



Colton Hall Museum
and
Cultural Arts Commission

Minutes

Council Chamber
Few Memorial Hall of Records
Monterey, California

MONDAY, AUGUST 24, 2009

4:00 P.M.

Commissioners
Fatima Dias, Chair
Tandy Messenger, Vice-Chair
John Greenwald
Esther Rodriguez
Elizabeth Schneider
Sandra Solitario
Bill Wojtkowski
Ex-Officio Commissioners
Rose Marie Ansel
Erna Morris
Robert Reese
Morgan Stock

CALL TO ORDER – 4:00 PM

ROLL CALL- Commissioners present: Fatima Dias, Tandy Messenger, John Greenwald, Erna Morris, Elizabeth Schneider, Bill Wojtkowski
Commissioners absent: Robert Reese, Esther Rodriguez, Sandra Solitario, Morgan Stock, Rose Marie Ansel
Staff present: Jim Conway, Claire Rygg
Staff absent: Kim Bui-Burton

APPROVAL OF MINUTES

1. July 27, 2009 – ***Motion by Wojtkowski to approve the minutes. Second by Greenwald. Motion approved.***

PUBLIC COMMENTS

PUBLIC COMMENTS allows you, the public, to speak for a maximum of three minutes on any subject which is not on the agenda. Any person or group desiring to bring an item to the attention of the Commission may do so by addressing Commission during Public Comments or by addressing a letter of explanation to: Library Director, Monterey Public Library, 625 Pacific Street, Monterey, CA 93940. The appropriate staff person will contact the sender concerning the details.

None

REPORTS

2. Museum and Cultural Arts Division Activity Report – July 22 – August 15, 2009 – Greenwald mentioned the subcommittee on Monterey Conference Center art should meet again. Dias asked about the City's next steps with using electronic networking such as Facebook and marketing the City's heritage tourism and events. Conway mentioned that the Communications Department created a short informative video with the Museum staff presenting information on what its department does with the City and the cultural arts. Staff is researching the use of electronic wayfinding by tourists using their cell phones. Wojtkowski asked how much time does it take to prepare the activity report and Conway replied about three hours of staff time.

OLD BUSINESS

NEW BUSINESS

3. Approval of Guidelines and Timeline for 2010 Call for Art – ***Motion by Wojtkowski to approve the recommended guidelines and timeline and investigate other means of maximizing the use of the Alvarado Gallery without additional demands of staff time. Second by Messenger.***

4. Appointment of Sub-Committee for music selection – ***John Greenwald, Erna Morris and Elizabeth Schneider***

5. Approval of Staff Recommendation of Monterey Commercial Property Owners Association (MCPOA) proposal of monument on City of Monterey's Recreation Trail Recognizing the Booth Cannery and to Commemorate the 20th Anniversary – In discussing the location of the Booth Cannery, Bob Massaro shared that Tim Thomas of the Monterey History and Art Association is planning an interactive sign of the Booth Cannery as an accompaniment to the monument. Commissioner Wojtkowski asked that before the proposal goes to City Council, Massaro should contact Thomas and find out how the exhibit will tie in with the monument. ***Motion by Greenwald to accept the staff's conditional recommendation of the proposal of the monument. Second by Messenger.***
6. Operation and Control of Colton Hall – Commissioner Wojtkowski suggested staff monitor museum hours and report back in November with a more flexible staff schedule to increase visitor attendance. Conway will make a presentation of visitor attendance by the hour.
7. Discussion of Charging Nominal Fees for Special Events Held at Colton Hall – Conway reported that the City does not charge for public programs and donations are accepted for the Evening Music Concert Series. Wojtkowski suggested sending another letter to patrons requesting donations. Messenger suggested electronic transmission announcing sponsorship of event at Colton Hall or use Facebook and also make individuals aware that not everyone is contributing a donation based on the average amount of donations received per concert. Greenwald suggested asking for donations on the night of the concert. Morris reminded Commission that the free concerts are a great way to teach children about music. There was a consensus by the Commission to continue with staff's direction for not charging fees for public events and pursue charging fees to groups who have a non-museum event and also take a more active role in promoting the museum.

COMMISSIONER COMMENTS

Commissioner may ask a question for clarification, make a brief announcement or make a brief report on his or her activities. In addition, the Commission may provide a referral to staff or other resources for factual information, request staff to report back to the body at a subsequent meeting concerning any Cultural Arts or Colton Hall Museum matter, or direct staff to place a request to agendize a matter of business on a future agenda.

Dias: At the last Mayors' Meeting, I thanked the Neighborhood Improvement Program (NIP) for giving funds to the museum. NIP representative voiced concerns on distribution of funds in conflict with their priorities.

Messenger: A question was raised as to why the Golden State Theater funds were no longer being distributed through the Cultural Arts Commission but now through Housing and Property Management. I feel that there is no true definition of GST's cultural arts program. Main concern why \$100K was awarded to GST and \$15K from the City's budget could not be given to support museum staff.

Greenwald: What happened to the cultural arts grant money when the Monterey Green Action did not show the films? Conway replied the funds were returned to the General Fund.

Morris: Could we have weddings at Colton Hall for and charge? Conway replied no but the public is welcome to use Friendly Plaza.

NEXT MEETING

Colton Hall and Cultural Arts Commission Meeting – Monday, September 28, 2009 – 4:00 pm – City Council Chambers

ADJOURNMENT – 5:18 PM

The Colton Hall Museum and Cultural Arts Commission meeting packet may be reviewed by the public at the Library. Information distributed to the Commission becomes part of the public record. A copy of written material, pictures, etc., should be provided for this purpose.

The City of Monterey is committed to include the disabled in all of its services, programs and activities. Please speak to the Museum Division at **646-5648** 24 hours in advance of the meeting to make the necessary arrangements.

CITY OF MONTEREY'S 24-HOUR SUGGESTION HOTLINES:

Voicemail: 646-3799
FAX: 646-3793
Email: suggest@ci.monterey.ca.us
WebPage: <http://www.monterey.org>

UPCOMING MEETINGS AND EVENTS

2009 SCHEDULE

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| Monday, August 24 | 4:00 pm Cultural Arts Commission – regular meeting – City Council Chambers |
| Friday, September 25 | 5:30 pm Alvarado Gallery Opening |
| Monday, September 28 October 8 – 11 | 4:00 pm Cultural Arts Commission – regular meeting – City Council Chambers History Fest |
| Monday, October 26 | 4:00 pm Cultural Arts Commission – regular meeting – City Council Chambers |
| Monday, November 23 | 4:00 pm Cultural Arts Commission – regular meeting – City Council Chambers |
| Thursday, December 10 | 5:00 pm Christmas in the Adobes |
| Saturday, December 12 | 5:00 pm Christmas in the Adobes |

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| Post agenda: | City Hall, www.monterey.org |
| Distribute agenda: | Commission reading packet |
| Distribute agenda packets: | Colton Hall and Museum of Cultural Arts Commission, Library Director, Assistant Director, Museum & Cultural Arts Manager |