



TOWN OF PORTOLA VALLEY
Cultural Arts Committee Special Meeting
Thursday, February 10, 2022, 1:00 PM
Videoconference Meeting

CULTURAL ARTS COMMITTEE SPECIAL MEETING AGENDA

Remote Meeting Covid-19 Advisory: On September 16, the Governor signed AB 361, amending the Ralph M. Brown Act (Brown Act) to allow legislative bodies to continue to meet virtually during the present public health emergency. AB 361 is an urgency bill which goes into effect on October 1, 2021. The bill extends the teleconference procedures authorized in Executive Order N-29-20, which expired on September 30, 2021, during the current COVID-19 pandemic and allows future teleconference procedures under limited circumstances defined in the bill. Portola Valley Town Council and commission and committee public meetings are being conducted electronically to prevent imminent risks to the health or safety of attendees. The meeting is not available for in-person attendance. Members of the public may attend the meeting by video or phone linked in this agenda.

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Join Zoom Meeting

<https://us06web.zoom.us/j/81361419875?pwd=MTVaaWVMMSXV1N043dkE5NjROY3Y3UT09>

Phone into Zoom:

1-669-900-6833

1-877-853-5247 (toll free)

*Mute/Unmute – Press *6 / Raise Hand – Press *9*

Meeting ID: 813 6141 9875

Password: 296310

- 1. Call to Order & Roll Call**
- 2. Oral Communications (anything not currently on the agenda)**
- 3. Approval of prior meeting minutes:**
 - Thursday January 20, 2022, via Zoom
- 4. New February 2022 Business:**
 - Additional new CAC member: Phil Barth
 - Jeremy – Kids Movie Night - Heidi
 - PV Donates for 2022 Fundraising
 - PV Palooza Planning and Fundraising
 - Summer Concert Series 2022 Planning
 - Local artists collection and photography / archives – Sue Chaput
 - Update from Subcommittee (Sue, Ryan, Mimi, Jerrie)

Other Business: None

Announcements: None

Date & Time of Next Meeting: March 10, 2022 (normally scheduled date)

Adjournment:



TOWN OF PORTOLA VALLEY
Cultural Arts Committee Meeting
January 20, 2022
1:00 PM via Zoom

CULTURAL ARTS COMMITTEE MEETING MINUTES

Call to Order: The meeting was called to order at 1:05 PM

Roll Call:

Committee Members: John Badger, Ryan Breen, Sally Stewart, Sue Chaput, Jerrie Welch, Mimi Breiner

Town Support: Sarah Wernikoff

Guests: none

Oral Communications:

- none

Approval of Minutes:

- Sue moved to approve the minutes for the Dec 9, 2021 meeting. Jerrie seconded, followed by unanimous approval.

Old Business: None

New January 2022 Business:

- Jeremy – Kids Movie Night – Heidi
 - Planning in progress incl. Farmers Mkt & Library along with CAC; ideas – coordinate with Heidi
- PV PALOOZA Planning & Fundraising
 - 2020 Town Council resolution authorizing PV Palooza is still valid (confirmed by Jeremy)
 - Fundraising with LOCAL businesses. John will follow-up on fundraising leads from Paige.
 - Need a presentation (brochure or site) to communicate what is PV Palooza and what the sponsorship levels are: Silver, Gold, Platinum

- John Proposes the following levels:
 - Silver \$750 - 12 sponsors
 - Logo on posters, banners, stages, emails, website (listed as silver sponsor)
 - Gold \$1250 - 8 sponsors
 - Above, plus...
 - Sponsor one band: Announcement of sponsor during performance
 - Platinum \$1750 - 4 sponsors
 - Above, plus...
 - Physical presence of table or stand (ice cream stand for example)

That's \$26k —> about right but still need to build a budget. Expecting to pay \$200 per musician for the day.

There is also the opportunity for people to donate via the PV Donates mechanism. Need to understand how to do this. Ecommerce mechanism?

John presented the presentation that was given to the Town Council in 2022.

- Summer Concert Series 2022 Planning
 - To be on the performance lawn
 - Dates are July 14, Aug 25 and Sept 15 → next FY
 - Bands: Michigan Rattlers, Gold Souls, Alex Lucero (Electric Boots had to drop out, so Gold Souls was substituted)
 - Order (which bands on which dates) is still unknown
- Local artists collection and photography / archives – Sue Chaput
 - Collect art for Friends of the PV Library
 - Sue to send a letter to photographers.
 - Needs space and dedication to local art – save fabulous art
 - Shelly Breiner, Dan Quinn, etc.
 - Mimi & Sue met
 - Ryan - focus on history
 - Jerrie to join subcommittee
 - Need a techie on the team – JB to reach out to Phil Barth to see if he can join the CAC

- Will probably need a way to host photos independent of the town website

Other Business: Kyle is no longer on the CAC

Announcements: None

Adjournment: 1:59 PM

Date & Time of Next Meeting: December 9, 2021 at 1:00 pm (as per normal schedule)

PV Donates

Portola Valley was founded on the principle of citizen involvement in the governance of the Town. That spirit remains a core element of Portola Valley's DNA, with dozens of volunteers supporting all elements of the Town's operations.

This spirit of participation is also evident in the number of residents who have made financial donations to countless efforts, projects, and programs. Whether it is funds bequeathed to the Town's open space efforts, or contributions by residents to rededication a new Town Center, residents have time and time again contributed to those projects and programs that make Portola Valley exceptional.

However, not every resident has the time to volunteer or the resources to make a major contribution to the community. As many surrounds cities have programs that allow their residents to make small donations to discreet projects, staff began exploring how a similar program, adapted to Portola Valley's unique character, could be created.

What is PV Donates?

PV Donates is a small-scale donation program that provided residents a mechanism to show their appreciation for the community through specific, tailored projects, programs and events. Each Town committee and commission recommends to the Town Council three items for inclusion in the PV Donates program. Residents can make any donation to those projects that resonate, at any amount.

How are projects chosen?

Each committee and commission can recommend to the Town Council its ideas for inclusion that reflect their goals for that year. The Town Council may adopt those recommendations, and include ideas of their own.

How much do each of these projects and programs cost?

No project or program included in PV Donates costs more than \$10,000 to fully fund.

How many projects, etc. can a committee or commission recommend?

Each body can recommend up to three to inclusion for fundraising/donation.

What is a project is fully funded and donated moneys remain?

Remaining funds would be distributed to projects recommended by the body; should there be overall funds still available, they may be made available to support the remaining projects in other areas of interest.

May a resident make a general donation to support a body's projects and programs?

Yes; funds will be held to support such a donation.

How will donations be acknowledged?

All donations will be acknowledged on the Town's PV Donates website; no physical markers or signage will be used for such acknowledgement.

Are donations tax exempt?

Yes.