



# *CITY COUNCIL AGENDA REPORT*

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**MEETING DATE:** December 6, 2004

**ITEM NUMBER:**

**SUBJECT:** REQUEST FOR USE OF SIGNS OF SUPPORT FUNDS

**DATE:** November 24, 2004

**FROM:** ADMINISTRATIVE SERVICES/RECREATION DIVISION/CULTURAL ARTS COMMITTEE

**PRESENTATION BY:** JANA M. RANSOM, RECREATION MANAGER

**FOR FURTHER INFORMATION CONTACT:** JANA RANSOM, RECREATION MANAGER, 754-5654

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## **RECOMMENDATION:**

The Cultural Arts Committee (CAC) requests the City Council to approve:

- 1) A commitment of up to \$3,530 from the previously allocated Signs of Support funds to participate in the KOCE Butterfly Project;
- 2) Adding this project to the 2004-05 Cultural Arts Committee Goals and objectives;
- 3) Authorization to temporarily install one or two decorated butterflies outside Council Chambers for 6-8 weeks;
- 4) Authorization to sell the Butterfly(ies) at the end of the installation with proceeds to go to the Cultural Arts Committee and, if they choose to participate, the Community Foundation in proportionate ratio of funds invested;
- 5) Authorize City Manager to sign Release Agreement between KOCE –TV Foundation and the City approving participation in the project.

## **BACKGROUND:**

The Cultural Arts Committee is a City Council appointed committee that was created in 1999. The Cultural Arts Committee works with City Council and Staff to support cultural arts programs and to bring art awareness to the residents of Costa Mesa, The City of the Arts. This Committee works to establish programs, events and information that helps residents access the arts in many different venues, and through multiple sources (see Attachment 1 from City of Costa Mesa Committee/Commission/Board HANDBOOK).

In September, KOCE contacted Ann Shultz, Legislative and Public Affairs Manager, to inquire if the City would be interested in participating in the KOCE Butterfly Initiative. Ann forwarded the information to the Cultural Arts Committee (CAC) for review and recommendation.

The KOCE Butterfly Initiative is the inaugural project of the Arts and Science Legacy project recommended by an Orange County coalition group focused on identifying alternative funding sources for arts and science education. KOCE-TV Foundation Board has partnered with MSN (thus, the Butterfly), Roger's Garden (who are manufacturing the Butterflies), and OCTA (delivering) to take the leadership role in creating this community Butterfly Initiative throughout Orange County. The project is scheduled to "launch" in January 2005.

**ANALYSIS:**

In October, the CAC gave initial approval to support this program. The following budget for the project was recommended to be presented for this project to City Council:

1 – 60” Butterfly	\$1,030
Design and application of decoration	1,500
Installation expenses	200
Second design, if needed, for Community Foundation Butterfly	<u>800</u>
Total	\$3,350

Total for one Butterfly is \$2,730. If the Community Foundation purchases a second Butterfly and requests assistance of CAC in finding and funding an artist to complete the design and application, total cost would increase to \$3,530. In both cases, Committee will attempt to get artist participation and materials donated or at reduced rates.

In April 2003, City Council voted to suspend future Signs of Support funding specific to the Cultural Arts Committee and Historic Preservation Committee (Attachment 2). At that time, a little over \$60,000 was allocated to the committees to split evenly between them for their use in accomplishing their stated goals and objectives. As the KOCE Butterfly Project came up after the 2004-2005 budget was adopted, this item is not listed on the 2004-2005 goals. The Committee seeks authorization to add this project to the goals for the current year and approval to allocate funds from the existing Signs of Support funds currently set aside for the purpose of furthering arts related programs and projects within the City.

If approved, the Committee would further request authorization for a temporary installation outside of Council Chambers in the front of City Hall. The butterfly sculptures come assembled on pedestals and can stand alone or be embedded into the ground. The detail of installation will be worked out with Public Services personnel.

The final component of this project is approval to auction the piece(s) at the end of the installation. This can be accomplished in several ways, including posting on E-Bay. Proceeds from sale would go to the Cultural Arts Committee and to the Community Foundation, if they choose to participate in proportion to the funding invested.

**ALTERNATIVES CONSIDERED:**

- Do not participate in the KOCE Butterfly Project.

**FISCAL REVIEW:**

The funds from the Signs of Support Program that were earmarked for the Cultural Arts Committee and the Historic Preservation Committee are part of the designated General Fund balance, which will be carried over from the previous fiscal year to the current year. Some of the funds can be appropriated to the account that will be used for the KOCE Butterfly Project as recommended by staff.

**LEGAL REVIEW:**

City Attorney has reviewed the Release Agreement (Attachment 3) and approved as to form.

**CONCLUSION:**

The Cultural Arts Committee requests that City Council approve participation in the KOCE-TV Foundation Butterfly Initiative. The project furthers the mission of the Committee and promotes awareness and funding for arts and science education through the Foundation.

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JANA M. RANSOM  
Recreation Manager

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HOWARD PERKINS  
Acting Administrative Services Director

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MARC PUCKETT  
Finance Director

DISTRIBUTION: City Manager  
Cultural Arts Committee

ATTACHMENTS: 1 [Cultural Arts Committee purpose, goals and objectives from City of Costa Mesa Committee/Commission/Board HANDBOOK](#)  
2 [April 21, 2003 City Council Minutes](#)  
3 [Butterfly Initiative Release Agreement](#)