

**HUMAN SERVICES COMMITTEE
MINUTES
March 5, 2013**

Present

Councilor Mike Beilstein, Chair
Councilor Penny York
Councilor Bruce Sorte

Staff

Jim Patterson, City Manager
Steve Deghetto, Parks and Recreation Assistant Director
Carrie Mullens, City Manager's Office

Visitors

David Huff, The Arts Center Executive Director
Elizabeth Bell, The Arts Center Board Chair
Shelley Curtis, Public Art Selection Commission (PASC) Chair

SUMMARY OF DISCUSSION

	<u>Agenda Item</u>	<u>Information Only</u>	<u>Held for Further Review</u>	<u>Recommendations</u>
I.	The Arts Center Annual Report			Accept The Arts Center annual report for Fiscal Year 2011-2012
II.	Public Art Selection Commission Annual Report			Accept the Public Art Selection Commission annual report for Fiscal Year 2011-2012
IV.	Other Business • March 19 agenda	Yes		

Chair Beilstein called the meeting to order at 2:01 pm.

CONTENT OF DISCUSSION

I. The Arts Center Annual Report (Attachment)

Mr. Deghetto reviewed the staff report and introduced Mr. Huff and Ms. Bell.

Mr. Huff said The Arts Center (Center) revised its business model during Fiscal Year (FY) 2011-2012 to ensure that potential future financial reductions will not impact core programs. Acquiring a grant from the Oregon Community Foundation allowed the Center time to assess programs and amend practices. A tuition increase was established and offset with additional scholarship opportunities. Changes were also made in the operation of the gallery and retail store. Efforts are underway for the Center's 50th anniversary which includes a \$200,000 fund-raising goal to increase

stability for community programs. The Center extends its programs to rural schools, at-risk youth, youth correction facilities, hospitals, and rural store fronts. The mission is to integrate art in every day life and provide youth and others with access to arts education. The Center has been successful in obtaining grants and with fund-raising activities.

Mr. Deghetto added that memberships to the Center increased ten percent during FY 2011-2012.

Councilor York commended Mr. Huff for his efforts. Through Leadership Corvallis, she attended a discussion at the Center about a controversial exhibit. The discussion was well led and community leaders developed an appreciation in the abilities of Center staff to discuss difficult subjects and how art can enhance difficult subjects.

Ms. Bell announced that the *New York Times* publicized the Corvallis exhibit. Mr. Huff said more than 75 people from more than 100 miles away came to Corvallis to see the exhibit. Visitors from Idaho and Washington stayed in local hotels and ate at local restaurants, supporting the economic vibrancy of Corvallis.

Councillor Sorte announced that he previously met with Mr. Huff about measuring the economic impact of the arts. Population pyramids for Oregon and Corvallis reveal that a decrease in revenues is expected as the remaining baby-boomers retire and have fixed-incomes. He opined that it will be important for the Center to seriously recruit for memberships now. Reinforcing the arts in Corvallis can be done informally or through consultants.

Mr. Huff said the Center Board has reviewed the population pyramids. He noted that 90 percent of the Center's members pay \$50 or less in dues and the business model is not based on large denomination donors. The Center will begin measuring the economic impact on the community. For example, the Center pays \$110,000 directly to local artists. With additional information, the Center can identify how this support impacts life in Corvallis.

Chair Beilstein referred to page three of the agreement that speaks to the millage rate the Center receives from the City. He said he understood that the Center receives a fixed amount.

Mr. Deghetto responded that the Finance Department calculates the amount allocated to the Center each year. Through additional discussions between Chair Beilstein, Mr. Deghetto, and Mr. Huff, it was determined that the Center received two annual payments from the City. One check is based on millage rate and one is based on the \$32,000 fixed amount as noted in the agreement.

Mr. Patterson mentioned that he spoke with Mr. Huff prior to the FY 2011-2012 budget process and discussed the 5.07 percent across-the-board budget reductions. Mr. Huff said it was informative and having the information helped the Center budget for the following year. Mr. Patterson confirmed that he will have a similar discussion with Mr. Huff within the next few weeks.

In response to Chair Beilstein's inquiry, Mr. Huff said the Center's total budget is approximately \$500,000. The City's contribution of \$44,000 pays for essentials such as bookkeeping and marketing. Many grants and donations are restrictive in use.

Mr. Patterson said the Center also utilizes City funds as leverage for additional grant monies. The value of the City's contribution is clear and important.

Mr. Deghetto said the Parks and Recreation Department relies on the Center to provide a higher level of art programming and education.

Chair Beilstein provided a brief history of funding for the Center, stating that the Corvallis voters initially approved a tax levy for permanent support. Following Measures 47 and 50, the City was required to combine small levies and the City agreed to continue providing the same proportional amount to the Center. He opined that there is an obligation for the City to fund the Center since citizens approved dedicated funding. He stated a commitment to maintain the relationship of City support for the Center, regardless of the need for other City budget considerations.

The Committee unanimously recommends Council accept The Arts Center annual report for Fiscal Year 2011-2012.

II. Public Art Selection Commission Annual Report (Attachment)

Mr. Deghetto reviewed the staff report and noted three corrections:

- Under "Background," the last sentence should read: In Fiscal Year 11-12...
- Under "Discussion," the first sentence should note that PASC met two times during the fiscal year.
- The attachments should only include minutes from April 19 and June 21, 2012.

Mr. Deghetto noted that during last fiscal year, PASC reviewed two proposals – the Mosaic Collaborations project to install 18 mosaics on trash receptacles along 3rd and 4th Streets, and the mural representing the life and goals of Dr. Martin Luther King, Jr. that is displayed in the kiosk at Dr. Martin Luther King, Jr. Park.

Mr. Deghetto added that PASC members represent a wide spectrum of invaluable arts expertise. Discussions during their meetings include additional opportunities for public art, selection criteria, and on-going maintenance of public art.

Councilor York reported that, as part of Leadership Corvallis, she participated in creating one of the trash receptacle mosaics. She noted that the August 16, 2012 PASC minutes attached to the staff report mention a future Leadership Corvallis art project, and said the Leadership Corvallis Board has not approved a proposal. She encouraged PASC to ensure the sponsoring entity approves any proposal before PASC schedules a review.

Mr Deghetto confirmed that PASC did not receive a proposal. He added that the Policy includes very detailed selection criteria. PASC will revisit the policy and may propose changes so reviews include finished products, if possible.

Mr. Deghetto said some proposals received by PASC do not fit the parameters of the policy. Location is important and PASC is working on a location inventory. Public art cannot be placed in every building. As the City amasses more art, discussions need to occur about liability, funding, protection, and maintenance.

Ms. Curtis said when PASC reviewed the proposals for the art piece in the Library, they considered how each piece is made, how it would be cleaned, and if it could be easily damaged. Considering this criteria narrowed the choice to two pieces.

In response to Chair Beilstein's inquiry, Mr. Deghetto said public art placement is addressed in a Council Policy. The language states that public art must be installed in areas open to the public. A personal office would not be appropriate per policy. PASC can discuss how to protect art in an unsupervised location.

Chair Beilstein noted that it is up to PASC to initiate a policy review.

Councilor Sorte said the Riverfront project set a good precedent for public art in Corvallis. He added that Ms. Curtis is well known in the land grant system for art, and has a high level of expertise and distinct skills. He encouraged PASC to remain separate from The Arts Center.

In response to Chair Beilstein's inquiries about the graffiti wall, Ms. Curtis and Mr. Deghetto confirmed that the wall has been discussed. Barriers include funding, placement, obtaining a \$6,000 Willamette Greenway permit, staff resources, serviceability, and environmental and traffic concerns. Willamette Greenway permits are issued by the State.

Chair Beilstein noted that the Corvallis Environmental Center is getting a new mural on the side of their building. Mr. Deghetto explained that murals fall under temporary art which is not part of PASC's review. PASC reviews art utilizing public funds to place art in the public right-of-way and/or other City resources.

Mr. Patterson clarified for Ms. Curtis that murals installed on privately-owned buildings require City permits.

The Committee unanimously recommends Council accept the Public Art Selection Commission annual report for Fiscal Year 2011-2012.

IV. Other Business

Chair Beilstein opined that, if Council adopts the Public Process and Participation Goal, the Human Services Committee (HSC) is the appropriate committee to work on the goal. He inquired whether HSC members want to schedule a brainstorming meeting and whether the public should be invited.

Councilor York agreed that HSC is a good place to start drafting a process or scope for Council consideration. She noted that the next HSC meeting is the day after Council is scheduled to take action on the goals. This item could be placed on the HSC agenda as a placeholder for discussion.

Chair Beilstein said staff support is not necessary if HSC members only discuss the goal; however, staff are welcome to attend.

Councilor York opined that staff preparation is not needed to start the conversation.

Chair Beilstein expressed concern about not first discussing this decision with the full Council.

Councilor Sorte said he thought the Mayor suggested to Council items that should be referred to standing committees. He suggested Chair Beilstein state during his HSC report to Council that HSC is offering to begin the discussion about the Public Process and Participation goal.

Councilor York noted that HSC members have two opportunities to discuss this with the full Council – at the March 11 work session and the March 18 regular meeting. If the topic is placed on the March 19 HSC agenda, the public will be noticed. If Council chooses to take an alternate path, HSC will not address the agenda item.

Chair Beilstein said he will anticipate beginning the discussion about this goal at the next HSC meeting.

Councilor Sorte suggested Chair Beilstein research which standing committee initially worked with the Committee for Citizen Involvement (CCI).

In response to Councillor York's comments about planning being the scope of the CCI, Councilor Sorte said the initial idea was not only planning related, it included addressing adversarial community issues.

Councilor York said her understanding was that the State requires CCI to address land use policies and issues. Chair Beilstein agreed and said the State mandates cities have a citizen involvement committee to assist citizens in providing input regarding land use decisions. Corvallis' CCI may be involved in issues beyond the mandate. In some cities, the Planning Commission performs those duties without a separate committee.

Councillor Sorte suggested Chair Beilstein visit with Councilor Hervey since he is heavily involved with the CCI.

Mr. Patterson said this topic will be discussed at the March 11 work session. The City Attorney will be in attendance and can respond to questions or concerns Councilors may have about a subcommittee working on agenda-ized items, if brainstorming is different, and/or other items that may limit the ability of the subcommittee.

Councillor Beilstein said he may not be able to attend the March 11 work session. Councilor Sorte announced that he also may be absent.

Staff noted that the agenda item scheduled for the March 19 HSC meeting has been postponed to April 2 and no other agenda items are ready.

Councilor York expressed support for adding the Public Process and Participation discussion on the March 19 HSC agenda. The meeting can be canceled depending on Council's discussion and decision during the March 18 meeting.

Chair Beilstein announced that he will inform Assistant to City Manager/City Recorder Louie about the agenda item.

Corvallis TidBits editor, Joe Raia, suggested a public participation night at a Corvallis Knights game and hosting the same for arts support.

The meeting adjourned at 3:00 pm.

The next Human Services Committee meeting is scheduled for 2:00 pm on Tuesday, March 19 in the Madison Avenue Meeting Room.

Respectfully submitted,

Mike Beilstein, Chair