



# CITY OF HUNTINGTON BEACH

2000 MAIN STREET

CALIFORNIA 92648

COMMUNITY SERVICES DEPARTMENT

(714) 536-5486

## HUNTINGTON BEACH ALLIED ARTS BOARD MEETING MINUTES

**Wednesday, June 16, 2016 | 6:00 PM**  
**538 Main Street**  
**Huntington Beach, CA 92648**

### MEETING ASSISTANCE NOTICE – AMERICANS WITH DISABILITIES ACT

In accordance with the Americans with Disabilities Act the following services are available to members of our community who require special assistance to participate in Allied Arts Board meetings. If you require special assistance, 48-hour prior notification will enable the city to make reasonable arrangements. To make arrangements for an assisted listening device (ALD) for the hearing impaired, American Sign Language interpreters, a reader during the meeting and/or large print agendas, please contact the City Clerk's Office at (714) 536-5227, or request assistance from the Sergeant-at-Arms at the meeting.

#### **A. CALL TO ORDER**

Hamil called the meeting to order at 6:04 pm at which time a quorum was met.

#### **ROLL CALL**

**MEMBERS:** Adams, Baker, Eng, Hamil, K. Rudin, M. Rudin, Skerik  
**LIAISONS:** None  
**CITY STAFF:** Hoffman, Gomez  
**ABSENT:** McCullough, Stip

#### **B. PRESENTATIONS/INTRODUCTIONS/COMMENTS**

None

#### **C. MINUTES**

1. Hamil asked for a motion to accept the minutes for the April 20, 2016 board meeting. K. Rudin moved to approve the minutes and Adams seconded the motion. The motion passed.

### NOTICE TO THE PUBLIC

The Allied Arts Board welcomes public comments on all items on this agenda or of community interest. We respectfully request that this public forum be utilized in a positive and/or constructive manner. Please focus your comments on the issue or problem that you would like to bring to the attention of the Allied Arts Board. Negative comments directed at individuals are not acceptable.

#### **D. ORAL COMMUNICATIONS: None.**

Public Comments – The Allied Arts Board welcomes public comments. Three minute time limit per speaker. No action can be taken by the Allied Arts Board on this date unless agendaized. This is the time to address the Allied Arts Board regarding items of interest or on agenda items other than public hearings.

Hamil said that she will reach out to Council liaison Delgleize to keep her apprised of the AAB's efforts.

## **E. ADMINISTRATIVE ITEMS**

### **1. Nomination and Elections of Officers (Chair and Vice Chair)**

Board Members discussed possible nominees. Gomez reported that Stip submitted her vote via email proxy.

**Motion:** Skerik moved to elect Hamil as Chair for the fiscal year July 1, 2016 – June 30, 2017. M. Rudin seconded the motion. All in favor.

**Ayes:** Adams, Baker, Eng, Hamil, K. Rudin, M. Rudin, Skerik  
**Noes:** None

**Motion:** K. Rudin moved to elect M. Rudin as Vice Chair for the fiscal year July 1, 2016 – June 30, 2017. Hamil seconded the motion. All in favor.

**Ayes:** Adams, Baker, Eng, Hamil, K. Rudin, M. Rudin, Skerik  
**Noes:** None

## **F. CURRENT ITEMS**

### **1. Allied Arts Awards 2014/2015**

#### **a. Event Update:**

- Hamil reported that she and K. Rudin met as the Event Committee. In order to keep the event on schedule, the reception will begin at 6:30 pm with the program starting promptly at 7:00 pm. Discussion of the evening's timeline ensued.
- Hamil discussed a conversation she had with Slama regarding logistics at the new Senior Center in Central Park (SCCP), including what items the venue will supply and what the AAB will need to supply. Hamil said the AAB will need to supply the following: staff for the reception, bartending, serving and a photographer. Gomez to ask Slama for the height of the stage.
- Discussion moved to the slideshow and the location of the monitor and screen. The SCCP screen location may not be ideal for the event. Suggestions were made to bring in a portable screen or project onto the back wall.
- Hoffman purchased certificate frames for the awards through the Aaron Bros. Once Cent Sale provided through Slama's budget.
- More nomination forms than in previous years were sent out. The list included HBAC's Artist Council and the BID for ArtWalk artists in addition to the standard list.

**b. Committee Updates:**

- The group discussed donations and the program ad sales. The Program Committee will meet soon. Gomez to send the sales ad form to the Committee for revisions.
- The Event Committee will meet at the end of July.

**2. The Arts Report for City Council**

- a. No reports at this time.

**H. NEW BUSINESS/WRITTEN COMMUNICATIONS**

1. None

**I. COMMITTEE REPORTS**

**Social Media Update:**

1. Baker provided the social media report, distributing a handout showing types of posts that should be made. Statistics indicate there is a rise in the demographic age of followers on Facebook. The page currently has 300 followers. When sharing from one page to another has a potential reach of 20,000 if done properly, but when not sharing, only reaching approximately 10 followers due to Facebook's new algorithms. Additional posting stats were discussed.

**J. CULTURAL UPDATES**

1. **Art Center/Art Walk** - Kate Hoffman, Executive Director/Committee Member
- a. Hoffman reported on the current exhibition, *Time Lines*, saying it was well received.
- b. The next exhibition is the 3<sup>rd</sup> annual Artist Council exhibit entitled *Rhythm, Sound & Music* and runs July 23 – August 27, 2016. Baker is one of the jurors selecting the artwork. The closing is scheduled as an Art in the Park festival. Discussion ensued on how the AAB can be involved in the events. One suggestion was via real-time social media and a possible information booth.
3. **HBAC Foundation** – Dale Skerik, HBAC Foundation Member
- a. The HBAC has a strategic planning meeting scheduled for June 16.

**K. ITEMS DISTRIBUTED TO THE BOARD**

1. Rhythm, Sound, Music post card
2. Social Media handout
3. Allied Arts Awards event timeline/logistics report

**L. AGENDIZED**

1. Social Media Report
2. Allied Arts Awards Update & Committee Reports

**M. NEXT MEETING DATE**

The next regular business meeting will be Wednesday, August 17, 2016 at 6:00 p.m. at the HB Art Center, located at 538 Main Street, Huntington Beach.

**N. ADJOURNMENT**

With no further business to discuss, Hamil adjourned the meeting at 7:48.

Respectfully submitted,

Charlene Gomez  
Recording Secretary

**IF YOU ARE UNABLE TO ATTEND THE BOARD MEETING THIS MONTH, PLEASE  
CONTACT THE RECORDING SECRETARY AT 536-5434. THANK YOU!**