

**CITY OF CORVALLIS
MINUTES OF THE ARTS AND CULTURE COMMISSION
MAY 26, 2011**

Attendance

Karyle Butcher, Chair
Steven Zielke
Pat Amacher
Shelley Moon
Dan Segel
Noah Stroup
Joel Hirsch, Council Liaison

Staff

Karen Emery, Director
Mark Lindgren, Recorder

Visitors

David Huff, Arts Center Director

Absent/Excused

Brenda VanDevellder

SUMMARY OF DISCUSSION

Agenda Item	Information Only	Held for Further Review	Recommendations
II. Review of Minutes	X		
III. Visitor Propositions	X		
IV. Commission Member / City Council Liaison Updates	X		
V. Develop subcommittee for networking event	X		
VI. Member assessment of Commission and roles	X		
VII. Art Wall update	X		
VIII. New Business	X		
IX. Adjournment	X		The next Arts and Culture Commission meeting is scheduled for 5:30 p.m, June 23, 2011 at the Parks and Recreation Conference Room.

CONTENT OF DISCUSSION

- I. CALL TO ORDER/ INTRODUCTIONS.** Chair Karyle Butcher called the meeting to order at 5:36 p.m. Noah Stroup related that he must resign from the Commission, since he was moving to Bend to get his Masters degree. Steve Zielke moved and Pat Amacher seconded that the commission recognize Stroup's contributions to the Commission and Corvallis' culture; motion passed.

Butcher welcomed new Corvallis Art Center Director David Huff and said she hoped the commission and the Art Center could help each other. Huff related he'd just moved from Oakland; he said he would be capitalizing on the great work of former director Sarah Swanberg and focusing on how to deal with the Center's growth during a period of hard financial times. He said his background was as a curator and in

research; he hoped to tap more national grants by seeking to create a model of how to bring world-class arts to a regional audience.

Butcher related that one of the commission's key goals is how to measure the economic impact of the arts on the community; Huff highlighted such measurement tools at Americans for the Arts.

Butcher related that Vice Chair Rod Davidson had resigned. She related that he felt she had sometimes cut off discussion; she sought feedback on that. Zielke said he appreciated Butcher's valuing commissioner's time and that it was important to keep to the set time; if that is found to be difficult, then the commission can revisit the length of meetings.

Butcher related that Stephanie Calhoun interviewed for the vacant commission position recently. Calhoun is from Vienna, Austria and has done a lot of publicity, marketing and public relations; she showed a lot of enthusiasm and had good ideas; she would be replacing Eric Kingstad. Emery said Calhoun will bring a lot of energy to the commission.

II. REVIEW OF MINUTES. Pat Amacher moved and Dan Segal seconded to approve the April 28, 2011 minutes as presented.

III. VISITORS PROPOSITIONS. None.

IV. COMMISSION MEMBER / CITY COUNCIL LIAISON UPDATES.

Shelley Moon asked for feedback on creating commissioner business cards, such as whether to include the mission statement. Butcher said the mission statement could be changed for the card. Moon said it would be helpful to include individual names on cards in order to be more personal. She suggested developing a commission logo for the cards; she noted the City may be changing its logo soon. Emery noted that the card must include the City logo on one side. Butcher expressed concern that developing an image could be very time-consuming; perhaps it should develop cards in the meantime.

Zielke said an arts and culture card should not be boring; but it needs to get done. There was consensus to only list individual members. Butcher sought feedback on whether to wait until an image is developed; Moon related that Charles had offered to develop one, but wanted guidance on the mission statement. Butcher said she was hearing interest in an image; and that Zielke, Amacher and Moon will work on it and make the decision as a subcommittee.

V. DEVELOP SUBCOMMITTEE FOR NETWORKING EVENT.

She noted that at the previous meeting the commission had decided to hold an arts and culture networking social on June 6; however, after further discussion, it was postponed until fall or January due to the shortness of time. She said Brenda VanDevelder was interested in working on it and the Majestic Theater had expressed interest as a venue. Butcher said there needed to be agreement on the number of people to participate and the goals for the event.

Amacher volunteered to chair the subcommittee and Segal to serve along with VanDevelder. Amacher said she would bring back a draft proposal for the next meeting. Butcher suggested the committee create criteria on who to invite. Emery added the list should include the role of a participant in their organization as well. Butcher asked commissioners to email suggestions for attendees, with contact information for each to Amacher. Zielke said possibly there could be more than one such event every year, with different kinds of people invited. Emery offered use of the Arts and Culture stakeholder list.

VI. MEMBER ASSESSMENT OF COMMISSION AND ROLES.

Butcher sought feedback on what the commission should be doing and on priorities. She highlighted accomplishments, including the Resource Committee's work; the City Council charge was clarified; the Corvallis Tourism website template was developed by committee; there was discussion of a music focus and prize; it reviewed and endorsed the art wall; and a social event is being planned.

Stroup said he felt the commission has done a lot of work, has determined what it was going to do and was capable of doing, and it appeared the commission was preparing to take on specific projects and was doing well. He cautioned that some members of the public may judge the commission's work by how often it approaches the City Council with proposals, which hasn't happened yet. Amacher said the commission was getting up speed and figuring things out. Moon said she felt the commission was on track and said it was not important to rush into events. Zielke said the commission was at a point when it had to do something, though it needs to be deliberate. Segal said he felt process was important; the commission was creating building blocks. He said the social event will be important in helping to build a network.

Butcher suggested pulling in other people to help develop economic indicators. She said the commission needs to work on something that helps other organizations and the social event should help clarify that. Segal highlighted the economic impact of arts and culture goal set at the previous meeting; this will help all local groups. Council Liaison Joel Hirsch advocated including as much specificity as possible in goals; he said there may be non-financial impacts as well that can be brought before the Council. He noted that one of the Council goals is to make the City budget sustainable.

Butcher asked if there was any value in setting up a grant-writing workshop. Emery said she would put the Music Awards and grant writing workshop on agendas as Pending Items. Hirsch said it was important that Huff work with the commission as much as possible; the Majestic Theater, as another City venue, should also participate as well. Butcher noted Visitors Propositions was always available. Huff suggested posting the time and location of commission meetings on the department website.

VII. ART WALL UPDATE.

Director Emery related that the Graffiti Alliance had previously presented to the commission a proposal for an art wall on a public site. The commission and the Parks, Natural Areas and Recreation Board (PNARB) supported it, and the Alliance got a grant for \$2,500 from the Benton County Cultural Coalition for the project. However, the Police Department did not initially support it; many staffers felt graffiti was not art, it was crime. The Alliance came up with additional funds. Police suggested where to place the wall to minimize crime and have it easily patrollable.

She related that on further investigation, the Planning Department opined that a Greenway Permit was required for the project, which would require \$7,000 to \$8,000; Planner Rochefort is investigating options on flexibility or exceptions. Emery said one possibility was to split the cost between several agencies. Hirsch asked if he could bring it up as a Council request; Emery suggested waiting a few weeks to see what Rochefort finds out. Stroup said the commission could state its support to the City Council during Visitor Propositions.

VIII. NEW BUSINESS.

Stroup said Visit Corvallis was the marketing arm for the city for Corvallis, promoting bringing people from out of town into Corvallis; however, marketing Corvallis was difficult. Liaison Hirsch clarified it emphasized marketing Corvallis to encourage people to come and stay overnight; the room tax is the only way to objectively measure success.

Stroup asked if it would behoove the City to help events that would potentially draw people into Corvallis. Hirsch said the promoter of beach volleyball works closely with Visit Corvallis. Butcher related that the City committed funds for marketing DaVinci Days. Stroup suggested the commission advocate for arts festivals, since marketing in and of itself will not bring people to stay overnight in Corvallis. He stated that the commission could tell the Council that investing in events is as important as investing in marketing. Segal said marketing simply sells a product. Hirsch said Corvallis Tourism's budget was devoted to marketing; however, someone could approach City Council with an idea for product development and a request for funding.

Butcher related she'd suggested to David Gilbert having a separate page for arts and culture at the Corvallis Tourism website. She suggested keeping an eye on the new Economic Development Commission, which is looking for ways to promote Corvallis. Stroup noted that the City of Ashland gives about \$100,000 per year to the Shakespeare Festival from its Transient Room Tax (TRT). Liaison Hirsch added that Ashland also has a meal tax, which Corvallis does not have; the Council is considering a Meal or Entertainment tax; some or all of those funds would go to economic development.

Stroup said about 30% of the TRT goes to Visit Corvallis; he suggested devoting 10% of the TRT to product development, such as promoting, creating, or aiding events. Butcher said it would be easier to go forward with what Stroup was proposing once the commission had more data. Hirsch related that Corvallis used to spend 65% of the TRT on economic development, with 30% dedicated to tourism. This year there was no economic development allocation since the budget was in such bad shape. Stroup said you can't justify marketing without a product; Butcher said Visit Corvallis promoted Red, White and Blues Festival, DaVinci Days, Fall Festival and other events; Hirsch added they were also responsible for the upcoming Mayor's Conference here as well. Hirsch noted that he was also the liaison for Visit Corvallis.

Zielke related that the new OSU School of Arts and Communication was moving forward. There is an aggressive move for facilities development, with the director proposing a laboratory for digital arts and technology, which would include a performing space. A coordinator of new media will be hired soon. Stroup asked if it would be possible venue for non-OSU performers; Zielke said that facilities usually seek such revenue.

Butcher highlighted Paul VanDevelder's recent Oregon Book Award; she said the ACC should seek to track such things and recognize such awards. Hirsch suggested that the ACC should bestow an award or awards each year.

Zielke related that when the City of Wichita (Kansas) must cut down public trees, they leave large segments, which are sculpted.

IX. ADJOURNMENT: Meeting adjourned at 7:00 p.m.