



Item No. 10 Town of Atherton

CITY COUNCIL STAFF REPORT – CONSENT AGENDA

**TO: HONORABLE MAYOR AND CITY COUNCIL
GEORGE RODERICKS, CITY MANAGER**

FROM: ROBERT BARRON III, FINANCE DIRECTOR

DATE: SEPTEMBER 21, 2016

**SUBJECT: APPROVAL OF THE ATHERTON ARTS FOUNDATION BUDGET
REQUEST - FY 2016-2017**

RECOMMENDATION

Approve the FY 2016-2017 Budget Request from the Atherton Arts Foundation in the amount of \$10,745.

BACKGROUND

The Atherton Arts Foundation (AAF) was founded in 2009 for the promotion of arts in the Atherton Community. It is a public benefit non-profit organization that promotes art programming and awareness within the community.

Staff recently received the FY 2016-2017 budget request from the AAF. The proposed AAF budget was approved at their July 26, 2016 board meeting. The AAF used a portion of the funds received from the Evan Creative Trust in FY 2015-2016. Total expenditures were \$3,627, as the Foundation was continuing to work on its programming and art acquisitions for the Town.

A Report from the Foundation follows.

In September of 2015 the AAF arguably held one of their best shows to date, a mostly “3D Art Exhibit.” The AAF’s first Art & Wine Tour was held in June of 2016 at the Town city hall. This event was co-sponsored by the Town of Atherton and the AAF. The Art & Wine Tour included Larry Calof’s Wild Life photographs and professional equipment on display. This event was so successful it is anticipated that it will be repeated. Photos from these past shows can be found on their redesigned website (athertonarts.org).

In an effort to further increase exposure of the AAF with other art organizations, the AAF contacted Stanford University fellow and founder of the ArtsUp Program, Andrea Carafa, to discuss ways in which they can work together. A result from this meeting included arranging for

a Jazz band from ArtsUp to perform at the September 16th AAF Art Show. Guy Cohen, a sculptor and founder of Snac-Expo in Europe, will also be participating in the September show.

In an effort to continue its education classes, this fall the AAF will be holding iPad classes in the AAF's Garden Room. The AAF has had three articles published in the past few months, including a full-length article in the June issue of Atherton Living Magazine as the Foundation continues to encourage awareness and participation in the arts.

The AAF is requesting \$10,745 in FY 2016-2017. Due to not being able to install two of Richard Swenson's sculptures on the Holbrook Palmer Park Water Tower, the AAF is carrying over (within their own budget structure, not the Town's) the \$10,000 (residual 2015-2016) that was not spent. Incorporated into the FY 2016-2017 request is an additional \$5,000 to purchase a more expensive piece in 2017.

Prior to the purchase of Art for the Town, the AAF will obtain approval by the City Council. Though FY 2015-2016 actual expenses were lower than budgeted, the AAF expects to increase expenses as they strive to raise artist membership, to keep the website current, and to utilize the new billing function of the membership portal. The AAF purchased two more plug-ins for their website in order to create an online membership portal. This will enable the AAF to automatically remind donors and artists that their membership is coming due.

The AAF is continuing to support art projects in the community, to maintain the website, to expand donations, and to increase artist memberships. Their goal is to continue to promote arts through events, classes, performances, and to maintain a Peninsula Museum of Art membership.

Please see the attached funding budget request for FY 2016-2017 for the Atherton Arts Foundation.

POLICY ISSUES

The beginning balance in the Evan Creative Design Fund for FY 2016-2017 is \$29,341. The FY 2016-2017 budget included a placeholder for the AAF at \$14,000. The requested budget amount of \$10,745 from the Atherton Art Foundation will reduce the balance in the Evan Creative Design Fund to approximately \$18,596. Currently the only revenue to the fund is interest earned. Council should note that in another year the fund could be depleted.

The Council is not obligated to fund the Atherton Art Foundation; however, funds within the Evan Creative Design Fund are earmarked for that purpose.

FISCAL IMPACT

The budget request will come from the Evan Creative Design Fund. There are sufficient resources in the Fund to accommodate the Budget Request from the AAF.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials. In addition, the project's information is updated frequently on the Town's Website,

ATTACHMENTS

Atherton Arts Foundation FY 2016-2017 Budget Proposal

Attachment

ATHERTON ARTS FOUNDATION PROPOSED 2017 BUDGET July 1, 2016 - June 30, 2017				
		Approved 7/26/16 by AAF Board		Approved 7/12/15 by AAF Board
Fund: 215 Evan Creative Design		2017 Proposed Budget	2016 Actual Expenses	2016 Proposed Budget
EXPENSES				
Dept. 30				
	Community Programs	100	0	500
215-30-53024-000	Advertising	1,000	607	1,500
215--30-54007-000	Membership/Dues	125	0	125
215-30-54010-000	Other Contract Services	700	595	600
215-30-55016-000	Other Office Supplies	700	506	1,000
	Liability Insurance	1,400	1,400	1,400
215-30-55017-000	Postage	400	198	800
	Filing fee (Sec of State)	20	0	20
	Website design/ maintenance	1,000	1	700
215-30-57010-000	Misc. capital outlay	300	133	100
215-30-54027-000	Sponsorship/Contributions	0	0	100
215-30-57002-000	Art Acquisitions	5,000	2	10,000
	Dept. 30 EXPENSE Totals:	10,745	3,627	16,845
NOTES				
1. We have purchased two more plug-ins in order to create a membership portal for our website. This will enable us to automatically remind donors and artists that their membership is due. Our web designer, Debora Crosby, will set up the program. Our costs last year were small, but we expect they will increase as we strive to keep the website current, add new artists, and use the new billing program.				
2. Unfortunately we were unable to install two of Richard Swenson's charming Lizard Sculptures on the Water Tower in the Park. We would like to carry over the \$10,000 that were not spent in 2016 and add an additional \$5K to our 2017 budget, giving us the ability to purchase a more expensive piece in 2017.				