act as backdrops at whatever depth of stage the designer determines. The total cost is estimated to be \$800. Actor's Repertory Theater of Simi (ARTS) has agreed to fund half of cost.

Source of Funds: CAC Capital Replacement Budget

Estimated Cost \$400

Status: Awaiting Commission Authorization

SIMI VALLEY CULTURAL ARTS CENTER MEMORANDUM

DATE: February 19, 2014
TO: Simi Valley Arts Commission
FROM: David Ralphe, General Manager

SUBJECT: SIMI VALLEY CULTURAL ARTS CENTER STATISTICS

Attached for the Simi Valley Arts Commission review are updated Simi Valley Cultural Arts Center attendance and usage statistics for 2013 and January of 2014. As you will see, compared to 2012, there were 16% fewer main stage events with only a 9% decrease in attendance. However, the Multi-Purpose Room events were up 53% and its attendance was up 22%. Staff will be available at the February 19, 2014, Arts Commission meeting to answer any questions.

Attachment

SIMI VALLEY CULTURAL ARTS CENTER STATISTICS

	Main Stage Events	Main Stage Attendance	Main Stage Load Capacity	MPR Events	MPR Attendance	Gallery Events	Gallery Attendance	Total Events	Total Attendance	Hrs Open to the Public (per week)
Annual Total 2006	230	31,212	136	138	7,782	54	2,657	413	41,581	69
Annual Total 2007	211	31,070	145	138	8,910	51	3,148	400	42,873	69
Annual Total 2008	196	28,534	142	122	8,373	46	3,079	365	39,527	68
Annual Total 2009	203	30,614	150	118	6,815	51	3,253	374	40,682	69
Annual Total 2010	187	29,060	154	112	7,606	50	3,940	349	40,606	70
Annual Total 2011	176	24,673	143	107	6,973	51	3,223	334	35,418	70
Jan-12	17	3,534	208	9	593	5	480	31	4,577	73
Feb-12	11	2,292	208	6	259	4	229	21	2,780	69
Mar-12	13	2,565	197	9	438	4	256	26	3,259	72
Apr-12	12	1,328	111	6	391	4	233	22	1,852	68
May-12	21	2,906	138	6	369	5	310	32	3,585	73
Jun-12	16	2,196	137	8	595	4	404	28	3,195	71
Jul-12	25	2,638	106	12	710	5	375	42	3,723	72
Aug-12	23	3,992	174	9	525	4	399	36	4,916	70
Sep-12	15	1,650	110	6	442	5	195	26	2,287	68
Oct-12	13	2,158	166	6	299	5	260	24	2,717	68
Nov-12	16	2,118	132	8	777	4	225	28	3,120	69
Dec-12	17	2,706	159	7	418	4	253	28	3,377	68
Annual Total 2012	199	30,083	151	92	5,816	53	3,619	344	39,388	71
% Change from Prior Year	13.1%	21.9%	5.8%	-14.0%	-16.6%	3.9%	12.3%	3.0%	11.2%	1%
Jan-13	6	654	82	6	303	3	124	17	1081	64
Feb-13	11	1657	151	6	323	4	225	21	2205	70
Mar-13	19	3176	167	6	449	4	337	29	3962	74
Apr-13	8	1422	178	12	363	3	275	21	2060	66
May-13	16	3373	210	5	280	3	160	24	3813	72
Jun-13	19	2089	110	14	629	4	325	37	3043	71
Jul-13	13	2353	181	25	979	5	385	43	3717	69
Aug-13	20	3958	198	18	678	4	377	42	5013	73
Sep-13	13	2081	160	14	703	4	298	31	2,992	71
Oct-13	9	1423	158	12	649	5	350	26	2,422	69
Nov-13	16	2353	147	16	1,307	4	400	36	4,060	74
Dec-13	17	2772	163	7	420	3	320	27	3,517	68
Annual Total 2013	167	27,311	159	141	7,083	46	3,576	354	37,885	70
% Change From Prior Year	-16%	-9%	5%	53%	22%	-13%	-1%	3%	-4%	-1%

**SIMI VALLEY CULTURAL ARTS CENTER
MEMORANDUM**

DATE: February 19, 2014

TO: Simi Valley Arts Commission

FROM: David Ralphe, Cultural Arts Center General Manager

SUBJECT: Cultural Arts Center Programming Update

Attached for the Simi Valley Arts Commission's review is the updated Calendar of Programming for the months of February, March, and April 2014. Reflected is the ARTS production of *Shrek*, the Cultural Arts Center's production of *Young Frankenstein* and the rental of the facility for the Catrina Q. Cabaret. Staff will be available to address any questions.

Attachment

CITY OF SIMI VALLEY • MEMORANDUM

DATE: February 19, 2014
TO: Simi Valley Arts Commission
FROM: Sommer Barwick, Community Services Director
SUBJECT: CULTURAL ARTS CENTER FISCAL YEAR 2013-14 MID-YEAR BUDGET REVIEW

Attached for your review is the Cultural Arts Center's Mid-Year Budget Report for FY 2013-14. In the first six months of the fiscal year, the Cultural Arts Center's Total Income represent 46% of the annual budgeted amount; Cost of Goods Sold represents 53%, and Total Expense represents 51%.

An analysis of Total Income indicates that revenue was below budget but this is partially offset by the Cultural Arts Center Foundation's second quarter payment and rental fees from the Rotary Club, which are due in December and paid in January in the amount of \$13,500.

In the Costs of Goods Sold, spending in all categories was 53% of the budgeted amount due to increased designer fees, contract labor costs and an increase in material costs. This year the SVCAC produced a Holiday production, which added to personnel and material costs. In Expenses, most categories were on budget with the exception of City Reimbursement and Dues/Licenses/Permits. City Reimbursement is paid in total at the beginning of the year so it stands at 115% of budget. Dues/Licenses/Permits is 68% of budget due to continuing royalty and material increases and the added holiday production.

Overall, at mid-year the Cultural Arts Center expenditures exceeded revenues by \$22,580. This deficit reflects increasing costs and a six-year freeze in ticket prices on all CAC earned income fees. While continuing deficits are not sustainable for the long term, the CAC has accrued a restricted Contingency and Performance Account of just under \$40,000 and has on hand over \$20,000 in an operational money market account. In January of 2014, the City Council authorized an increase in fees at the Cultural Arts Center that is anticipated will solve the current structural deficit.

Should you have any questions regarding the above information, staff will be happy to respond at the Commission meeting.

Attachment

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2013-2014 MID-YEAR REPORT**

ORDINARY THEATER INCOME/EXPENSE	ANNUAL BUDGET	MID-YEAR ACTUAL	% BUDGET
INCOME			
Box Office	\$269,650	\$136,952	50.79%
Contributions	\$32,500	\$7,869	24.21%
Grants	\$4,000	\$968	24.20%
Rental	\$72,750	\$27,248	37.45%
Concessions	\$8,950	\$4,659	52.06%
Advertising Income	\$500	\$100	20.00%
Reimbursed Technical Costs	\$30,700	\$13,064	42.55%
TOTAL INCOME	\$419,050	\$190,861	45.55%
EXPENSE COST OF GOODS SOLD (COGS)			
Booking/Artist Fees	\$25,000	\$20,002	80.01%
Concessions	\$5,400	\$2,693	49.87%
Supplies	\$25,500	\$16,370	64.19%
Provider Payments	\$140,000	\$66,907	47.79%
Advertising/Marketing	\$13,700	\$6,668	48.67%
Special Events (Rotary, NYE.)	\$36,000	\$14,312	39.75%
Contract Labor	\$20,000	\$12,975	64.88%
SUBTOTAL EXPENSES (COGS)	\$265,600	\$139,927	52.68%
TOTAL GROSS PROFIT	\$153,450	\$50,934	33.19%
FIXED OPERATIONAL EXPENSES			
Credit Card Service Fees	\$4,400	\$5,634	128.05%
City Reimbursement - 10%	\$17,000	\$19,584	115.20%
Contract Services - Staff	\$72,000	\$14,590	20.26%
Dues/Licenses/Permits	\$20,000	\$13,558	67.79%
Professional/Special Services	\$3,000	\$1,500	50.00%
Capital Replacement	\$25,000	\$17,044	68.18%
Office Expenses	\$2,800	\$1,603	57.26%
TOTAL EXPENSES	\$144,200	\$73,514	50.98%
NET PROFIT/LOSS	\$9,250	(\$22,580)	
	Balance July 1, 2013	Credits/(Debits)	AS OF DECEMBER 31, 2013
CONTINGENCY AND PERFORMANCE ACCOUNT BALANCE	\$38,610	\$15	\$38,626

February 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 ☉ (8:00 PM - 11:00 PM) BARE, the Musical
2 ☉ (7:00 PM - 10:00 PM) BARE, the Musical	3	4 ☉ (11:00 AM - 2:00 PM) Rotary Luncheon	5 ☉ (6:30 PM - 10:00 PM) Physicians for Social Responsibility	6	7 ☉ (8:00 PM - 11:00 PM) BARE, the Musical	8 ☉ (8:00 PM - 11:00 PM) BARE, the Musical
9 ☉ (7:00 PM - 10:00 PM) BARE, the Musical	10	11 ☉ (11:00 AM - 2:00 PM) Rotary Luncheon	12	13	14 ☉ (8:00 PM - 11:00 PM) BARE, the Musical	15 ☉ (8:00 PM - 11:00 PM) BARE, the Musical
16 ☉ (7:00 PM - 10:00 PM) BARE, the Musical	17	18 ☉ (11:00 AM - 2:00 PM) Rotary Luncheon	19	20	21	22 ☉ (12:00 AM - 12:00 AM) Shrek Load In - ARTS
23 ☉ (12:00 AM - 12:00 AM) Tech Week ARTS Shrek	24 ☉ (12:00 AM - 12:00 AM) Tech Week ARTS Shrek	25 ☉ (12:00 AM - 12:00 AM) Tech Week ARTS Shrek ☉ (11:00 AM - 2:00 PM) Rotary Luncheon	26 ☉ (12:00 AM - 12:00 AM) Tech Week ARTS Shrek	27 ☉ (12:00 AM - 12:00 AM) Tech Week ARTS Shrek	28 ☉ (12:00 AM - 12:00 AM) Tech Week ARTS Shrek	

March 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 ☉ (8:00 PM - 11:00 PM) ARTS Shrek
2 ☉ (2:00 PM - 5:00 PM) ARTS - Shrek	3	4 ☉ (11:00 AM - 2:00 PM) Rotary Luncheon	5	6	7 ☉ (8:00 PM - 11:00 PM) ARTS Shrek	8 ☉ (8:00 PM - 11:00 PM) ARTS Shrek
9 ☉ (2:00 PM - 5:00 PM) ARTS - Shrek	10	11 ☉ (11:00 AM - 2:00 PM) Rotary Luncheon	12	13 ☉ (7:00 PM - 10:00 PM) Catrina Q Cabaret	14 ☉ (8:00 PM - 11:00 PM) ARTS Shrek	15 ☉ (8:00 PM - 11:00 PM) ARTS Shrek
16 ☉ (2:00 PM - 5:00 PM) ARTS - Shrek	17	18 ☉ (11:00 AM - 2:00 PM) Rotary Luncheon	19	20	21 ☉ (8:00 PM - 11:00 PM) ARTS Shrek	22 ☉ (8:00 PM - 11:00 PM) ARTS Shrek
23 ☉ (2:00 PM - 5:00 PM) ARTS - Shrek	24	25 ☉ (11:00 AM - 2:00 PM) Rotary Luncheon	26	27	28 ☉ (8:00 PM - 11:00 PM) ARTS Shrek	29 ☉ (10:00 AM - 6:00 PM) Parking Lot Craft Fair ☉ (8:00 PM - 11:00 PM) ARTS Shrek
30 ☉ (2:00 PM - 5:00 PM) ARTS - Shrek	31					

April 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 ☉ (11:00 AM - 2:00 PM) Rotary Luncheon	2	3	4 ☉ (8:00 PM - 11:00 PM) ARTS Shrek	5 ☉ (8:00 PM - 11:00 PM) ARTS Shrek
6 ☉ (2:00 PM - 5:00 PM) ARTS - Shrek	7	8 ☉ (11:00 AM - 2:00 PM) Rotary Luncheon	9	10	11	12
13	14	15 ☉ (11:00 AM - 2:00 PM) Rotary Luncheon	16	17	18	19 ☉ (8:00 PM - 11:00 PM) Young Frankenstein
20 ☉ (1:45 PM - 5:00 PM) Young Frankenstein	21	22 ☉ (11:00 AM - 2:00 PM) Rotary Luncheon	23	24	25 ☉ (8:00 PM - 11:00 PM) Young Frankenstein	26 ☉ (8:00 PM - 11:00 PM) Young Frankenstein
27 ☉ (1:45 PM - 5:00 PM) Young Frankenstein ☉ (7:00 PM - 10:00 PM) Catrina Q Cabaret	28	29	30			