

CITY OF CORVALLIS
MINUTES OF THE ARTS AND CULTURE COMMISSION
JUNE 28, 2012

Attendance

Karyle Butcher, Chair
 Rebecca Badger
 Elizabeth Westland
 Brenda VanDevelder
 Steven Zielke
 Joel Hirsch, Council Liaison

Staff

Karen Emery, Director
 Mark Lindgren, Recorder

Visitors

Absent/Excused

Patricia Daniels, Vice Chair
 Shelley Moon
 Dan Segel
 David Huff

SUMMARY OF DISCUSSION

Agenda Item	Information Only	Held for Further Review	Recommendations
II. Review of Minutes	X		
III. Visitor Propositions	X		
IV. Economic Development Subcommittee Update	X		
V. Fall Event Discussion	X		
VI. Logo			Motion passed to adopt Rebecca Badger's proposed logo design.
VII. City Council June 18 Meeting Summary			Motions passed that Butcher send her letter to the G-T newspaper.
VIII. Commission Member / City Council Liaison Updates	X		
IX. New Business	X		
X. Adjournment	X		The next Arts and Culture Commission meeting is scheduled for 5:30 p.m, July 26, 2012 at the Parks and Recreation Conference Room.

CONTENT OF DISCUSSION

- I. REVIEW AGENDA/CALL TO ORDER.** Chair Karyle Butcher called the meeting to order at 5:30 p.m. She related that Brenda VanDevelder and Dan Segel were renewing their appointments; however, Steven Zielke will not be renewing his appointment. Zielke recommended that Chris Chapman serve on the commission in his place. Director Emery said Huff would join the Economic Impact Committee, since it is losing a member.
- II. REVIEW OF MINUTES.** VanDevelder moved and Zielke seconded to approve the May 24, 2012 minutes as presented; motion passed.

III. VISITORS PROPOSITIONS. None.**IV. ECONOMIC DEVELOPMENT SUBCOMMITTEE UPDATE.**

VanDevelder related that there has been no further work. There have been a few straggler responses to the survey, which have really impacted the results. She is re-calculating and will share a revised report in July.

Westland related that the Medford Tourism Bureau promoted cultural arts in the area. She asked whether Corvallis Tourism (CT) was promoting cultural events. Butcher related that the “Group of Six” (local major arts groups) will do background work on considering tapping Transient Occupancy Tax (TOT) funds. She said CT has been approached about raising the visibility at the CT website; she suggested inviting the new (interim) CT director to a meeting to explain her vision.

VanDevelder related that she and Pat Amacher had approached Corvallis Tourism previously, to help launch the “We’re All Here” Campaign, which depended on leveraging the CT website. She said it was important to work with the new director on how arts and culture fit at CT. Council Liaison Joel Hirsch related he was liaison to CT and attended a meeting this morning; he said the temporary director is talking about setting up a separate granting organization where people apply for grants. Butcher noted the G-T has greatly improved its listing of events. Emery noted that CT has undergone many changes in directors over just a few years. Butcher suggested commissioners sit in on CT meetings. Butcher related that Huff had suggested the commission meet with representatives of key arts organizations.

V. FALL EVENT.

Butcher recalled the previous fall’s Connect event, which facilitated social networking. The issue is whether to hold it again and if so, where to hold it. One possibility is to rotate it among supporting arts group offices. Badger concurred with rotating it, but said that beautiful spaces are nice, too. Zielke highlighted the train station. Butcher suggested the Art Center. Badger and Westland suggested the Majestic Theater’s upper room.

VanDevelder said about 70 attended last year, and there was discussion of inviting board members this year. She noted that Segel underwrote the food and drink last year, but can’t do so this year. She said the beautiful location at The Vue helped make the event a success; the Art Center is not as dramatic. Butcher advocated not falling into a pattern of The Vue being a signature location.

Badger volunteered to work on the event. Zielke advocated against holding it at The Vue, thus cementing the location for the annual event, and proposed the Art Center. Westland said everyone liked The Vue, but suggested rotating. Badger cautioned that the Art Center could get crowded. Butcher suggested simply inviting groups to bring two people, which could include a board member. Butcher said she was hearing the Art Center as the top choice; VanDevelder said the event could tag onto the Art Center’s Year of Culture.

Butcher said last year’s event started at 5 p.m., during the first two weeks in October. Zielke advocated holding it on Monday, saying it worked well. VanDevelder added that last year’s event was directly following the statewide Art Summit; this year it is October 10. Zielke advocated mid-September to mid-October. Badger will approach David Huff regarding the Art Center. Westland volunteered to work on the event. Zielke said a director of a jazz combo volunteered to play. He cautioned against allowing people to spend five minutes promoting their upcoming events.

VI. LOGO.

Badger said it was intended for use on commission materials. She related that she took elements of the Corvallis Arts for All design, using a common font. VanDevelder moved and Zielke seconded to adopt Badger's proposed design; motion passed.

VII. CITY COUNCIL JUNE 18 MEETING SUMMARY.

Butcher related she and Trish Daniels recently presented an eight-minute annual report to the City Council, recapping high points, including networking and CAFE work, and workshops, including grant writing. Councilors were interested in the CAFE Program.

She said there wasn't much interest in the economic impact piece. She advocated having the new economic development staffer include arts and culture in how they present the community. She praised Liaison Hirsch's testimony at the meeting.

Butcher highlighted the G-T's editorial decrying tying arts and culture to an economic base, as opposed to valuing them for their own sake, and it opposed tying the new economic development staffer to arts and culture. She related she spoke to the impact of arts and culture.

VanDevelder suggested the commission use the phrase "economic impact" of the arts, not "economic development". Butcher sought advice on sending her draft letter to the G-T to respond to the editorial. Zielke said arts are always thought to be nice; but in his mind, arts should be central to a vibrant community and a healthy economy. Liaison Hirsch said the G-T editorial is wrong; there was concern about spreading the economic development staffer too thin among diverse interests. He said the arts ARE significant economic levers.

VanDevelder suggested an "As I See It" op-ed, either from the commission or a pillar of the cultural community. Members agreed the letter should be sent. Butcher said the economic development staffers need to be presenting Corvallis as an arts and culture community. Badger said we're simply asking these representatives to accurately represent the community. Butcher said the arts and culture in Corvallis represent an added value to the community. Hirsch related that a staffer at the hospital recruits doctors to move to Corvallis from around the country; the arts are included in the package she presents to them, and this should also be included in what these economic development staffers present. Westland noted that everything in our society has an economic impact consideration attached to it.

Zielke said our charge is to advise the city; however, the City is ignoring the arts in this economic effort. VanDevelder moved and Westland seconded that Butcher send her letter to the G-T newspaper; motion passed.

VIII. COMMISSION MEMBER/CITY COUNCIL LIAISON UPDATES.

Zielke related touring the Whiteside Theater recently and noted that there wasn't enough power to light the stage. The stage is deep enough for a lot of arts groups to use; Chintimini Chamber Music used it this week and Corvallis High School will stage a cabaret event there next year. However, there is not a handicapped accessible bathroom yet.

IX. NEW BUSINESS. None.**X. ADJOURNMENT:** Meeting adjourned at 6:30 p.m.