

**Item No. 11
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 16, 2015

SUBJECT: ATHERTON ART FOUNDATION BUDGET REQUEST - FY 2015-2016

RECOMMENDATION

Approve the FY 2015-2016 Budget Request from the Atherton Arts Foundation in the amount of \$16,845 and authorize a grant in that amount from the Evan Creative Design Fund.

BACKGROUND

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

Staff recently received the FY 2015-2016 budget request from the AAF proposed by the AAF Board at their their July 15, 2015 Board Meeting.

The AAF 2014-2015 Budget was expended in the following areas:

- Purchase of a snail sculpture for Holbrook-Palmer Park. The sculpture will be installed this fall but will be “on view” at this year’s September 11 Art Exhibit.
- The AAF hosted two art exhibits in FY 2014-15. On September 5, 2014, the AAF held an exhibit at the Jennings Pavilion and featured unique bay area art of eleven artists; and on June 6/7 at the Main House, the AAF held an exhibit featuring 4 artists and also an Technology Art I-pad class each day.
- The AAF spent \$3,185 to design a new website (athertonarts.org); and
- Paid for the supplies for a Selby Lane School mural painted by local artist Florence DeBretagne.

ANALYSIS

The AAF is requesting \$16,845 in FY 2015-2016. The AAF is continuing to look for sculptures to purchase for Town and this includes a budget of \$10,000. This year's art exhibit is on September 11 and includes artist coming from all over the bay area from Sebastopol to Santa Cruz. It will include 12 talented artists participating in a 3D art exhibit.

The AAF plans to continue to support art projects in the community similar to the Selby Lane mural, maintain the website, expand donations, and artists' memberships. Their goal is to continue to promote visual arts through events, classes, performances, and maintain a Peninsula Museum of Art membership.

Please see the attached funding budget request for FY 2015-2016 for the Atherton Arts Foundation.

POLICY CONSIDERATIONS

The Town has an Art in Public Facilities Policy. When the Town's Arts Committee disbanded a few years ago the Town moved the AAF into status as a designated group and all of their public art activities are consistent with the Policy. Council authorization of a grant from the Evan Creative Design Fund to the AAF is consistent with the Fund's guidelines. This is the second year of operation by the AAF in this funding manner.

FISCAL IMPACT

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

The beginning balance in the Evan Creative Design Fund for FY 2015-2016 is \$43,369. The FY 2015-2016 Budget included a placeholder budget for the AAF at \$13,000. The requested budget amount of \$16,845 from the Atherton Art Foundation will reduce the balance in the Evan Creative Design Fund to approximately \$26,524. Currently, the only revenue to the fund is interest earned. Council should note that in a couple of years the fund could be depleted.

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.

ATTACHMENTS

Atherton Arts Foundation FY 2015-2016 Budget Proposal.

	ATHERTON ARTS FOUNDATION				
	PROPOSED 2016 BUDGET				
	July 1, 2015 - June 30, 2016				
		Approved 7/12/15 by AAF Board		Approved 6/23/14 by AAF Board	
	Fund: 215	2016		2015	2015
	Evan Creative Design	Proposed		Actual	Proposed
		Budget		Expenses	Budget
	EXPENSES				
	Dept. 30				
	Community Programs	500		445 1	500
215-30-53024-000	Advertising	1,500		1,006	2,000
215--30-54007-000	Membership/Dues	125		0	125
215-30-54010-000	Other Contract Services	600		400 2	2,500
215-30-55016-000	Other Office Supplies	1,000		580	2,500
	Liability Insurance	1,400		1,415	1,400
215-30-55017-000	Postage	800		587	800
	Filing fee (Sec of State)	20		20	20
	Website design/ maintenance	700		3,185	2,500
215-30-57010-000	Misc. capital outlay	100		0	300
215-30-54027-000	Sponsorship/Contributions	100		0	100
215-30-57002-000	Art Acquisitions	10,000 3		6,525 3	3
	Dept. 30 EXPENSE Totals:	16,845		14,163 2	12,745
	NOTES				
	1. The AAF paid for the supplies for a Selby Lane School mural by Florence DeBretagne.				
	2. The low costs for Other Contract Services were low as the AAF was not charged for staff services for 2 Art Exh				

2. The AAF is continuing to look for sculptures for the Town. We purchased the Snail for \$6, leaving a \$300							
balance in the Art	Acquition Account.						
Submitted by Betty Ullman arts@athertonarts.org 369-8085							