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THOUSAND OAKS ALLIANCE FOR THE ARTS REGULAR BOARD MEETING

Thursday, June 14, 2018 – 8:00 A.M.
Thousand Oaks Civic Arts Plaza – Acorn Room
2100 Thousand Oaks Blvd., Thousand Oaks, California

MISSION STATEMENT

To advance, support, and present visual and performing arts, cultural events, and arts education at the Bank of America Performing Arts Center.

VISION

A place where the arts thrive for all.

AGENDA

- 1. CALL TO ORDER**
- 2. ROLL CALL:** Chair Leanne Neilson, Vice-Chair Robert Biery, Treasurer John Bradley, Secretary David Mead, Board directors Eloise Cohen, Judy Linton and Janet Scherr.
- 3. PUBLIC COMMENTS**
- 4. MINUTES**
 - A. Approve minutes from the May 10, 2018 regular Board meeting.
- 5. BOARD BUSINESS**
 - A. BOARD ADMINISTRATION**
 - B. COMMITTEES**
 - i. Ad Hoc Arts Education Committee – Update
 - ii. Ad Hoc Development Committee – Update
 - iii. Ad Hoc Donor Services Committee – Update
 - iv. Ad Hoc History Wall Committee
 - a. Authorize Board Chair to execute an agreement with Partners in Recognition in an amount not to exceed \$60,000 to provide design services, project management and construction and installation of a 30' history wall to be located in the Kavli Theatre, with a project completion date of September 2019.
 - b. Approve budget expenditure not to exceed \$60,000 for the history wall project.
 - v. Ad Hoc Theatre Performance Credits Committee
 - a. Approve FY 2018-19 Theatre Performance Credits.

C. FINANCE

- i. Monthly financial update.
- ii. FY 2018-19 operating budget – Update

D. DEVELOPMENT

- i. Development Activities – Update
- ii. Autograph Wall Design
- iii. Kids & The Arts – Pacific Festival Ballet’s “Sleeping Beauty” – Post event review
- iv. Producer’s Club Luncheon – Post event review
- v. Annual Development Director Performance Review

E. MARKETING

- i. TOARTS Branding – Update
- ii. TOARTS Summer/Fall Program brochure
- iii. Pop-Up Arts & Music Festival – Update

F. PROGRAMMING

- i. CAP Presents programming
 - a. FY 2017-18 ticket sales – Update
 - b. FY 2018-19 ticket sales – Update
 - c. Review future CAP Presents programming

6. BOARD CALENDAR

- A. Additions or revisions to the calendar

7. OTHER BUSINESS

8. EXECUTIVE DIRECTOR COMMENTS

- A. Review of status of strategic plan tasks
- B. Select date for September Board planning retreat
- C. July annual work plan report to City Council

9. BOARD MEMBER COMMENTS

10. AGENDA FOR NEXT MEETING – July 12, 2018 at 8:00 a.m.

11. ADJOURNMENT

Any public documents provided to a majority of TOARTS Board Directors regarding any item on this agenda will be made available for public inspection at the Cultural Affairs Department Administration Office located at 2100 Thousand Oaks Blvd., Thousand Oaks, California 91362 during normal business hours. In addition, such writing and documents will be posted on the TOARTS website at www.toarts.org. Americans with Disabilities Act (ADA): In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting or other services in conjunction with this meeting, please contact the Cultural Affairs Department at 805-449-2700. Upon request, the agenda and documents in this agenda packet, can be made available in appropriate alternative formats to persons with a disability. Notification at least 48 hours prior to the meeting or time when services are needed will assist City staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.



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ACTION MINUTES

THOUSAND OAKS ALLIANCE FOR THE ARTS REGULAR BOARD MEETING

Thursday, May 10, 2018; 8:00 AM
Thousand Oaks Civic Arts Plaza – Acorn Room
2100 Thousand Oaks Blvd., Thousand Oaks, California

- 1. CALL TO ORDER:** Meeting called to order at 8:00am in the Acorn Room
- 2. ROLL CALL:** Present – Chair Leanne Neilson, Vice-Chair Robert Biery, Treasurer John Bradley, Secretary David Mead, and Board Members Eloise Cohen, Judith Linton, and Janet Scherr.

Staff: John Adams, Patrick Hehir, Niki Richardson, James Russell-Field, and Jonathan Serret.

- 3. PUBLIC COMMENTS:** None

- 4. MINUTES:**

A. MOTION: Bradley made motion to approve the minutes of the April 12, 2018 TOARTS regular board meeting, seconded by Linton and approved 6-0 (Mead was absent during the vote).

- 5. BOARD BUSINESS**

- A. FINANCE**

- i. Monthly Financial Update

Treasurer provided the monthly financial update.

- ii. Approve annual audit for FY2016-17

presentation by: Kim Manning of Lance, Soll & Lunghard, AAP (LSL)

MOTION: Bradley made motion for the TOARTS Board, sitting as the audit committee, to approve the FY2016-17 audit, as presented; seconded by Biery and approved 7-0.

- B. COMMITTEES**

- i. Ad Hoc Endowment Investment Committee – next meeting will be rescheduled.
- ii. Ad Hoc Development Committee – Next meeting on May 14, 2018.



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- iii. Ad Hoc Door Services Committee – Recommendations are currently being vetted by Cultural Affairs Department staff and will come to the TOARTS Board next month.
- iv. Ad Hoc History Wall Committee – Meeting today; recommendations will come to TOARTS Board in June.
- v. Ad Hoc Theatre Performance Grant Committee – Applications for the Dr. Raymond Olson Performance Grants are due today at 4:00pm. TOARTS Board provided consensus that late submissions will not be accepted.

C. DEVELOPMENT

- i. Development Activities: Update –
- ii. Producers Club Luncheon – Post event review
Development Director provided an update on the luncheon from May 8 and reported that the event had generated upwards of \$69,000 in donations and future pledges. TOARTS Board applauded the Development Director on the success of the event.
- iii. Angels of the Arts Luncheon – Post event review
Development Director provided an overview of the Angels of the Arts luncheon on April 18 followed by discussion with the TOARTS Board.

D. MARKETING

- i. TOARTS Branding – Update
Associate Director shared that the Branding/Marketing RFP for TOARTS and TOCAP is in the process of being drafted and should be ready for publishing by the end of the month.

E. PROGRAMMING

- i. CAP Presents Programming
 - i. FY 2017-18 ticket sales: Associate Director reviewed ticket sales
 - ii. FY 2018-19 ticket sales: Associate Director reviewed ticket sales
 - iii. Review of future CAP Presents programming – Associate Director provided an update of programming under consideration for the next year.
 - iv. 25th Anniversary Concert – TOARTS Board provided consensus to support staff's recommendation to identify a headline artist of mass appeal and notoriety to celebrate the occasion with the understanding of a potential financial loss.

6. BOARD CALENDAR

A. ADDITIONS TO CALENDAR – None



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7. OTHER BUSINESS – No Action Taken

8. EXECUTIVE DIRECTOR COMMENTS: None

9. BOARD MEMBER COMMENTS: None

10. AGENDA FOR NEXT MEETING: No Action Taken

11. ADJOURNMENT: Adjourned at 9:28 a.m. until 8:00 a.m. on June 14, 2018.



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Agenda Item: 5.B.iv.

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To: Thousand Oaks Alliance for the Arts Board of Directors

From: Niki Richardson, Development Director

Date: June 14, 2018

Subject: History Wall

RECOMMENDATION:

1. Authorize Board Chair to execute an agreement with Partners in Recognition in an amount not to exceed \$60,000 to provide design services, project management and construction and installation of a 30' history wall to be located in the Kavli Theatre, with a project completion date of September 2019.
2. Approve budget expenditure not to exceed \$60,000 for the history wall project.

BACKGROUND:

In August 2018, the TOARTS Board formed an ad hoc committee to explore the feasibility of creating a history wall in Kavli Theatre. The history wall project came about in an effort to commemorate the first 25 years of the Civic Arts Plaza Performing Arts Center and the role the various entities, people, and agencies have played – from Jungleland to TOARTS. The wall will capture the important landmark dates, people and events in perpetuity with the opportunity to showcase different video and photographs on 3 video monitors to further expand the history.

DISCUSSION/ANALYSIS:

- The Committee approached 6 different vendors to provide concept drawings and a budget proposal for this project.
- The west corridor of the ground floor of the Kavli Theatre between the two lighting booth doors has been chosen as the location for the 30' wall.
- Of the 6 vendors, 3 declined to bid because they didn't provide any 'free' concept designs/artwork.
- Of the 3 that we received quotes from, the Committee believes that Partners in Recognition is the most suited firm to do the work. They were professional and at their own cost provided a very thorough concept drawing complete with samples of the materials they are recommending. They additionally provide project management and help consult with their clients as to the most 'marketable' material to use, so that we can best tell the story as the audience would like to receive it.

- The history wall will be unveiled during the Civic Arts Plaza's 25th anniversary celebration in October 2019.

Funding

The \$60,000 budget (Attachment #1) for the history wall project will be underwritten through selling naming rights for the wall, which is expected to be priced at \$250,000 (\$25,000 per year for 10 years).

Attachment:

Attachment #1 – Partners in Recognition artwork and budget proposal

2/6/2018

Represented By:
Chris Adams

Price Quotation

Niki Chopra Richardson
Development Director
Thousand Oaks Alliance for the Arts
2100 East Thousand Oaks Boulevard
Thousand Oaks, CA 91362

Quote # PIR10256.2 35th Anniversary

This proposal is for a laminate and acrylic history display.

The overall size is 25' 3" X 9' 1". The title is twenty-two 3 3/8" free-standing acrylic letters with a cream finish. They mount to two 94 1/2" X 10" Desert Landscape laminate base, one with printed logo. Also included is a brushed silver laminate clef, twelve purple and one hundred fifty-one cream freestanding acrylic letters.

There are two sections in inlaid White and Purplescent Pearl laminate with printed text and graphics. There are fifteen 43 1/2" laminate panels in shades of Desert Landscape, Grey Linen, Putty Tesseract, Purplescent Pearl and Nutmeg Tesseract with printed text and photos.

There are four shadow boxes with brushed silver laminate frame and tempered glass face measuring 14" X 45", 12" X 14 1/2" (2) and 17" X 17". In addition, there is a 94 1/2" X 16 1/2" Grey Linen laminate base that holds three 27" commercial grade monitors supplied by you that play looping content.

Total Investment - Display	\$46,380.97
Estimated Technology Costs Supplied by you	<u>\$1,095.00</u>
Estimated Total Investment	\$47,475.97

For installation by Custom Recognition add \$2,000.00.

Pricing is FOB origin and valid for twenty four months.

Quoted By Greg Accepted By _____
 Gregory J. Short Date _____
 P.O. Required? Yes No

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We need a place.

WE NEED A PLACE WHERE WE CAN PERFORM.

WE NEED A PLACE WHERE WE CAN EXHIBIT.

WE NEED A PLACE WHERE WE CAN SIMPLY COME TOGETHER...

AND KNOW WHO WE ARE AND WHAT WE CAN DO AND WHAT WE CAN BE...IN THIS PLACE.

- DR. RAYMOND M. OLSON

OUR STORY



1926 JUNGLELAND

Jungleland was a private zoo, animal training facility and animal theme park in Thousand Oaks, California, owned by Dr. Raymond M. Olson. The zoo was located on the site of the Thousand Oaks Civic Arts Plaza. It was the site of the first theatrical production in the area, the play "The Jungle" by Dr. Olson. The zoo was closed in 1951, and the site was later used for the construction of the Civic Arts Plaza.

The facility later became a theme park, opened to the public in 1926. Wild animal shows entertained thousands in the venue and more. Jungleland closed in October 1951, because of competition from other Southern California amusement parks, and because the facility "didn't blend in with the increasingly urban character of Thousand Oaks. Landel retained ownership of the land, which was eventually sold to the city to become the Civic Arts Plaza and other developments.

February 19, 1981

The Alliance for the Arts is created. Dr. Raymond M. Olson is named Chairman of the Board of Directors. Further information regarding this will be written in this area. Further information regarding this will be written in this area. Further information regarding this will be written in this area.

MAY 1985

The Alliance for the Arts is officially endorsed by the Thousand Oaks Council and City Redevelopment Agency as the organization responsible for the design and construction of the Civic Arts Plaza. Further information regarding this will be written in this area. Further information regarding this will be written in this area. Further information regarding this will be written in this area.



October 1991

Groundbreaking Ceremony for the Civic Arts Plaza. Further information regarding this will be written in this area. Further information regarding this will be written in this area. Further information regarding this will be written in this area.

October 23, 1994

Grand Opening of the Civic Arts Plaza. Further information regarding this will be written in this area. Further information regarding this will be written in this area. Further information regarding this will be written in this area.

FRIENDS OF THE CIVIC ARTS PLAZA

1998

Mr. Paul Galt joins the Alliance to help raise the funds needed to build the Civic Arts Plaza. Further information regarding this will be written in this area. Further information regarding this will be written in this area. Further information regarding this will be written in this area.

February 2001

Artists and the Alliance for the Arts program was founded by Dr. Raymond M. Olson and Dr. Michael Campbell. Further information regarding this will be written in this area. Further information regarding this will be written in this area. Further information regarding this will be written in this area.

March 2002

Artists agree to produce and broadcast one hour TV show for the Alliance entitled "Civic Arts". Further information regarding this will be written in this area. Further information regarding this will be written in this area. Further information regarding this will be written in this area.

October 7, 2006

City of Thousand Oaks and ARTA with Michael Campbell

November 2009

10th Anniversary of the opening of Civic Arts Plaza featuring Barbara Finner



RFP # PIR10256 (km)

Thousand Oaks Alliance for the Arts

11.8.17

SYSTEM: Permanent

DISPLAY SIZE: 211.5" w x 109" h

OVERALL SPACE AVAILABLE: 360" w x 168" h

gagp inc.com

back to design by Partisans Inc. Designers, Inc.

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Dr. Raymon M. Olson Performance Credit Grants

2018-19 Grant Cycle

Grantee	2018-19 Request	2018-19 Funding	% of Request
5-Star Theatrical	60,000.00	45,000.00	75%
California Lutheran University	10,000.00	5,000.00	50%
Conjeo Chinese Cultural Association	2,500.00	2,500.00	100%
Conejo Schools Foundaiton	40,000.00	20,000.00	50%
Conejo Valley Youth Orchestra	9,000.00	9,000.00	100%
Music Teach Association of California, Conego Valley Branch	1,800.00	1,200.00	67%
New West Symphony	108,000.00	45,000.00	42%
Pacific Festival Ballet	40,000.00	20,000.00	50%
Performances To Grow On	15,000.00	13,000.00	87%
The Village Voices	4,500.00	3,500.00	78%
Thousand Oaks Philharmonic	55,709.00	9,000.00	16%
TOTAL:	\$ 346,509.00	\$ 173,200.00	50%



BOARD MEETINGS, EVENTS AND PROJECTS CALENDAR

Updated 6/8/18

JUNE 2018

Ad Hoc Arts Education Committee

- Prepare draft arts education plan.

Projects

- Prepare draft of FY 2018-19 operating budget.
- Distribution of CAP Presents summer/fall programming update.
- Staff prepares draft of TOARTS Work Plan staff report for 7/10 City Council meeting.
- Issue RFP for branding and communications plan.

JULY 2018

City Council Meeting – TOARTS Work Plan

Tuesday, July 10, 2018 – 6:00 pm, Scherr Forum

Board Meeting

Thursday, July 12, 2018 – 8:00 am, Acorn Room

- Approve FY 2018-19 operating budget.
- Approve arts education plan and budget for FY 2018-19.
- Form Ad Hoc Marketing Committee to review branding and communication plan proposals.
- Review strategic plan tasks for FY 2018-19.

AUGUST 2018

Board Meeting

Thursday, August 9, 2018 – 8:00 am, Acorn Room (Tentative)

Projects

- Placement of resident company ads in Acorn and Ventura County Star.
- Finalize contract with branding consultant.

SEPTEMBER 2018

Board Meeting

Thursday, September 13, 2018 – 8:00 am, Acorn Room

- Agenda and goals of September strategic planning retreat

Kids & The Arts – DLUX Puppet’s “Alice In Wonderland”

Wednesday, September 26, 2018 at 10:00 a.m. and 11:30 a.m. – Scherr Forum

Advisory Council Meeting

Friday, September 28, 2018 – 8:00 am, Founders Room

Annual Board Retreat

To be determined

Projects

- Distribution of CAP Presents fall programming update.

OCTOBER 2018

Board Meeting

Thursday, October 11, 2018 – 8:00 am, Acorn Room

- Establish Ad Hoc Nominating Committee to review candidates to fill vacant Director seats effective January 1, 2018.
- Approve marketing/branding plan and budget for FY 2018-19.

NOVEMBER 2018

Board Meeting

Thursday, November 8, 2018 – 8:00 am, Acorn Room

Arts In The Schools – National Geographic Live / Mark Synnott

Friday, November 9, 2018 – time and location TBD

DECEMBER 2018

Board Meeting

Thursday, December 13, 2018 – 8:00 am, Acorn Room

- Election of Board Directors to fill vacant seats effective January 1, 2019.
- Election of Board Chair and Treasurer for two-year terms ending December 31, 2020.

JANUARY 2019

Board Meeting

Thursday, January 10, 2019 – 8:00 am, Acorn Room

- Approve budget for 2019 Angels of the Arts luncheon.
- Approve budget for 2019 Producers Club luncheon.

Arts In The Schools – National Geographic Live / Bertie Gregoary

Friday, January 24, 2019 – time and location TBD

FEBRUARY 2019

Board Meeting

Thursday, February 14, 2019 – 8:00 am, Acorn Room

Advisory Council Meeting

Wednesday, February 13, 2019 – 8:00 am, Founders Room

Arts In The Schools – National Geographic Live / Kara Cooney

Friday, February 22, 2019 – time and location TBD

MARCH 2019

Board Meeting

Thursday, March 14, 2019 – 8:00 am, Acorn Room

Arts In The Schools – National Geographic Live / Thomas Peschak

Friday, March 15, 2019 – time and location TBD

Kids & The Arts – Experiential Theater Company’s “Journey to Oz”

Tuesday, March 26, 2019 at 10:00 a.m. and 11:30 a.m. – Scherr Forum

APRIL 2019

Board Meeting

Thursday, April 11, 2019 – 8:00 am, Acorn Room

MAY 2019

Board Meeting

Thursday, May 9, 2019 – 8:00 am, Acorn Room

FUTURE PROJECTS

History Wall Project

- a. Approve design concept.
- b. Develop content for placement on the wall.
- c. Launch fundraising effort to fund the project
- d. Installation of History Wall – August/September 2019
- e. Unveil the History Wall – September 2019

YEAR ONE ACTION TIMELINE

TASK	RESPONSIBILITY	DEADLINE	✓
Develop membership program	Staff (NR)	Oct 2017	✓
Approve membership levels and benefits	Board	Oct 2017	✓
Create and appoint members to Development Committee	Board	Nov 2017	✓
Appoint members to Nominating Committee	Board	Nov 2017	✓
Develop website design, navigation structure and content	Staff (CD, NR)	Nov 2017	✓
Review Arts Education Committee description	Board	Dec 2017	✓
Create and appoint members to Arts Education Committee	Board	Dec 2017	✓
Review Founders Services Committee description	Board	Dec 2017	✓
Create and appoint members to Founders Services Committee	Board	Dec 2017	✓
Review content and test navigation of website	Board, Staff	Dec 2017	✓
Development Committee begins meeting	Committee, Staff (NR)	Jan 2018	✓
Begin sales of sponsorships for ASK event	Board, Staff (NR)	Jan 2018	✓
Donor Services Committee begins meeting	Committee, Staff (KS, DB, NR)	Jan 2018	✓
TOARTS website goes live	Staff (CD, NR)	Jan 2018	✓
Develop draft Theatre Performance Credit guidelines	Staff (BM, NR)	Jan 2018	✓
Prepare budget for BAPAC season brochure	Staff (CD)	Jan 2018	✓
Provide input into TOARTS branding concepts	Board	Feb 2018	✓
Approve funding for BAPAC season brochure	Board	Feb 2018	✓
Identify table captains for ASK event.	Board, AC, Staff (NR)	Feb 2018	✓
Arts Education Committee begins meeting	Committee, Staff (BM)	Feb 2018	✓
Approve Theatre Performance Credit program guidelines	Board	Feb 2018	✓
Develop fundraising plan (including major gifts)	Committee, Staff (NR)	Mar 2018	✓
Approve arts education plan	Board	Apr 2018	C
Approve FY2018-19 development plan	Board	May 2018	✓
Approve Founder Services enhanced benefits	Board	May 2018	✓
Develop TOARTS branding concepts and style guide	Staff (CD, NR, BM)	Nov 2018	C
Develop marketing plan	Staff (CD, NR)	Nov 2018	C
Approve FY2018-19 marketing plan	Board	Dec 2018	