



**THOUSAND OAKS ALLIANCE FOR THE ARTS  
REGULAR BOARD MEETING  
Thursday, August 13, 2020; 8:00am  
Teleconference/Video Conference**

**Public advisory: Thousand Oaks Civic Arts Plaza meeting spaces are closed to the public.**

Pursuant to the Governor's Executive Order N-29-20, the August 13, 2020, meeting of the Thousand Oaks Alliance for the Arts (TOArts) will be conducted via teleconference and/or video conference. Committee members will be participating via teleconference and/or video conference.

If you would like to submit written comments on an agenda item, you may send an email to [iserret@toaks.org](mailto:iserret@toaks.org) (please indicate the agenda number in the subject line). To give staff adequate time to provide your comments to the committee members at the meeting, please submit your comments prior to 7:00am the day of the meeting.

If you would like to speak on an agenda item during the meeting, please advise staff at [iserret@toaks.org](mailto:iserret@toaks.org) or by calling the staff liaison at (805) 449-2767 prior to 7:00am on the day of the meeting. You will be sent instructions for joining the meeting and may be asked to provide a telephone number where you may be reached when the item is being discussed at the meeting. Persons addressing TOArts are requested to state their name and community of residence for the record.

Please be advised that communications directed to TOArts are public records and are subject to disclosure pursuant to the California Public Records Act and Brown Act unless exempt from disclosure under the applicable law. Communications will NOT be edited for redactions; will be printed/posted as submitted.

Pursuant to the Executive Order, and in compliance with the Americans with Disabilities Act (ADA), if you need special assistance to participate in the TOArts meeting, please contact the Cultural Affairs Department (805) 449-2767 within 48 hours of the meeting.

**Agenda Availability:** The Thousand Oaks Alliance for the Arts agenda is posted at the entry to the Civic Arts Plaza/City Hall, 2100 E. Thousand Oaks Boulevard, Thousand Oaks [main posting location pursuant to the Brown Act, G.C. 54954.2(a)]. Agenda packet and minutes are available on the TOArts website at [www.toarts.org](http://www.toarts.org).



**THOUSAND OAKS ALLIANCE FOR THE ARTS  
REGULAR BOARD MEETING**

Thursday, August 13, 2020 – 8:00 A.M.  
Thousand Oaks Civic Arts Plaza – Acorn Room  
2100 Thousand Oaks Blvd., Thousand Oaks, California

**Public advisory: City of Thousand Oaks meeting facilities are closed to the public,  
this meeting will be conducted telephonically**

**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 David Mead, Treasurer John Bradley, Secretary Eloise Cohen, Board directors Al Lowe and Janet Scherr.
- 3. PUBLIC COMMENTS**
- 4. MINUTES**
  - A. Approve minutes from the July 9, 2020 regular Board meeting.
- 5. BOARD BUSINESS**
  - A. MARKETING/BRANDING**
    - I. Update on implementation of Marketing/Branding Plan
    - II. Approve proposed amendments to TOArts Mission and Vision Statements
  - B. COMMITTEES**
    - I. Ad Hoc Arts Education Committee –
      - a. Approve expenditure, not-to-exceed \$6,000, for marketing the AxxsArts Program for arts education grants
    - II. Ad Hoc Nominating Committee – Update

**C. FINANCE**

- I. Monthly Financial Update

**D. DEVELOPMENT**

- I. Development Activities – Update

**E. PROGRAMMING**

- I. TOArts Presents programming - Update

**6. BOARD CALENDAR**

- A. Additions or revisions to the calendar.

**7. OTHER BUSINESS**

**8. BOARD MEMBER COMMENTS**

**9. ACTING EXECUTIVE DIRECTOR COMMENTS**

**10. REVIEW AGENDA FOR NEXT MEETING** September 10, 2020 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](http://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.



**ACTION MINUTES**

**THOUSAND OAKS ALLIANCE FOR THE ARTS  
REGULAR BOARD MEETING**

Thursday, July 9, 2020; 8:00 AM  
Thousand Oaks Civic Arts Plaza – Acorn Room  
2100 Thousand Oaks Blvd., Thousand Oaks, California

Pursuant to the Governor’s Executive Order N-29-20, the July 9, 2020, meeting of the Thousand Oaks Alliance for the Arts (TOARTS) was conducted telephonically. TOARTS Board Directors were participating telephonically and were not physically present.

**AGENDA**

1. **CALL TO ORDER:** Meeting was called to order at 8:01 am.
2. **ROLL CALL:** Present – Chair Leanne Neilson, Vice Chair David Mead, Treasurer John Bradley, Secretary Eloise Cohen and Directors Al Lowe, and Janet Scherr. Staff Present: Jaime Boscarino, Blanca Gomez, Patrick Hehir, Elisa Magaña, Niki Richardson, and Jonathan Serret.
3. **PUBLIC COMMENTS** - None
4. **MINUTES** – Board reviewed the minutes from the June 11, 2020 Regular Board meeting  
**MOTION:** Cohen made a motion to approve the minutes of the June 11, 2020 Regular Board meeting, seconded by Mead; approved 6-0.
5. **BOARD BUSINESS**
  - A. **FINANCE**
    - I. Monthly Financial Reports – Bradley provided an overview of the monthly financial reports, year-to-date budget, and investments.
  - B. **COMMITTEES**
    - I. **Ad Hoc Arts Education Committee** –
      - a. Development Director provided an update on the arts education grant program being developed with Creativity Works, in consultation with the Conejo Valley Unified School District (CVUSD). The program will start with virtual arts offerings which will reach all Elementary students, estimated at 6,700 students, with the potential for community arts organizations to be curriculum partners.

- b. Development Director explained the process undertaken with Creativity Works, LLC to develop the Arts Education Grant Program. There is additional work needing to be completed, which exceeds the previous expenditure which was approved at the December 12, 2019 TOArts Board Meeting. Development Director requested an increase in the expenditure, not-to-exceed \$2,000 for continued work with Creativity Works, LLC to complete the Arts Education Grant framework.

**MOTION:** Bradley made a motion to increase the expenditure for the completion of the Arts Education Grants framework, not-to-exceed, \$2,000; seconded by Cohen, approved 6-0.

- c. Development Director provided an overview of the Arts Education Grant program and how the services would be provided virtually to CVUSD Elementary students. Funding will be provided through an MOU with CVUSD and the schools; each school will be responsible for coordinating their arts curriculum within the limits of the funding provided by TOArts. The cost of the program is estimated at \$35,000.

**MOTION:** Bradley made a motion to authorize the expenditure, not-to-exceed \$35,000, with administrative costs coming from the TOArts operating budget rather than the arts education budget. The motion was amended to authorize the expenditure, not-to-exceed \$35,000, pending the approval of the program concept by the primary donor; seconded by Cohen, approved 6-0.

- II. **Ad Hoc Nominating Committee** – Cohen provided an update on the nominating committee meeting. The committee is working to schedule a “blue-ribbon” workshop to solicit feedback from members of the community and the advisory council on what qualities and capacity should be sought from prospective new Board members. The virtual workshop will be noticed, as such, and will be scheduled for July 28, 2020 to begin at 8:30am.

#### **C. DEVELOPMENT**

- I. Development Activities – Development Director provided an update on additional activity, including working with Netzel Grigsby Associates and the Development Task Force in preparation for a meeting later in July.

#### **D. PROGRAMMING**

- I. CAP Presents programming – Acting Executive Director provided an update on TOARTS’ programming for FY2020-21 and FY2021-22.

#### **6. BOARD CALENDAR – No Action Taken**

**7. OTHER BUSINESS** – No Action Taken

**8. EXECUTIVE DIRECTOR COMMENTS** –

**9. BOARD MEMBER COMMENTS** – Board member comments included suggestions for potential drive-in fundraisers and virtual events which can be conducted in compliance with Covid-19 health department restrictions. Staff will consult with individual Directors to get input and will evaluate viability of the potential events.

**10. DISCUSSION OF MOU SECTION 6A and 6B: SALARY AND BENEFITS** – No Action Taken

**11. AGENDA FOR NEXT MEETING** –

**12. ADJOURNMENT** – In the memory of former Alliance for the Arts Board member and Chair, Richard Williams, this meeting was adjourned at 9:36 am to the next regular TOArts Board meeting scheduled for August 13, 2020 at 8:00am.



2100 E Thousand Oaks Blvd  
Thousand Oaks, CA 91362

p 805-449-2590  
f 805-449-2750

artsinfo@toarts.org  
toarts.org

f @ThousandOaksArts  
i @ThousandOaksArts

## **AGENDA ITEM # 5.A.II**

**TO:** TOArts Board of Directors  
**FROM:** Niki Richardson  
**DATE:** 8/13/2020  
**SUBJECT:** Recommend Approval of updated Mission and Vision Statement

### **BACKGROUND:**

In 2019, TOArts contracted the services of IE Design to do a complete overhaul of our brand from recommendations that came directly from the Advisory Council. IE Design was tasked with a complete overhaul to TOArts' look and feel in an effort to clarify our position in the community.

Last year, the marketing committee presented recommendations to the board whereby the board approved and voted in the new TOArts logo (see masthead above) and mission statement.

In light of our new efforts to boost arts education for elementary schools in our community, IE Design has recommended, and the marketing committee has approved a minor tweak to this mission statement to reflect our expanded mission:

**Current Approved Version:** To enrich lives and strengthen the fabric of the community through the cultivation and presentation of visual and performing arts at the Bank of America Performing Arts Center and beyond.

**Suggested Change:** TOArts enriches lives and strengthens the fabric of the community through **arts education** and the presentation **and support** of visual and performing arts at the Bank of America Performing Arts Center and beyond.

**Current Vision Statement:** To ensure that the Civic Arts Plaza is a "Place where the Arts Thrive for All".

**Suggested Change:** Our Guiding Vision: Where the Arts Thrive for All **OR** A Community Where the Arts Thrive for All

The performing arts have the profound ability to inspire performers and audiences alike to reach for the stars, discover new perspectives, and strengthen bonds between individuals through shared transformative experiences.

TOArts has an ambitious goal to broaden access and exposure to the performing arts for this and future generations. Strategically speaking we want to position TOArts and its programs as broad reaching... well beyond just the Civic Arts Plaza.

**RECOMMENDATION:** Approval of updated Mission and Vision Statement



2100 E Thousand Oaks Blvd  
Thousand Oaks, CA 91362

p 805-449-2590  
f 805-449-2750

artsinfo@toarts.org  
toarts.org

f @ThousandOaksArts  
i @ThousandOaksArts

## **AGENDA ITEM # 5.B.1.a**

**TO:** TOArts Board  
**FROM:** Niki Richardson  
**DATE:** 8/13/2020  
**SUBJECT:** Approve Expenditure not to exceed \$6,000 for Marketing Campaign for Virtual Arts Academy 2020-21

### **BACKGROUND:**

TOArts regular programming is at a standstill due to COVID19.

TOArts is partnering with CVUSD to provide a Virtual Arts Academy for CVUSD elementary schools (around 6,700+ kids) for 9 months of the 2020-21 school year.

This new partnership and program offer us a unique opportunity to make a very significant impact in the lives of thousands of youth and plans are moving forward to create curriculum for a September 8, 2020 launch into the schools. We expect to partner with local arts organizations like our resident companies and others to offer virtual arts programming for this upcoming school year.

It is important that we use this opportunity to increase awareness in our community about TOArts and its role in the arts.

**RECOMMENDATION:** Approval of an expenditure not to exceed \$6,000 to contract the services of a professional marketing and public relations company to provide direction and implementation of a three-month publicity campaign aimed at promoting the partnership with CVUSD and the implementation of a Virtual Arts Academy for all elementary schools in Conejo Valley.

**BUDGET:** Not to exceed \$6,000



**SEPTEMBER 2020**

**Board Meeting**

Thursday, September 10, 2020 – 8:00 am; Acorn Room

**Annual Board Retreat**

TBD

Prepare formal 3-year strategic plan.

**Advisory Council Meeting**

TBD

**Projects**

- Approve arts education plan.

**OCTOBER 2020**

**Board Meeting**

Thursday, October 8, 2020 – 8:00 am; Acorn Room

- Establish Ad Hoc Nominating Committee to review candidate to fill vacant Director seats effective January 1, 2021 and to make recommendations for Directors to be elected to Board Chair and Treasurer positions effective January 1, 2021.

**Projects**

- Distribution of CAP Presents program brochure.

**NOVEMBER 2020**

**Board Meeting**

Thursday, November 12, 2020 – 8:00 am; Acorn Room

- Approve 3-year strategic plan.

**DECEMBER 2020**

**Board Meeting**

Thursday, December 10, 2020 – 8:00 am; Acorn Room

- Election of Board Directors to fill vacant seats effective January 1, 2021.
- Election of Board Chair and Treasurer for two-years terms ending December 31, 2022.
- Discussion regarding future BAPAC capital improvements.

**Projects**

- Staff prepares draft of TOARTS Operations staff report for January 2021 City Council meeting.

**JANUARY 2021**

**Board Meeting**

Thursday, January 14, 2021 – 8:00 am; Acorn Room

- Review of TOARTS activities over previous six months.

**Projects**

Distribution of CAP Presents spring program brochure.

**Arts In The School – National Geographic Live**

**FEBRUARY 2021**

**Board Meeting**

Thursday, February 11, 2021 – 8:00 am; Acorn Room

**Gratitude Reception**

Wednesday, February 17, 2021; Scherr Forum Theatre

**MARCH 2021**

**Board Meeting**

Thursday, March 11, 2021 – 8:00 am; Acorn Room

**Advisory Council Meeting (tentative)**

TBD

**ASK Event**

Thursday, March 18, 2021 – 12:00pm-1:00pm; Los Robles Greens

**Arts In The School – National Geographic Live**

**APRIL 2021**

**Board Meeting**

Thursday, April 8, 2021 – 8:00 am; Acorn Room

**Arts In The School – National Geographic Live**

**MAY 2021**

**Board Meeting**

Thursday, May 13, 2021 – 8:00 am; Acorn Room

**Arts In The School – National Geographic Live**

**Projects**

- Prepare draft operating budget for FY 2021-22.
- Develop 3-year draft development plan.

**JUNE 2021**

**Board Meeting**

Thursday, June 10, 2021 – 8:00 am; Acorn Room

- Review draft of FY 2021-21 operating budget.

**Projects**

- Distribution of CAP Presents program brochure.
- Staff prepares draft of TOARTS Operations staff report for July 2021 City Council meeting.

**JULY 2020**

**Board Meeting**

Thursday, July 8, 2021 – 8:00 am; Acorn Room

**AUGUST 2020**

**Board Meeting**

Thursday, August 12, 2021 – 8:00 am; Acorn Room

- Review of TOARTS activities over previous six months.

**FUTURE PROJECTS**

- Board meets with City consultant regarding TOCAP campus recommendations.