

MEETING AGENDA: Arts and Culture Advisory Board

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

Date: April 15, 2015 **Time:** 5:30 – 7p.m. **Location:** P&R Admin Office Conference Room

Members and Staff -			
1. Rebecca Badger, Chair	7. Brenda Downum-VanDevelder		
2. Wayne Wiegand, Vice chair	8. Charles Robinson		
3. Karyle Butcher	9. Deborah Correa		
4. Charles Creighton	10. Frank Hann - City Council Liaison		
5. Cynthia Spencer	11. Karen Emery, Parks and Recreation Director		
6. Shelley Moon	12. Jackie Rochefort Park Planner		
Items To Be Discussed -			
1	Call To Order		
2	Review of minutes – March 18		
3	Visitor propositions		
4	Connect event recap and next steps - all		
5	Art and culture study update - Rochefort		
6	Percent for Art initiative - Butcher		
7	Americans for the Arts study - Badger		
8	Grants Program - Wiegand		
9	PASC and ACAB recruitment - all		
10	Live music update – Robinson/VanDevelder		
11	Staff updates		
12	City Council Liaison updates		
13	Adjourn		
Pending Items		Actions / Notes	
Sub-committee and Project Assignments - Members:			
Marketing & Outreach – Badger, Moon, Spencer, Correa			
Economic Impacts of A & C - Butcher, Creighton, Downum-VanDevelder, Wiegand, Robinson			
Committee Assignments - Representative(s):			
Materials Mailed:			
Agenda			
A&C Advisory Board Minutes – March 18			
Goals			

Next Meeting Date: May 20, 2015, 5:30 P.M. Parks and Recreation Administration Office

DRAFT
CITY OF CORVALLIS
MINUTES OF THE CORVALLIS ARTS AND CULTURE ADVISORY BOARD
MARCH 18, 2015

Attendance

Rebecca Badger, Chair
Wayne Wiegand, Vice Chair
Karyle Butcher
Deborah Correa
Brenda Downum-VanDevelder
Shelley Moon
Charles Robinson
Cynthia Spencer
Frank Hann, City Council Liaison

Staff

Karen Emery, Parks and Recreation Director
Jacqueline Rochefort, Park Planner

Guests

Jeff Hino, Plaehn & Hino Blues Band
Robert Hirsh, Willamette Stage Company

Absent/Excused

Charles Creighton

I. CALL TO ORDER. Chair Rebecca Badger called the meeting to order at 5:32 p.m.

II. REVIEW OF FEBRUARY 18, 2015 MINUTES. The minutes from February 18, 2015 were approved following motion proposed by Butcher and seconded by Downum-VanDevelder.

Badger queried as to whether information was available regarding the Memorial bench. Spencer will provide such near the meeting's end.

III. VISITOR PROPOSITIONS. Hino discussed moving to Corvallis in 1976 for its vibrant music scene. 40 years later, his band cannot find a venue in Corvallis to play a reunion show. Venues such as The Troubadour no longer feature live acts due to prior threats of legal action from ASCAP. Hino stated there are few local venues available to musicians, much less that pay a decent wage. Hino explained that most bands are presently lucky to find a venue willing to pay \$25, and the best rate he's received recently is \$125 total for a group of four musicians— despite that same band having earned \$300 nightly at local venues in 1977. Hino seeks ideas and guidance for the musical community in terms of how to provide voice and how to interact with the local government in effort to advocate for improving these conditions.

Correa asked for more information regarding ASCAP's legal process. Details will be provided once obtained from a party with greater expertise in this area. Robinson stated that a member may be able to refer Hino to a lawyer for such purpose.

Downum-VanDevelder inquired as to public response to the letter/article. Hino stated it has not yet started a dialogue with non-musicians, and this is one of the areas he's seeking ideas on how to facilitate. Downum-VanDevelder inquired as to whether ASCAP is a legitimate concern to such venues, or whether ASCAP may be a convenient excuse offered by venues. Hirsh specified that ASCAP rules can differ greatly between nonprofit and for-profit organizations. Moon stated that she had assumed new businesses were providing a space for musical acts. Badger suggested that local business owners

whose venues actively feature musical acts being brought into the discussion. Hino added that Greg Little at Squirrel's pays fairly.

Butcher stated that ACC could help to publicize by providing exposure to Hino's article through their website, and involving a subcommittee for purposes of surveying. Badger asked that 1-2 people from ACC volunteer for such purposes. Hirsh suggested the survey address the impact of live music on profits for the hosting businesses. Hino mentioned that Corvallis Noisemakers' website has a number of pertinent discussions which are available to read online. Members offered their thanks to Hino and Hirsch. Hino stated that the best email address for him is jeff.hino@oregonstate.edu. Badger stated that ACC will follow up with Hino prior to their next meeting.

Emery suggested starting an OSU student project to gain feedback from business owners one-on-one. Correa added that such discussions could lead to a how-to process for others who may be interested in participating, but do not know where to begin.

IV. CONNECT EVENT. Badger stated the Connect Event has been rescheduled for Tuesday April 7th at The Majestic, and asked Moon and Correa to provide an overview. Additionally, Badger noted that if members had not received an invitation via email, to let her know.

Correa stated that parties from Albany, Philomath, and Economic Development had been added to the invite list in effort to gain a broader and more robust group. The Event begins at 5:30 p.m. with the first 30 minutes for mingling. Guests will be called to the auditorium at 6:00 p.m., where the Mayor will welcome them, followed by Brian Rogers, Executive Director for Oregon Cultural Trust. Correa added that they are hoping to involve a dance group. Moon mentioned the possibility that singer Amira Denan, one of her former students, may be able to perform.

Badger called for questions, and stated that an anonymous donor had provided \$250 to assist with catering costs. Local businesses such as New Morning and Two Towns will be contacted regarding possible donations.

Butcher stated that plans need to be discussed as such may not allow for flip-charts. Hann suggested reaching out to successful alumni artists. Badger added that assistance before and after the Event will be needed to help set up, greet, clean up, etc.

V. ART STUDY UPDATE. Badger stated the end results should be viewed not as a Strategic Plan, but as a Study. She also recommended removing "Strategic Goals and Objectives" on p.12 from the final version, and continuing with that information via subgroup. Badger then called for questions. Rochefort stated that she and Emery had not received the recently circulated emails. Spencer provided corrections regarding phrasing and titles, specifically regarding The Arts Center and school districts. Correa queried as to whether the figures on p.8 accounted for the \$40,000, and Rochefort stated that it had been included.

Downum-VanDevelder suggested deleting the phrase "selected by the City of Corvallis" as this is not technically accurate. She also stated an Executive Summary or Key Findings at the end could greater strengthen the materials.

Robinson discussed issues with the final paragraph of the introduction. Wiegand asked if the statement

on p.11 could be differently presented, in a way so as not to be negating.

Butcher queried as to prior discussions deciding to drop Fort Collins as a comparator. Rochefort verified this, but added that Fort Collins was kept in due to frequent comparison as a “next step” in the aspirational process.

Downum-VanDevelder stated she sees the three key findings, in order of priority, to be: (1) that Arts spending by the City of Corvallis is low, and an Arts and Lodging tax mechanism is wanted, (2) that income pertaining to Arts is measurable, and can be gauged through an upcoming study (via The Americans for Arts) at a cost of \$6,000, which is wanted, and (3) that a lot of great Arts activities are happening, but there is a distinct need for coordinated marketing, and we'd like to see City staffing for joint promotion and support.

Wiegand queried as to what this study would yield, especially considering the cost. Butcher stated the study might be able to identify the missing component of how to convince City Council of value in Arts.

Emery questioned as to whether Corvallis' presently-listed numbers might be skewed due to the City operating the Majestic Theatre which it wasn't at the time this data was gathered.

Badger noted that April 7th will provide an opportunity to speak with key people in the local Arts community; she then called for suggestions on what to ask them, if anything. Downum-VanDevelder will email Rochefort with details on what to include and exclude from the study. Correa suggested a “what would you prefer most” checkbox-style form, to see what areas the community is presently most interested in. Butcher called for unified marketing, an inventory of venues, and a shared marketing person to help facilitate. Badger said Economic Impact could select what items to include.

Hann stated that public input would help in terms of traction with City Council. Wiegand asked about the budget process, pertaining to grants. Emery stated this was something which could be requested in April at budget commission. Downum-VanDevelder noted that the Event and study are different and separate. As such, the study should not be used as an appendix or for public input at this point.

Spencer spoke about the Memorial Bench which had been vandalized. Plans at present are to treat this as a possible temporary public art piece for people who have passed away through an annual event.

VI. SUBCOMMITTEE REPORTS. None.

VII. STAFF UPDATES. None.

VIII. CITY COUNCIL LIAISON UPDATES. None.

IX. ADJOURNMENT: The meeting was adjourned at 7:09 p.m.

GOAL	ACTION	TIME FRAME	WORK GROUP	PROGRESS
1. Demonstrates and communicates to appropriate audiences the economic impact of arts & culture.	<p>1.1 Determine the impact of Arts & Culture on tourism revenue.</p> <p>1.2 Determine the Creative Vitality Index (CVI) for Corvallis.</p>		Butcher, Downum-VanDevelder, Wiegand, Creighton	<p>1.1 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.</p> <p>1.1 An OSU intern completed a survey.</p> <p>1.1 Bruce Sorte spoke to the Commission.</p> <p>1.1 Created draft RFP to complete a strategic plan</p> <p>1.1. Spoke to City Council at their January 2014 meeting</p> <p>1.1 City hired consultant to complete Art Study Fall 2014</p> <p>1.1 Held Stakeholder meetings regarding the Art Study</p> <p>1.1 Draft Art Study to be complete 3/18 and final end of April, 2015</p>
2. Ensure comprehensive communication both throughout the community and within the creative community itself.	<p>2.1 Assist the arts and culture community in using the Tourism website calendar.</p> <p>2.2 Create a publication with current venue contact information.</p> <p>2.3 Host a networking event for the arts and culture community.</p> <p>2.4 Create a website presence.</p>		Badger, Moon, Spencer, Robinson	<p>2.1 Emailed <i>Where It's At</i> to the arts and culture community describing how to use the Tourism website.</p> <p>2.1 Posted <i>Where It's At</i> on the City website.</p> <p>2.2 Completed an electronic version and posted on the website.</p> <p>2.3 Held an event on October 10, 2011 at the Vu.</p> <p>2.3 Held a social media training Spring 2012.</p> <p>2.3 Held a networking event each year since 2012.</p> <p>2.4 Created a Arts & Culture page on the City's website.</p> <p>2.4 Created a website for CAFA.</p> <p>2.4 Published and distributed CAFA brochures.</p>
3. Promote outreach that engages the community and enhances opportunities.	<p>3.1 Support a thriving local arts and entertainment economy.</p> <p>3.1.1 Support venues for local artisans, craftspeople and musicians to promote and/or sell their wares.</p> <p>3.1.2 Attract renowned, experimental</p>		Moon, Badger, Spencer, Robinson	<p>3.2 Facilitated bringing together staff of non-profit arts organization on a regular basis to foster collaboration.</p> <p>3.2 Facilitated bring performing arts staff/volunteers together on a regular basis to foster collaboration.</p> <p>3.3 Met with arts and culture providers and with contacts that are associated with people with low incomes. Created Corvallis Arts For All program that launched June 2012.</p>

	<p>and talented performers and artists.</p> <p>3.1.3 Utilize local media to promote arts and entertainment.</p> <p>3.2 Collaborate with arts and culture providers.</p> <p>3.3 Pursue opportunities to improve and increase access to arts and culture by:</p> <ul style="list-style-type: none"> a. Removing barriers to participations. b. Building new audiences. <p>3.4 Encourage and promote arts and culture educational programs at all levels.</p>			

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 & 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.

Community Responses from the Connect Event April 7, 2015

Q: How can the ACAB best support funding for the arts?

1. Is there sufficient advocacy for greater **CITY FUNDING** to support arts & culture?
18 votes
2. Should transient occupancy tax (tourism) be used to fund **SMALL GRANTS**?
6 votes
3. Should 1% for **PUBLIC ART** be required in all city-funded building projects?
20 votes
4. Should there be a **"ROUND UP" PROPERTY TAX/UTILITY BILL OPTION** to support a special fund for the arts & culture?
6 votes

Other suggestions?

- * Pot tax for entertainment & the arts! 2 votes
- * Pot tax for arts & cultural education in schools.

Q: How can the ACAB best SUPPORT marketing?

1. Should the ACAB facilitate **COLLABORATIVE/JOINT** marketing opportunities?
16 votes
2. Should ACAB work with **BUSINESS LEADERS** and others to create an ARTS identity for Corvallis?
22 votes
3. Should ACAB **PROMOTE** Corvallis as an arts & culture destination?
10 votes
5. Would **GRANT WRITING** assistance and workshops be helpful?
1 vote

Other suggestions? (none)

Q: How can the ACAB best support increased awareness of the arts?

1. Should access to the **ARTS FOR ALL** program be expanded?
4 votes
2. Should there be a **SINGLE** website promoting all arts events?
28 votes
 - "& an email to keep people updated on what's coming up."
3. Should more community **PARTNERSHIPS** and programs directed at K-12 be developed?
11 votes
 - "And beyond."
1 vote

Other suggestions?

- EDUCATION: Grow patronage, bring in more of “appreciative” public and grow community cultural climate.
- Next time you pull this group together – open the forum to Q&A. Tonight would have been a GREAT opportunity for “Art Community” collaboration & to find out what the Corvallis Art Community is looking for. 1 vote

Q: How can the ACAB best support capacity building for the arts?

1. Should ACAB maintain up to date **INVENTORY** of performance venues, artist resources?
13 votes
2. Should ACAB host **BI-ANNUAL** meetings to focus on Corvallis arts & culture activities?
2 votes
3. Should ACAB host an **ANNUAL NETWORKING** gathering of arts organization?
14 votes

Other suggestions?

- Round table discussion of key solutions/brainstorming amongst the leadership of art related interests' not 1:1 networking alone but large group discussion.

Top Areas of Interest:

1. Should there be a **SINGLE** website promoting all arts events?
28 votes
2. Should ACAB work with **BUSINESS LEADERS** and others to create an ARTS identity for Corvallis?
22 votes
3. Should 1% for **PUBLIC ART** be required in all city-funded building projects?
20 votes
4. Is there sufficient advocacy for greater **CITY FUNDING** to support arts & culture?
18 votes
5. Should the ACAB facilitate **COLLABORATIVE/JOINT** marketing opportunities?
16 votes

GOALS FOR ARTS & CULTURE ADVISORY BOARD

STRENGTHEN private & public partnerships to support the arts

10 votes

BUILD participation in and an audience for arts and culture

7 votes

STRENGTH the ability of arts organizations/individual artists (build capacity)

12 votes

SUPPORT expanded exposure to and learning experiences from arts and culture

7 votes

SUPPORT expanded learning for K-12

7 votes

Top Area of Interest for Goals

1. **STRENGTH** the ability of arts organizations/individual artists (build capacity)

12 votes

STRENGTHEN private & public partnerships to support the arts

10 votes