COUNTY of MARIPOSA
P.O. Box 784, Mariposa, CA 95338 (209) 966-3222

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DISTRICT III
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MARIPOSA COUNTY BOARD OF SUPERVISORS
MINUTE ORDER

TO:     RICH INMAN, County Administrative Officer
FROM:   MARGIE WILLIAMS, Clerk of the Board

SUBJECT: TONY RADANOVICH, PRESIDENT – RURAL MEDIA ARTS & EDUCATION PROJECT AND SIXTH STREET CINEMA: REQUEST FOR $20,000 FOR SUPPORT OF EDUCATIONAL PROGRAMS

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA

ADOPTED THIS Order on February 28, 2006

ACTION AND VOTE:

10:05 a.m.  Tony Radanovich, President – Rural Media Arts & Education Project and Sixth Street Cinema; Request for $20,000 for Support of Educational Programs

BOARD ACTION:  Tony Radanovich advised that the Cinema has filed for a 1.6 million dollar grant from the California Historic and Cultural Endowment with the help of Marilyn Saunders to renovate the Old Masonic Hall. He briefly summarized his written request including the unique educational opportunity of this program with references to programs such as “World Cinema, a weekly curated film series highlighting foreign, American independent, and experimental films; “Thinking Images”, discussion presentations; “Global Perspectives”, (begins Fall 2006), taking kids on virtual tours of the world, through live videoconferences, across the globe to educate on current issues ongoing in the world; “Kids Film” and “Book Club” weekly series providing folk and fairy tales from around the world; Cinema Veritas/Digital Salon, referencing documentaries, discussions, interviews, and performances of the fine art, social, and political issues as well as current events.

Input from the public was provided by the following:

Susan Robinson, Principal of Mariposa Elementary School (MES), announced she brought four Student Council members from (MES). She also advised that she would like to start a Remedial Literacy Program with the 6th St. Cinema, and she commented on the programs that they utilize at the 6th St. Cinema. The four students addressing the Board were Michelle Faulkner, Patricia Middleton (President of the Council), Marissa Kiernan (Vice President of the Council), and Jared Law, expressing their gratitude of educational opportunity during their experiences in viewing films at the 6th Street Cinema.

Chevon Kothari, Executive Director of Mountain Crisis Services, advised that this program provides awareness and good change in our community; she also was appreciative of the 6th Street Cinema, a non-profit organization, volunteering for V-Day 2005, assisting Mountain Crisis Center, another non-profit organization.

Mitch Terkildsen, a retired teacher from Merced, expressed his support for the 6th St. Cinema.
Tom Martin, a retiree from Stanislaus County, recently moved to Mariposa County said he enjoys and supports the Cinema.

Anita Bothwell and her daughter Mia Bothwell, members of the community and viewers of the 6th Street cinema requested the support of the Board on this issue.

Jon Turner, a retired teacher of Mariposa High School, advised he taught Tony Radanovich at Mariposa High School, and has been consulted by Tony during his initial process of starting up the Cinema, and throughout the years of progress. He also noted the Cinema’s impact on a diverse group of people.

Professor Teenie Matlock, Professor of Psychology at UC Merced and member of the community with a long family history in the area, expressed her support for the Cinema, and she advised that this provides an intellectual experience for the community. She stated she feels that this provides the best program in terms of arts in the County.

Father Steve Bulfer, Pastor of St. Joseph’s Parish, stated he has been a charter member of the Cinema. He explained his experience in the series of films that drew people from all over the county and state, being of diverse religions and ethnicity coming together and enjoying wholesome, educational films.

Paul Chapman stated he has not heard from the outlying areas of the County, and he feels that the money should be spread to all areas of the county to benefit all of Mariposa County.

Eleanor Keuning urged the Board to support this issue.

Tony Radanovich advised that the following were unable to be present; however, they asked that he advise the Board of their support of the Cinema programs: Miriam Wackerman who feels that this project is an integral part of the commercial and revitalization of the town; and Kenji Hakuta, UC Merced Dean of Humanities, who would like to coordinate programs with UC Merced. He also advised that he had received again as many letters from the community since he submitted the board packet. He commented on the statistics of support from throughout the County and of varying age groups.

Discussion was held relative to the request. Supervisor Stetson advised of his discussion with Linda Gast and her opposition to this request; and he advised that he received much input in support. Supervisor Fritz advised that she only received one negative letter. Supervisor Bibby commented on the County’s current financial obligations and pending projects necessitating attention in the very near future. Rich Inman, County Administrative Officer, stated he does not recommend the use of General Fund dollars, and he advised that the only source of discretionary money is the Tobacco Funds and he will be scheduling a presentation to the Board in March on the status of the Tobacco funds and commitments, including the financing of fire stations. Discussion was held relative to possible alternative funding sources and the previous funding provided to the Cinema.

Tony Radanovich commented on the Profit and Loss Statement that he provided to the Board and on the status of their budget, and of the need to be able to show stability for the grant applications.

Further discussion was held relative to adding a line item to the Tourism budget annually for this project. (M)Pickard, (S)Fritz, to appropriate $15,000 out of the General Fund Contingency as a grant for one year, with further consideration to be given to funding each year, and with direction to staff to add a separate line item in the Tourism Budget, failed by the following vote: Ayes: Pickard, Fritz, Stetson, Noes: Bibby, Turpin. Discussion was held. (M)Turpin, (S)Pickard, Res. 06-75 was adopted appropriating $10,000 from the General Fund Contingency as a grant for one year, with further consideration to be given to funding each year, and with direction to staff to add a separate line item in the Tourism Budget/Ayes: Stetson, Turpin, Fritz, Pickard; Noes: Bibby.

Cc: Chris Ebie, Auditor
Tony Radanovich, 6th St. Cinema
Susan Crain, Tourism Coordinator
File
# BUDGET ACTION FORM

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<th>FUND</th>
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**TOTAL** $10,000 $10,000

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**TRANSFER BETWEEN FUNDS**

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**TOTALS**

$0 $0

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**ACTION REQUESTED:** (Check all that apply)

- [x] Budget appropriation by Board of Supervisors (4/5ths Vote Required): Amending the total amount available in the county budget, or in any one fund of the budget, or appropriating Reserve for Contingencies;

- ( ) Transfer by Board of Supervisors (3/5ths Vote Required): Moving existing appropriations from one budget to another, or between categories within a budget unit;

**JUSTIFICATION:** Board approved funding request from the Rural Media Arts Center (6th Street Cinema).

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**DEPT HEAD SIGNATURE** [Signature]

**DATE** 2-28-06

**APPROVED BY RES NO.** [Signature] CLERK

**DATE** 2-28-06

**TOURISM**

**AUDITOR'S USE ONLY**

**BA #**

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Budget Revision Form Revised 11/95
Our request:
$20,000 in support of our culture and educational programs.

What is it for?
Last year, the Sixth Street Cinema presented 300 programs to over 4000 people. The funds will be used in support of the following programs in 2006:

- Thinking Images*: hosts film and discussion presentations across the disciplines for grades K-12.
- Global Perspectives*: (begins Fall 2006) takes students on a virtual tour of the world, through live videoconferences with their peers across the globe on issues including war, AIDS, and the environment
- Kids Film and Book Club*: a weekly series presenting folk and fairy tales from around the world with complimentary books, based on the film’s plot, characters, or theme, given to each child.
- Cinema Veritas/Digital Salon*: presenting award-winning documentaries, panel discussions, interviews, and performances on the fine arts, social, and political issues, and current events.

*free public admission

Why are you coming at mid-term?
When we approached the Board during FY2006 budget hearings, we were asked by the Board to wait and return at another time.

How is the SSC good for Mariposa County?
- Our educational programs (please see the attached letters from Susan Robinson and Patrick Holland), help educators add a powerful reinforcement to their planned curriculum and introduce new concepts and ideas to students in a novel and memorable manner. Viewing film and other media at our venue is inherently different than viewing productions on a classroom VCR. Taking students out of their accustomed place of learning is an “event” that implies importance and significance. A non-academic atmosphere invites students to open up, thus encouraging student participation during the discussion phase of our presentation. Local experts in their subjects, providing students with dedicated, passionate role models, lead these discussions. In 2005, we had an audience of 216 students for this program.
- Our children’s programs (please see the attached messages from three parents of pre-schoolers), provide children with an alternative to the stultifying effects of mainstream media, a window to literacy through complementary books, and media literacy education. In 2005, we had an audience of 1298 children and parents for this program.
- Cinema Veritas/Digital Salon, is a community-building forum, which not only disseminates information about important local, national, and international issues, but also provides a non-threatening atmosphere in which com-
munity members can discuss often polemic issues with each other. This makes us all better citizens. In 2005, we had an audience of 747 people.

- World Cinema brings international and American independent film to Mariposa, keeping entertainment dollars in the community. Art house theaters, like coffee shops, have become a staple in every American city, and an amenity people have begun to expect.

The Sixth Street Cinema provides greater depth to our cultural landscape and thus attracts a more educated and cosmopolitan clientele to the community. It thus helps support a growth pattern that is also fostered by the Arts Council, U.C. Merced, quality public schools, and an active community spirit. By bringing people together for viewings, discussions, and social events, the Sixth Street Cinema becomes a positive part of our social fabric.

The Cinema is in an excellent position to work in collaboration with UC Merced to both enrich the high school curriculum to meet UC accreditation standards, and provide distance learning opportunities through video conferencing.

After purchasing the Old Masonic Lodge (without asking the County for any funds for this purpose), we immediately began plans for a historic, foundation-to-roof renovation, at a cost of $1.6 million. This will make the Old Masonic Lodge a centerpiece of the historic district. Again, the County will not be asked for any funds in support of this.