

# DRAFT

**CITY OF CORVALLIS  
MINUTES OF THE ARTS AND CULTURE COMMISSION  
JANUARY 16, 2013**

Attendance

Brenda VanDevelder, Chair  
Elizabeth Westland  
Shelley Moon  
Patricia Daniels  
Joel Hirsch, Council Liaison

Absent/Excused

Larry Rodgers  
Karyle Butcher  
Rebecca Badger, Vice Chair  
David Huff

Staff

Karen Emery, Director  
Mark Lindgren, Recorder

Visitors

Charles Creighton  
Councilor Bruce Sorte  
Xu Rui  
Li Hong  
Huo Kun  
Peter Leung

**SUMMARY OF DISCUSSION**

Agenda Item	Information Only	Held for Further Review	Recommendations
II. Review of Minutes	X		
III. Visitor Propositions	X		
IV. Committee Report from CAFA	X		
V. Update on BCCC Grant	X		
VI. Marketing Committee Report	X		
VII. Economic Vitality Committee Report	X		
VIII. Year of Culture Update	X		
IX. Staff Liaison Report	X		
X. City Council Report	X		
XI. New Business	X		
XII. Adjournment	X		The next Arts and Culture Commission meeting is scheduled for 5:30 p.m, February 20, 2013 at the Parks and Recreation Conference Room.

**CONTENT OF DISCUSSION**

- I. REVIEW AGENDA/CALL TO ORDER.** Chair Brenda VanDevelder called the meeting to order at 5:30 p.m. She introduced Charles Creighton, who'd been appointed but not yet confirmed to serve on the commission. He related he'd been in the community since 1982, and was long the Director of the

Corvallis Youth Orchestra and in education, and started the Corvallis Youth Symphony, a regional orchestra. He highlighted the upcoming Pink Martini benefit concert. VanDevelder highlighted the Henan concert tomorrow.

VanDevelder requested that all committees update their goals to reflect current activities.

## **II. REVIEW OF MINUTES.**

Due to lack of a quorum, the December 19, 2012 minutes could not be approved.

## **III. VISITORS PROPOSITIONS.**

Representatives from the Henan province performing ensemble group Huaxia Ancient Music Ensemble of Henan Museum introduced themselves. Xu Rui, Li Hong, and Huo Kun described their upcoming performance tomorrow and their trip as a whole. Corvallis resident Peter Leung arranged the performance. The museum in Central China focuses on Chinese history, archeology, and art, featuring exhibitions, performances, and visiting scholars. Leung suggested Corvallis send a delegation to collaborate and visit the museum. VanDevelder suggested a continuing discussion. Leung said he will send a proposal for future possible collaboration. Daniels highlighted upcoming China Day at OSU. Xu Rui left contact information and suggested members contact her with any ideas. VanDevelder suggested meeting with the group's liaison, Peter Leung, to explore ideas to bring back to the commission.

## **IV. CAFA COMMITTEE REPORT**

Trish Daniels highlighted a program poster and website for the new Corvallis Arts for All (CAFA) program, an arts access program aimed at low-income area residents. She reported a recent \$625 grant was received from the Benton County Cultural Coalition (BCCC), intended to fund development of more outreach materials. She said the food stamp program suggestion additional locations; Emery suggested also providing program information in conjunction with the department's Family Assistance scholarship program. She noted that materials were also available in Spanish. Daniels noted that often extra seats are available at programs, and performances would prefer to get \$5 a seat instead of nothing, as well as building audiences. She emphasized the importance of printed materials, including designing new brochures, and possibly a new two-color poster. The program will include bus route information, which has been found to be important with similar programs around the state.

She contrasted different designs for the poster. VanDevelder suggested that Daniels and Badger work together on the design. Westland said she preferred the language on the Ashland version of the poster and advocated highlighting the many free performances, as well as concerts requiring a \$5 charge.

Daniels will have a CAFA committee meeting in March. Creighton asked whether the posters would reach the target audience; he suggested social media. Daniels noted that many of the target audience may not have computers, but may have cell phones. Materials are left at the food stamp office and community services caseworkers, who give them to clients, as well as Corvallis Neighborhood Housing. Presentations will be made to key groups. Hirsch suggested using the specific fonts associated with the SNAP and Oregon Trail programs.

## **V. UPDATE ON BCCC GRANT.**

Trish Daniels reported on a recent \$625 grant from the Benton County Cultural Coalition, intended to fund CAFA program outreach materials.

**VI. MARKETING COMMITTEE REPORT.**

VanDevelder said the committee will continue to meet, and seeks to meet with business groups and find bridges between them and the arts. They will also meet with survey participants and invite them to share what's going on, and promote a dialog to ensure the ACC reflects their concerns and activities.

**VII. ECONOMIC VITALITY COMMITTEE REPORT.**

Council Liaison Joel Hirsch noted the commission had submitted a Council goal for a study; he'd included arts and culture in the language of the Economic Development Commissions mission. He also submitted a proposal for VisitCorvallis to use a percentage of its budget for arts and culture, though it is not clear that that was included in the other goal.

He introduced Councilor Bruce Sorte, noting that he was an economist, who'd done such a study before, and had offered to help with the arts and culture economic development study. Sorte related that the Council Goal included looking at ways to support things such as arts and culture. He said low hanging fruit for economic development included arts and culture, medical care for seniors, and agriculture. He said he'd documented arts and culture "leakage" out of the community and that impact numbers were available. He cautioned it would be difficult to get numbers for how much of the leakage could be captured. Sorte said he couldn't break down the kinds of arts in that estimate.

Sorte said another aspect was looking at how arts and culture can bring in other businesses. He said only 25 economists in the country worked on that. He cautioned it was difficult to make the attribution to various causes. He highlighted the process of doing interviews surveys on the streets, saying they'd worked well for OSU (including generating publicity) to get estimates. He said interviewers can go to organizations, seniors, retirement facilities, and ask people what types of arts and culture they are participating in and where they are doing it, and ask what it would take to do more of it in Corvallis. The questions would ask what types of activities they would like to do here that they don't have the opportunity to do, and have them describe the variety, volume, and cost. Once he has this information, he can develop several scenarios to give to decision makers.

He said the process can be used to generate attention. The resulting information can be used to see how to contribute to the local economy. He said if the process gets to the point of hiring a consultant, he can help. He suggested having City staff and/or volunteers work with him, especially in reporting and formalizing the recommendations prior to publishing a report. He estimated hiring a consultant would cost between \$30,000 and \$50,000; alternatively, if the commission works with him, he'd need funds for students, and possibly also for coupons to test where arts money ends up.

VanDevelder said the commission's proposed Council goal requested a market study; the commission felt that the City needed to recognize arts and culture; she thanked Hirsch and Sorte for their work on that. Hirsch said the Council could not fund such a study, but he would submit a Council request to the Human Services Committee to see if it could support a percentage of VisitCorvallis budget for an arts and culture study, since the arts and culture already makes a contribution to economic development. He hoped that after any study, it would convince doubters of the "If You Build it They Will Come" model.

Westland related that Economic Development Director Nelson had said he needed data before he could support more arts and culture promotion; currently, he felt arts and culture fell under "livability", instead. Hirsch said the Council had given Nelson marching orders on "selling" arts and culture in the goal; he noted that agriculture hadn't previously been part of economic development efforts, either.

Daniels said Nelson needed to hear the data that Huff had presented on the economic impact of arts and culture in Corvallis. Sorte said his experience is that it may be easier for the commission to do the work itself. Daniels highlighted Ashland's example. Sorte related that for up to \$1,500, a company could be hired to profile local consumers: how many there are, and how they are spending their money.

VanDevelder proposed that the three members of the Economic Vitality Committee (not present) meet with Sorte. Sorte suggested the commission identify naysayers (often people that you're competing with), as well as comparable communities that have elements that you admire, and identify the differences between the communities. VanDevelder said two Councilors previously wrote a white paper on economic diversity without any outcry regarding conflict of interest.

**VIII. YEAR OF CULTURE UPDATE.**

VanDevelder summarized that the Year of Culture was underway and presented a number of opportunities.

**IX. STAFF LIAISON REPORT.**

Emery asked whether arrangements had been made for the Mayor's proclamation at the January 22 Council meeting; VanDevelder said David Huff needed to arrange a proclamation for the February 4 session. Emery suggested commission representatives attend the February 4 meeting at 5:30 p.m.

**X. CITY COUNCIL REPORT.**

Councilor Hirsch said that at the next Council meeting he'll make a request to a standing committee for VisitCorvallis support the commission. Emery said the commission is saying that in order to move forward they need a baseline of information to develop the strategic plan, requiring funding. She said VisitCorvallis would benefit from an art and culture strategic plan. Hirsch said there could be questions asked during a study interview process that would benefit Tourism directly, as well as OSU Conference Services; they could possibly also offer support and possibly be partners.

He highlighted the March 1 Arts Center Chocolate Fantasy fundraiser.

**XI. NEW BUSINESS.**

VanDevelder related that Butcher attended the Corvallis Sustainability Coalition, which wants to see the arts as part of the plan. She asked to have that as a discussion item on the next agenda. She highlighted draft language in the packet.

VanDevelder highlighted a Corvallis Schools student visual arts display at the LaSelles Stewart Center between February 1 and 11.

**XII. ADJOURNMENT:** Meeting adjourned at 6:51 p.m.