

# ARTS, CULTURE & RECREATION COMMITTEE

Meeting Date: Wednesday, October 8, 2014

## Minutes

Chairperson (pro tem): Joe DeCenzo

Members in attendance:

Marlene Hitt (STNC), Lloyd Hitt, Dorothy Skiles, Bill Skiles, Allan Reyes

Guests in attendance:

Approx. 18 members of the Verdugo Hills High School Leadership class. Please refer to the sign in sheet for a more detailed list.

6:05 pm Joe DeCenzo called the meeting to order

### Public Comment:

The leadership class was welcomed and encouraged to participate in and contribute to all discussions. Voting protocol was briefly explained. The committee was introduced. Non agenda items were invited for public comment. Nothing significant emerged, and the meeting proceeded to agenda item #3.

Agenda Item #3: Bench Ad Slogans:

Slogans were discussed for the three initial graphics to be used for the bus bench ads. The purpose of this outreach project and the readability of the format were discussed prior to the voting of the slogans

- "After the Fire" photo image of scorched wood with purple, yellow and white wild flowers beneath. Winning slogan: "Let It Grow - Let It Grow (5 -0) unanimous: suggested by VHHS student (name not recorded)
- "Perky Coyote" photo. Winning slogan: "Howwwl-lo" (4-1) suggested by VHHS student (name not recorded). Specific spelling or appearance of slogan is still a matter for discussion. "Take A Look Around" received one vote. "Welcome" was also suggested.
- "Watercolor impression of Foothill Blvd looking toward the east", Winning slogan: "Our Town, Look Around" (5-0). "Two Towns, Once Council" was also suggested by a VHHS student (name not recorded) but received no votes.

Agenda Item #4: Motion for \$200 for the Verdugo Hills Cemetery Tour Costume Dry Cleaning.

All committee members agreed that this should be re-worded with no stipulation on how the money should be spent. This is a request to the STNC on behalf of the Arts, Culture and Recreation Committee that an additional \$200 be designated to Little Landers Historical Society in support of their Verdugo Hills Cemetery Tour.

Agenda Item #5: Motion to purchase protective coating for upcoming DOT Boxes

Bill Skiles moved to table this item pending further discussion. The specifications of the materials, their necessity and the redundancy of other committees or entities requesting STNC funds for this same project came into question. Lloyd Hitt seconded. The committee voted unanimously to table this item to November's meeting.

Agenda Item #7 Discussion of the "Great Streets" program

The committee was unanimously in favor of petitioning the City of Los Angeles to include our section of Foothill Blvd. in the "Great Streets" program. Through our discussion, it was revealed that all the streets have been selected and that any work we accomplish toward our goal would be for future consideration. The committee is seeking a leader to spearhead this objective.

Agenda Item #8 Calendar reminders

All events were read and discussed before the committee and attending guests. Allan Reyes informed us that the Modest Fly Art Gallery has limited hours of operation and that calling ahead is recommended. Lloyd Hitt added the October 11, 2014 event at Bolton Hall to the discussion. At 1:00 pm, the Tuna Camp Detention Center will be the subject of the event. The VHHS students invited the committee members to remain and take photos following the meeting.

The meeting was adjourned at 7:03 pm by Joe DeCenzo, chairperson (pro tem)