

ALAMEDA UNIFIED SCHOOL DISTRICT  
HISTORIC ALAMEDA HIGH SCHOOL  
COMMUNITY ENGAGEMENT PROJECT

ORGANIZATION STAKEHOLDER APPLICATION

The objective of the “Project” is to create a forum where individual members of the community and organizations that have an interest in the future uses of the historic Alameda High School complex can come together in one location at the same time to become educated, contribute to the discussion, share their interests, and collaborate with other interested “stakeholders.” The Project will supply a list of deliverables to the AUSD School Board in late May.

Organization stakeholders are an important group and their interests are weighed differently than individual stakeholders, because the organization speaks with one common voice for a larger group of members. In order to assure that the representatives for an organization stakeholder are actually representing their larger group, a number of requirements must be met before the organization qualifies as an organization stakeholder.

Please fill out the requested information. The application is a “live” Microsoft WORD document so that the organization can easily provide the required information. The organization must return the document as a live document via email to Jeff Cambra at [jeffcambra@earthlink.net](mailto:jeffcambra@earthlink.net). All applications are due by 5:00 pm on Friday, April 5, 2013.

The facilitation team will review the organization’s internal communication mechanism for effectiveness in communicating information to the members of the organization and evaluate the organization’s consensus process to be sure that the views expressed by the representatives of the organization truly reflect the views of the total membership. Organizations that would like assistance in creating a consensus process within the organization can contact Jeff Cambra for a no charge consultation.

Once qualified, the facilitation team will classify the organization stakeholder as a First, Second, or Third Tier stakeholder based on the level of interest in the project and the impact of any decision on the organization. If an organization cannot qualify as an organization stakeholder, the organization’s views and interests will still be incorporated into all discussions. It is only the mechanism by which those views are integrated into the discussion that will be different. All organizations will be able to participate regardless of stakeholder classification.

For additional information or to ask questions, please contact Jeff Cambra at [jeffcambra@earthlink.net](mailto:jeffcambra@earthlink.net) or (510) 865-7369

NAME OF ORGANIZATION: Alameda Civic Ballet (ACB)/Alameda Ballet Academy (ABA)

ADDRESS: Mailing Address 1318 Mound St / Location 1402 Park St

CITY, STATE, ZIP: Alameda CA 94501

PRIMARY CONTACT PERSON & TITLE: Abra Rudisill Artistic Director

ORGANIZATION'S PHONE & EMAIL ADDRESS: 510-337-1929

NUMBER OF MEMBERS IN THE ORGANIZATION:

ACB BOD 5 members 150 – 200 performers 1800 - 2400 audience members

ABA 250 students 100 parent volunteers 600 – 800 audience members

WHAT IS THE GOVERNING STRUCTURE OF THE ORGANIZATION?

(i.e. who governs the organization? Board, membership, president, executive director)

ACB BOD

Abra Rudisill, President

Christine Naish, Secretary

Greg Falkner, Treasurer

JaYing Wang, Director

Denise Brady, Director

Marty Beene, Business Director

TJ Swain, Administrative Assistant

ABA is a sole proprietorship owned and operated by Abra Rudisill

PLEASE PROVIDE THE MISSION STATEMENT OF THE ORGANIZATION:

ACB's mission is to create and present community accessible ballet performances while educating and engaging the community in the performing arts.

ABA's mission is to provide dance education to the community in a inspired and self disciplined enviroment

BRIEFLY LIST THE GENERAL GOALS, OBJECTIVES, AND VALUES OF THE ORGANIZATION UNRELATED TO THIS PARTICULAR PROJECT:

Promoting the value of performing arts to engage, educate and enhance the community

WHAT IS THE ORGANIZATION'S SPECIFIC INTEREST(S) IN PARTICIPATING IN THIS PROJECT?

ACB/ABA are concerned about the fate of the Kofman Auditorium and how the decisions about the buildings surrounding it will affect the theater itself. Kofman auditorium is the only theater in Alameda that we can perform in as it is the only venue

in Alameda that has a full sized stage which dance requires. It is also the only theater in Alameda that has a fly loft which is required for our Nutcracker sets.

We have spent 10 yrs building a organization for this community which currently produces 2 SOLD OUT (2400 seats) performances of The Nutcracker. In addition every other year we produce a Spring Repertory Program at Kofman for 1800 AUSD students about the performing arts in conjunction with their art docent programs at a cost of only \$3 per student due to fundraising . We then offer a public performance of that same program to an audience of 6-800 people. In 2009 we produced The Impressionists featuring works inspired by Degas, Monet, Renoir & Toulouse Lautrec, in 2011 10 Bay Area Ethnic Dance Groups joined us to produce United We Dance, Alameda's own mini version of the SF Ethnic Dance Festival. We had Best of the Bay (10 Bay Area professional dance companies represented) scheduled for 2013 but ran into scheduling problems with the theater and have moved it to 2014. Now we are wondering if we can produce it at all because we are worried about the fate of Kofman and the surrounding buildings.

Contracts in the performing arts are often entered into 2-3yrs in advance to secure booking. We do not feel responsible entering into agreements with anyone to produce events if we don't know the fate of the theater or its surrounding buildings so we are now in a holding pattern with any future events outside of Nutcracker.

Kofman Auditorium and it's surrounding buildings could be a gem in this community and could go along way to help revitalize Alameda whether as a part of AUSD or since the city has unfortunately expressed they aren't interested, to a private developer. I say could be a gem because unfortunately Kofman has been woefully mismanaged and ill treated for years. It has been proven to me over and over again that AUSD has no desire or knowledge of how to manage, run or take care of a theater. With respect for those running it now under the leader ship of Robbie Lying, I will say it has improved greatly since my first experience renting the theater in 2002 and we are so thankful for that but it still has a long way to go.

During my 36 year career as a professional ballerina, 20 with Oakland Ballet, I have had the wonderful opportunity to travel all over the world and have performed in every kind of theater imaginable from ornate opera houses, through state of the art college theaters to little high school stages much smaller than Kofman. In that time I have never experienced a theater that is such a mess and treated with such disrespect. I think that Alameda can and should do better. As it is, I personally go in and clean the theater before any of my students arrive. Why? Because I believe that if a student walks into a theater that has been treated with disregard then they are likely to follow suit.

Why is it a mess? I really don't know because so many of the issues are an easy fix. My guess is because it is managed like a gym, a baseball field or a high school classroom. I don't believe AUSD understands the potential of a theater like Kofman and sees it as a burden and is not really interested in running it because they can't figure out to run it profitably. They don't make money off of it because it is ill run and under utilized by paying organizations. If it were properly utilized by paying organizations as the one full sized theater in Alameda then it would make money and there would be money for repairs and upgrades. One reason it is under utilized is the hall itself (audience) is much

too huge for most organizations. ACB and Circus for the Arts are the only two organizations that I have seen be able to fill Kofman to capacity outside of high school graduations etc. Alameda really needs a 6-800 seat performing arts theater with a fully functioning stage like many other communities our size have. The other issue with Kofman is the only time you can book it is when AUSD does not need to use it for their own events which are numerous. We are committed to Alameda and have refused to take our organizations performances off the island as other dance schools have done because we want to strengthen this community by keeping our audiences tax dollars in Alameda.

LIST THE NAMES, POSITION, AND COMPLETE CONTACT INFORMATION FOR TWO REPRESENTATIVES (REQUIRED) THAT WILL BE ABLE TO ATTEND **ALL** MEETINGS:  
Abra Rudisill Artistic Director [alamedaballet@sbcglobal.net](mailto:alamedaballet@sbcglobal.net) 510-325-8894  
Marty Beene Business Manager [martybeene@stanfordalumni.org](mailto:martybeene@stanfordalumni.org) 510-517-7271

DESCRIBE THE COMMUNICATION MECHANISM THE ORGANIZATION WILL USE TO DISSEMINATE INFORMATION TO THE MEMBERSHIP IN A TIMELY MANNER:  
Email

HOW WILL THE ORGANIZATION SURVEY ITS MEMBERS TO GET THE VIEWS OF INDIVIDUAL MEMBERS ON ANY DISCUSSION POINTS?  
Email

HOW WILL THE ORGANIZATION BUILD CONSENSUS WITHIN ITS MEMBERSHIP?  
Email

PLEASE PROVIDE A COMPLETE LIST OF OPTIONS THE ORGANIZATION WOULD APPROVE FOR UTILIZATION OF ANY PORTION OF OR ALL OF THE HISTORIC ALAMEDA HIGH SCHOOL COMPLEX?

Anything to improve Kofman Auditorium – increase dressing rooms, bathrooms etc  
Performing Arts Center with a 500-600 seat fully functional theater to teach the students of the 21<sup>st</sup> & 22<sup>nd</sup> Century about performing arts.  
Performing Arts School  
Repurpose for school use

PLEASE PROVIDE A LIST OF VERIFIABLE FACTS (INCLUDE THE SOURCE OF THE INFORMATION) THE ORGANIZATION BELIEVES IS IMPORTANT FOR THE COMMUNITY TO KNOW:

Many Bay Area cities with populations similar Alameda have Performing Arts Centers. All information below can easily be found by searching the web

Menlo/ Atherton Performing Arts Center – population 40,000 combined  
Rohnert Park – Spreckles Theater – population 41,000  
San Luis Obispo Performing Arts Center – population 45,000  
San Rafael Performing Arts Center – population 58,000  
Walnut Creek – Dean Lesher – population 65,000  
**San Ramon Performing Arts Center - population 73,000**  
**Mountain View Performing Arts Center – population 74,000**  
**Napa Historic High School Theater – population 78,000**  
**Livermore – Bank Head Theater – population 82,000**  
**San Leandro Performing Arts Center – population 86,000**  
San Jose Performing Arts Center – population 100,000  
Hayward Chabot College – population 146,000

We, Alameda Civic Ballet/Alameda Ballet Academy currently have to rent Patton Gym as a dressing room to hold over 100 - 150 student performers for our performances. When the gym is not available we have to use the hallways. The entire cast of 200 has access to 2 bathrooms stalls.

The audience when at capacity of 1800 has 1 female and 1 male bathroom. The women's room has 2 possibly 3 stalls (one of which has been leaking across the floor since we started renting in 2002). We had been using the bathrooms in the adjoining historic buildings so if those buildings are demolished what are we to do?

PLEASE PROVIDE A LIST OF QUESTIONS THE ORGANIZATION BELIEVES IS IMPORTANT FOR THE COMMUNITY TO KNOW:

Due to the fact that they are Historical Buildings is it even legal to tear them down and if so what would that process entail?

We currently seeing about 5 of ABA students a year leave AUSD school district for OSA. Could Alameda support a Performing Arts School and could those buildings needing retro fitting be put to that use?

Do Charter schools need to meet Field Act standards?

Why if there is money to consider buying a new building for AUSD administration is there not money to look at fixing and using the buildings they already have?

Will there be a Feasibility Report done that looks at all the possible uses and the inherent costs? If so when?

When will the school board be deciding what will be done with these buildings?

Will their decision come before or after they decide whether they will purchase their new building? Is that decision hinging on this decision?

Does the decision about the Historic Alameda Building have an impact on the decision to buy a new building for the administration? Why?

What are the needs of the district for more space in any area and could they be filled by the use of those buildings if the cost of restoring is not prohibitive?

If the Historic AHS Buildings are torn down can Kofman stand on its own structurally?

Would a developer be interested in purchasing and developing the property with Kofman standing in the middle of it?

Since the school board chose to eliminate itself from being “Stakeholders” we, the interested people have been cut off from hearing their input, ideas, and intentions. Why?

What is the next step in the process? Will we be able to hear from the school board as a whole and ask questions before they come to a decision? What will the process be if the community does not agree with the decision the school board makes?

What kind of money is there in the school budget for retrofitting, renting, purchasing, or building buildings?

What are the needs across the entire school district for space?

What message would it send to the community, especially the students if the school board were to allow the historic buildings to be demolished if it were remotely possible to save them and repurpose them?

Is it financially impossible and irresponsible to save them?