



REPORT TO THE CITY COUNCIL

DATE: SEPTEMBER 22, 2010
TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL
FROM: GREG RAMIREZ, CITY MANAGER 
BY: AMY BRINK, DIRECTOR OF COMMUNITY SERVICES 
SUBJECT: CULTURAL ARTS INITIATIVE 2010

In December 2009, Mayor Koehler identified Arts and Culture in Agoura Hills, as part of his Mayoral goals. During the City's Budget Workshop on March 24, 2010, Mayor Koehler requested that an "Arts and Culture Program" be added to the work plan for staff in the next fiscal year. The Department of Community Services, along with the consulting firm Creative Hub, subsequently made a presentation to the City Council on how to commence such a "Cultural Arts Initiative." In June 2010, the FY 2010-11 Budget was approved and included \$25,000 earmark for the effort.

The Cultural Arts Initiative is a comprehensive means to the City developing a long term focus on arts and culture within the greater Agoura Hills community. Therefore, the Initiative will provide a roadmap that includes four components: (1) Creation of a Cultural Arts Council, (2) Branding the Cultural Arts Initiative and the programs that result from it, (3) Creation of a Cultural Arts Blueprint, and (4) Creation of a Cultural Artists Society.

The Community Services Committee has reviewed the Initiative and will be providing their comments on this item along with the presentation.

RECOMMENDATION

Staff respectfully recommends the City Council discuss and approve the Cultural Arts Initiative 2010.

Attachment: Cultural Arts Initiative 2010



CULTURAL ARTS INITIATIVE 2010

I. CULTURAL ARTS COUNCIL

1. Call for the formation of the Cultural Arts Council at the September 22 City Council Meeting
2. Applications will be accepted October 1-30, 2010.
3. Individuals will be interviewed, selected and recommended to City Council, by the Community Services Committee.
4. City Council will confirm CAC Members at the Reorganization Meeting, November 30, 2010.

II. BRANDING

1. Create a logo for the new Cultural Arts Initiative, which includes the Council and program.
2. The idea of "91301" is out there.

III. CULTURAL BLUEPRINT

1. Draft a Cultural Blueprint with input from City Council and the community through a workshop.
2. Cultural Blueprint will include information what the City of Agoura Hills offers already in the cultural arts arena - and, what arenas can/should be further developed.
3. Cultural Blueprint will also include assisting the City Council to further develop what their vision is of an Arts and Cultural Program.

IV. CULTURAL ARTISTS SOCIETY

1. Create and establish a "Cultural Artists Society."
2. This society can be as broad or specific as desired.
3. The purpose would be to fundraise for the arts, generate revenue, and to be the vehicle for possible future grants.