



City of Mountain View

Minutes

Performing Arts Committee

Wednesday, August 16, 2023

6:15 PM

Atrium Conference room

1. CALL TO ORDER

Chair Kumar called the meeting to order at 6:15 p.m.

2. ROLL CALL

Present 4 - Committee Member Carol Donahue, Committee Member David Garcia, Vice Chair John McAlister, and Chair Sukanya Kumar

Excused 1 - Committee Member Yao Yao

3. MINUTES APPROVAL

3.1 Approval of Minutes

MOTION M/S McAlister/Donahue - To: approve the minutes from June 5, 2023 meeting.

The motion carried by the following vote:

Yes: 3 - Committee Member Donahue, Committee Member Garcia, and Vice Chair McAlister

Excused: 1 - Committee Member Yao

Abstain: 1 - Chair Kumar

MOTION M/S Garcia/Donahue - To: approve the minutes from the June 21, 2023 meeting.

The motion carried by the following vote:

Yes: 4 - Committee Member Donahue, Committee Member Garcia, Vice Chair McAlister, and Chair Kumar

Excused: 1 - Committee Member Yao

MOTION M/S McAlister/Kumar - To: approve the minutes from the July 13, 2023 meeting.

The motion carried by the following vote:

Yes: 3 - Committee Member Donahue, Vice Chair McAlister, and Chair Kumar

Excused: 1 - Committee Member Yao

Abstain: 1 - Committee Member Garcia

MOTION M/S McAlister/ Kumar - To: approve the minutes from the July 28, 2023 meeting with the following amendments:

PAC members commented that the MVCPA facility is in need of attention to repairs and updates. PAC members also commented that many areas of the MVCPA are in disrepair.

The motion carried by the following vote:

Yes: 4 - Committee Member Donahue, Committee Member Garcia, Vice Chair McAlister, and Chair Kumar

Excused: 1 - Committee Member Yao

4. ORAL COMMUNICATIONS FROM THE PUBLIC

5. UNFINISHED BUSINESS

6. NEW BUSINESS

6.1 Work Plan for Fiscal Year 2023-2024

PAC reviewed the draft Work Plan.

No action taken.

6.2 National Arts and Humanities Month

Committee reviewed the draft proclamation for 2023 National Arts and Humanities Month. Chair Kumar will attend the City Council meeting to receive the proclamation.

No action taken.

6.3 Planning for Home Companies Annual Presentations

PAC created the following list of questions that will be sent to each home company prior to their annual review presentation to the PAC:

1. What is the breakdown of your audience demographics?
2. What marketing do you employ to reach your audiences?
3. What social media platforms do you employ and how would you rank order them in terms of usefulness in creating awareness, increasing audience engagement and ticket sales?
 - a. What metrics do you use to measure your effectiveness?
4. What can CPA do to tie into your marketing strategies that would be helpful to your company?
5. What education and outreach programs have you delivered and how did you evaluate effectiveness?
6. What are your companies' diversity practices?

PAC drafted a second list of questions that will be asked on the night of each home company's annual review:

1. What specific measures do you employ to attract younger audiences and how do you define younger?
2. What diversity, equity, and inclusion efforts are you planning or implementing in your administration and onstage?
3. What staffing, funding, and other challenges have recently faced?
4. What is your assessment of the regional performing arts outlook for the next one to five years? Any new trends, losses?

7. COMMITTEE/STAFF ANNOUNCEMENTS, UPDATES, REQUESTS AND COMMITTEE REPORTS

Staff shared the news of the article about Theater Works Silicon Valley " Save the Theatre" campaign.

7.1 Home Company Program Review

The ad hoc committee provided a brief update on the Home Company Program Review.

No action take.

8. ADJOURNMENT

At 8:34 p.m., Chair Kumar adjourned the meeting to the next Performing Arts Committee meeting to be held on Wednesday, September 20, 2023, in the Atrium Conference Room, 500 Castro Street.