

WINNETKA NEIGHBORHOOD COUNCIL

PO Box 3692, Winnetka, CA 91306

www.winnetkanc.com



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June 15, 2009

Mr. James W. Kinsey III, CEO & President
Valley Cultural Center
21550 Oxnard St., Ste. 470
Woodland Hills, CA 91367

Dear Mr. Kinsey:

I am following up on your discussions over the last few months regarding the Winnetka Neighborhood Council and the proposed Family Cultural Earth Day.

The WNC Board met and discussed the Family Cultural Earth Day event that was tentatively scheduled for August.

The Board is aware there appears to be a genuine misunderstanding between Boardmember Martens and yourself. The Board also understands that based on the conversations that were held the VCC took it on good faith that the WNC was going to support this event after our pilot event last year and as a result made preparations in anticipation of this support. Finally the Board was aware of your generous offer to dedicate a VCC staff member to assist in reaching out to appropriate vendors/exhibitors.

In addition to these issues the Board also took into consideration our goals, the mandate that we serve under, and the very real economic issues facing the City. In a very real sense, although it was never termed this way, the Board took into account that we have a fiduciary responsibility to spend the tax payer funds that have been entrusted to us with extreme due diligence and care.

Last year's event was staged to accomplish the following goals: 1) Increase awareness of and celebrate the cultural differences that make our City so vibrant, 2) Increase the focus of our community on ecological issues that face our world today, and finally, and most importantly 3) Increase the participation of stakeholders in the WNC. We believed that by holding a very positive and public event like this that focused on our strengths and real issues we would realize an increased interest our neighborhood council. Unfortunately, despite manning a booth every event throughout the summer and our big headliner event, we had next to no increase in interest among WNC stakeholders.

As you know the City is facing an extreme financial crisis. Neighborhood Councils are a part of that City and we ourselves have suffered a 10% loss in funding this year. In fact, some City Council members advocated that NC funding be reduced by 78%.

After an extended deliberation the Board decided that we simply cannot justify spending \$15,000, which represents a third of our total budget on this event. Many felt that given the results of the event it was simply not a viable event to continue.

The Board is sympathetic to the position that the VCC is in. However, as we discussed, no commitments were made by the Board. The Board never voted to approve these funds and no agreements were signed. In fact, the original motion brought for support of this event was for \$20,000 and the Board voted no.

We wish the VCC all the success possible in its yearly summer concert series. We are sure that it will continue to be the outstanding success that it has been for years. Unfortunately we just cannot be a part of that success this year.

Sincerely,

A handwritten signature in cursive script, appearing to read "JJ Popowich".

JJ Popowich
President, WNC