

MEETING AGENDA: Corvallis Arts and Culture Commission (A&C Commission)

The Corvallis Arts & Culture Commission is dedicated to advocating for, advising, and promoting Corvallis and its creative community.

Corvallis Parks & Recreation Department
1310 SW Avery Park Drive
Corvallis, OR 97333

Date: November 28, 2012 **Time:** 5:30 p.m. **Location:** Parks and Recreation Conference Room

Members and Staff -			
1. Brenda VanDevelder, Chair	7. Larry Rodgers		
2. Rebecca Badger, Vice chair	8. Elizabeth Westland		
3. Karyle Butcher	9. Vacant		
4. Patricia Daniels	10. Joel Hirsch, City Council Liaison		
5. David Huff	11. Karen Emery, Parks and Recreation Director		
6. Shelley Moon			
Items To Be Discussed -			
1	Call To Order		
2	Review of Minutes from October 17		
3	Visitor Propositions		
4	Ella Rhodes – Mosaic Public Art Project		
5	City Economic Development Manager – Tom Nelson		
6	City Council Goal Discussion		
7	Budget for Arts and Culture Commission		
8	New Business		
9	Adjournment		
10			
11			
12			
Pending Items		Actions / Notes	
1	Fall Festival Booth	3	
2			
Sub-committee and Project Assignments - Members:			
Art Promotion – Badger, VanDevelder, Westland			
Economic Impacts of A & C - Butcher, Huff, Rodgers			
Outreach and Access - Daniels, Moon			
Committee Assignments - Representative(s):			
Public Art Selection Commission – Shelley Moon			
Materials Mailed:			
Agenda			
A&C Commission Minutes – October 17			
Goals			

Next Meeting date: December 19, 2012

Meeting Notes

DRAFT

CITY OF CORVALLIS MINUTES OF THE ARTS AND CULTURE COMMISSION October 17, 2012

Present

Brenda VanDevelde, Chair
Rebecca Badger
Karyle Butcher
Patricia Daniels
Shelley Moon
Larry Rodgers
Elizabeth Westland
David Huff

Staff

Karen Emery, Parks and Recreation Director
Claire Pate, Recorder

Visitor

Betsy Rock Fudge

Excused Absence

Joel Hirsch, Council Liaison

SUMMARY OF DISCUSSION

	Agenda Item	Summary of Recommendations/Actions
I.	Call to Order	
II.	Review of September 19, 2012, Meeting Minutes	Approved
III.	Visitor Propositions	None
IV.	Benton County Cultural Coalition – Betsy Rock Fudge	For Information only
V.	October Networking Event Recap - Badger	For information only
VI.	Corvallis Year of Culture - Huff	For information only
VII.	Subcommittee Reports	For information only
VIII	November Meeting Date	For Information only
	City Council Goal Process	For Information only
	New Business	None
VIII	Adjournment at 6:45pm	

CONTENT OF DISCUSSION

I. CALL TO ORDER.

Chair VanDevelder called the meeting to order at 5:30pm.

II. APPROVAL OF SEPTEMBER 19, 2012 MEETING MINUTES

Corrections to the minutes were noted including changing "Rogers" to "Rodgers" and changing "CAFTA" to "CAFA."

MOTION: Moved by Butcher and seconded by Daniels to approve the September 19, 2012, minutes as corrected. The motion passed.

III. VISITOR COMMENTS - none

IV. BENTON COUNTY CULTURAL COALITION

Betsy Rock Fudge, Benton County Cultural Coalition (BCCC), gave a brief overview of their organization. Founded in 2007 as a subcommittee of the Benton County Commission, it has fifteen members serving two-year terms with a limitation of three terms. They work with the OR Cultural Trust, and oversee disbursement of the grant money that comes in to the County from the State fund. Initially, they started with approximately \$6,000 in grant money, and are now up to over \$11,000. Their secondary role is to promote culture throughout the County, and they have an annual awards program and celebration to honor volunteers.

They have also partnered with Fall Festival to oversee the Arts for All booth set aside for arts groups to distribute pamphlets and information. They have done it for at least five years, and because of the amount of work it takes they had asked for someone else to take on the role. The Arts and Culture Commission seemed to be the appropriate organization to work with Fall Festival on this. Chair VanDevelder suggested that the Marketing subcommittee could work on this initiative, with the possibility of giving it a fresh start.

There was additional talk about the Oregon Cultural Trust tax credit which will be up for reauthorization during the 2013 Legislative session, and how there might be some collaboration with the BCCC to send letters of support for reauthorization. Director Emery said that she would check to see what limitations might apply for commissioners to engage in political action, since they are Mayor appointees to a City commission. Council Liaison Hirsch had indicated that the matter should be brought to the attention of City Council, who might want to take some action to support the reauthorization. Westland and Butcher will be the contacts for following up with appropriate action after hearing back from Emery. Action will need to be taken by January in order to have impact.

VanDevelder thanked Fudge for coming to the meeting.

V. OCTOBER NETWORKING EVENT RECAP

VanDevelder thanked Westland and Badger for their work on the networking event, and thanked Huff for hosting it at the Corvallis Arts Center. It was a great venue, as far as everyone was concerned. She also thanked Moon for her great performance. She noted that among the participants were representatives of the press, as well. Badger said it was a good turnout, with as many as 50-plus people. Other commissioners related the various

networking conversations they had had, though it was also noted that there were no representatives from Corvallis Tourism, Fall Festival or daVinci Days. Butcher opined that though it all came together so well, next year it would be good to get an earlier start on getting sponsors, arranging for food, etc. On behalf of the Commission, VanDevelder expressed her thanks for the sponsors and donors of services which included Rick Schroff, Farmer Insurance Group; 2 Towns Ciderhouse; New Morning Bakery and Iovinos.

The discussion turned to getting together a complete list of all interested parties' email addresses, which could be used to alert the arts and culture community to events and happenings. For instance, it could be used to alert people to the need to support the reauthorization of the tax credit. Daniels suggested that the OSU Craft Center be included on the list.

VI. CORVALLIS YEAR OF CULTURE

Huff talked about the collaboration with the "Gang of 6" to publicize and celebrate 2013 as Corvallis' Year of Culture. They (Arts Center, Majestic Theater, Benton County Historical Society, Whiteside Theater, Fall Festival and daVinci Days) are exploring ways of funding activities, and are in the process of creating a glossy calendar for the year with pages featuring various organizations and with events noted on the calendar. The intent is to gain outside identity for Corvallis as an arts and culture hub. The year could start with a proclamation by the Mayor at the first January City Council meeting, which would coincide nicely with the 50th anniversary for the Arts Center. The intent would be to have it culminate in a large, splashy event on October 8, 2013, and the hope is to collaborate towards this end and gain some sponsorship and funding.

Rodgers mentioned that there might be some partnership opportunities with OSU to elevate the arts, with the potential for some resources. He cautioned that such an undertaking can only happen once, and that they should ensure they have it well planned out for maximum punch and that there is enough time to get it together for 2013. For instance, OSU will be having its 150th anniversary in 2018 and they will be planning activities around that as well. In response to his question about what is the "value-added" to the arts for having the year-long series of events, VanDevelder said that it is a means of advertising outside the community and creating through critical mass an identity for Corvallis as an arts and culture center.

There was additional discussion about how to collaborate with OSU on such an event, and how to encourage students in general to take part in community arts events and opportunities. Rodgers suggested that appropriate student groups be put in charge of some of the efforts, which would be a way of capturing more youthful arts attendees. VanDevelder added that the intent is to have all arts organizations be their very best selves during the year and bring attention to this aspect of Corvallis.

Huff said that the calendar will cost in the ballpark of \$8,000 to produce. VanDevelder said that the marketing subcommittee will put together an Arts and Culture Commission statement for inclusion in the calendar.

VII. SUBCOMMITTEE REPORTS

Economic Impact Subcommittee: Butcher said she met with Bruce Sorte after the last meeting and talked about identifying the added value that arts and culture bring to Corvallis,

and how to get that message out. He suggested that if the Commission were serious about performing a survey, it would take a commitment of time and from 4-6 people to do the surveys. He also said that Eugene has done a survey and their Art and Business Alliance might have information. Eugene has committed some money to their efforts. Art in America also did a survey which included Portland and Eugene as the two cities in Oregon. He also suggested exploring 1% for Art and how it might be expanded. He also talked about the Mainstreet Program, and Butcher will talk to Joan Wessell, DCA, about this. Butcher described some other meetings she has had, including a talk with Jacque Schreck about what Sunriver was doing to get Arts on their plate.

Outreach and Access Subcommittee: Daniels said she went to the grants workshop and she is working on the grant. She will be checking in with Moon and Huff with her draft.

VIII. NOVEMBER MEETING DATE

Since the scheduled November date is right before Thanksgiving, it was agreed to move the meeting date to November 28, at 5:30pm.

IX. CITY COUNCIL GOAL PROCESS

Director Emery said she has had conversations with Hans Neukomm, Jr. whose father started Leadership Corvallis, and they are interested in doing a public arts piece, such as a statue of his father. A proposal will be going to the Public Art Selection Commission, and Moon is the liaison to that group.

City Council will do their goal setting for the next two years in December. If commissioners wish to have input this is the time to do it. VanDevelder said it would be good just to get Arts and Culture inserted into the conversation.

In response to a question from Rodgers about why it is the Commission does not have a budget, Director Emery explained that most City boards and commissions do not have budgets. Butcher suggested that the needs of the Arts and Culture Commission are different, and they should make a case for having a modest budget. They will consider putting together a formal proposal at the November meeting for having some monies dedicated to the Commission.

VanDevelder encouraged everyone to talk to their City councilors when they have that opportunity about the need, and she will also ask the new Economic Development manager, Tom Nelson, to attend a meeting.

X. COUNCIL LIAISON REPORT - none

XI. NEW BUSINESS - none

XII. ADJOURNMENT

The meeting was adjourned at 6:45pm. The next meeting is scheduled for November 28, 2012 at 5:30pm at the Parks and Recreation Conference Room.

Arts and Culture Commission Goals 2011-2013

Goal 1: Demonstrates and communicates to appropriate audiences the economic impact of arts and culture. Work group: Butcher, Huff, Rodgers

Action 1.1

Determine the impact of Arts and Culture on tourism revenue

Action 1.2

Determine the Creative Vitality Index (CVI) for Corvallis.

Progress

- The CVI measures the economic health of the arts related creative economy in Oregon. The A & CC has data for Benton, Lincoln and Linn Counties combined.
- An OSU intern completed a survey
- Bruce Sorte spoke to the Commission

Goal 2: Ensure comprehensive communications both throughout the community and within the creative community itself. Badger, VanDevelder, Westland

Action 2.1

Assist the arts and culture community in using the Tourism website calendar

Progress

- Emailed *Where Its At* to the arts and culture community describing how to use the Tourism website
- Posted *Where Its At* on the City website

Action 2.2

Create a publication with current venue contact information

Progress

- Completed an electronic version and posted on the website

Action 2.3

Host a networking event for the arts and culture community

Progress

- Held an event on October 10, 2011 at the Vu
- Held a social media training Spring 2012
- Held an event on October 16, 2012 at the Arts Center

Action 2.4

Create a website presence

Progress

- Created a Arts and Culture page on the City's website

- Created a website for CAFA

Goal 3: Promote outreach that engages the community and enhances opportunities. Work group: Daniels, Moon

Action 3.1 Host a grant writing workshop for the arts and culture community

Action 3.2

Collaborate with arts and culture providers

Action 3.3

Pursue opportunities to improve and increase access to arts and culture by:

- a. Removing barriers to participations
- b. Building new audiences

Progress

Met with arts and culture providers and with contacts who are associated with people with low incomes. Created Corvallis Arts For All program that launched June 2012.

Action 3.4

Encourage and promote arts and culture educational programs at all levels

Ongoing activities:

1. Advise on facilities, programs, and improved City services.
2. Recommend policies and strategies to City Council.

Pending/Future:

1. Develop a comprehensive Arts and Culture vision and strategic plan for the City.
2. Recommend and support financing alternatives and resources for arts and culture.
3. Advance arts and culture planning and programming.