

**HUMAN SERVICES COMMITTEE  
MINUTES  
May 6, 2014**

Present

Councilor Penny York, Chair  
Councilor Mike Beilstein  
Councilor Bruce Sorte

Visitors

Tinamarie Ivey, Majestic Theatre  
Anne H. White, Majestic Theatre

Staff

Jim Patterson, City Manager  
Carolyn Rawles, Library Director  
Stephen DeGhetto, Assistant Parks and  
Recreation Director  
Tony Krieg, Finance Department Customer  
Service/Risk Manager  
Emely Day, City Manager's Office

**SUMMARY OF DISCUSSION**

Agenda Item	Information Only	Held for Further Review	Recommendations
I. Liquor License Annual Renewals			Approve all of the applicants for the annual liquor license renewal and submit a favorable approval recommendation to Oregon Liquor Control Commission
II. Majestic Theatre Annual Report			Adopt the Majestic Theatre Management, Inc., 2013 Annual Report
III. Council Policy Review and Recommendation: 99-4.13, "Internet Access Policy for Corvallis-Benton County Public Library"			Amend Council Policy 99-4.13, "Internet Access Policy for the Corvallis-Benton County Public Library," as suggested by staff
IV. Other Business			

**CONTENT OF DISCUSSION**

Chair York called the meeting to order at 2:00 pm.

I. Liquor License Annual Renewals

Finance Department Customer Service/Risk Manager Krieg noted that the Committee was conducting an annual review of local businesses seeking liquor license renewals. He explained that the Oregon Liquor Control Commission (OLCC) sent staff a list of approximately 133 applicants seeking license renewals. Staff compared the list with existing records for discrepancies and forwarded the list, with any corrections, to Fire Department for review of Fire Code compliance, Community Development Department for review of building and sign code compliance, and Police Department for investigation of criminal activity or alcohol-related problems during the preceding year. Police Chief Sassaman reported no problems with the applicants. Therefore, staff deemed all of the

listed establishments eligible for liquor license renewal and recommended that the Council forward a positive recommendation to OLCC.

Councilor Beilstein noted that the list of applicants did not include a distillery. He did not have any comments or questions about the applicants. However, he wondered whether the review was worthwhile, since it cost the City more to review and investigate the applicants than the City could charge in application fees, and the City's recommendation had little significance to OLCC's decision.

Mr. Krieg clarified that the State regulated what the City could charge for liquor licenses. The current \$35 annual fee generated approximately \$4,600 in revenue annually. The license requirement provided the Police Department with leverage in working with the license holders and helped develop a rapport between the Department and the establishments. He believed the application process provided greater benefit than just the financial revenue.

Councilor Sorte added that the City's annual review process should mitigate the City's risk from any incident occurring in, or as a result of activity in, one of the licensed establishments. He agreed that OLCC had the predominance of authority in the annual license-renewal process.

Based upon a motion moved and seconded by Councilors Sorte and Beilstein, respectively, the Committee unanimously recommends that the Council approve all of the applicants for the annual liquor license renewal and submit a favorable approval recommendation to Oregon Liquor Control Commission.

## II. Majestic Theatre Annual Report

Assistant Parks and Recreation Director DeGhetto explained that the Majestic Theatre annual report covered the Theatre's September 1, 2012, through August 31, 2013, fiscal year. During the reporting period, the Theatre received \$2,693.70 from a City endowment fund; the annual allocation to the Theatre varied. During 2010, the City authorized a \$20,000 loan to assist the Theatre with cash flow issues; the Council approved a requested loan extension during 2012. The Theatre had diligently met its loan re-payment schedule of \$100 per month.

Tinamarie Ivey noted that she joined the Theatre staff last September. She reported that, following the reporting period, the Theatre increased its membership and established new community partnerships. The Theatre would partner with da Vinci Days this summer for fund-raising efforts. The Theatre would also partner with the Boys and Girls Club, Oak Creek Correctional Facility, Organización de Latinas Unidas, and Jubilate. The partnerships were part of the Theatre's "We Are Growing Art" focus on engaging communities in the arts (Attachment A). She had attended conferences regarding the national focus and the "Imagining America" campaign established in 1999 and launched in 2000 by Former First Lady Hilary Clinton to bring arts to communities beyond the scope of

community theater, particularly focusing on under-represented communities. The effort was being pursued through Majestic Theatre's educational programs. She noted the challenges of working parents without additional income or time for their children to attend arts programs, which might be addressed through the partnership with the Boys and Girls Club that would include a one-week educational program during June. The Theatre applied for two Oregon Arts Commission grants to support local artists and bring artists into schools. The Theatre established a goal of promoting more civic engagement, attracting new audiences, developing better outreach efforts, bridging gaps, and removing socio-economic barriers to arts in communities.

In response to Councilor Beilstein's inquiry, Ms. Ivey confirmed that low-cost, community-based programs that generated revenue were beneficial to the Theatre. Those programs included readers' theaters and annual musical performances. The previous Theatre Executive Director began ambitious programming goals but left mid-year, so few grant applications were submitted. Ms. Ivey established a goal of increasing the variety and outreach offered by the Theatre to make the facility more attractive to funders. Theaters could not rely upon ticket sales for operations viability; therefore, the Theatre must build its membership and donor bases and seek grant funding.

Ms. Ivey assured Councilor Beilstein that she was seeking collaboration with Oregon State University (OSU), which intended to extend its reach to the community. She did not know how the collaboration would function.

Mr. DeGhetto explained for Councilor Beilstein that the City had one endowment to benefit the Theatre. The Oregon Community Foundation provided the Theatre with an endowment that was restricted for Majestic Theatre Management to invest and manage.

Ann White, Majestic Theatre Treasurer, confirmed that the Foundation endowment was drawn upon during the 2012-2013 fiscal year but not during the current fiscal year. The Theatre's development committee planned to increase the Theatre's donor base. The Theatre's Board hoped to attract more donors to re-build the Foundation endowment. The Board expected to receive a \$60,000 bequest this month.

City Manager Patterson noted the Theatre's increased expenditure related to staff, artists, materials, and marketing. He inquired about the Theatre's plans and timeline for re-paying the City's loan to eliminate that debt, possibly via an early pay-off.

Ms. White responded that the Theatre Board was addressing income and cash flow issues and working to build programs and partnerships to pay the City's loan and build cash reserves. She offered to present Mr. Patterson's question to the Board.

Mr. Patterson noted that potential funders might observe increasing debts but a continuing \$100 monthly obligation to the City. He suggested that the Theatre Board consider this in developing its future financial plans.

Chair York referenced a significant cost for talent during the reporting period. She inquired whether the talent attracted enough patronage to generate revenue to cover the related expenses.

Ms. Ivey responded that the Theatre was focusing on less talent from outside the community and, instead, showcasing local talent and events to bring the community to the Theatre. Desired events would keep the Theatre relevant and not be repetitive of previous activities. New events could be developed within the Theatre and with local talent. It appeared that previous Theatre staff attempted to bolster the Theatre and generate more activity; she was operating the Theatre with less staffing and limited financial resources. She emphasized that the annual report did not reflect the Theatre's current status.

Ms. Ivey concurred with Chair York that there were many opportunities for the Theatre to collaborate with OSU and its various programs, such as KidSpirit. The current lull in support and consistency of Theatre youth programs diminished the Theatre's presence in the community. She sought more opportunities for youth but must ensure that the Theatre could pay those who conducted the programs. She was cautious about over-booking indoor summer events, when many people wanted to be outside.

Based upon a motion moved and seconded by Councilors Beilstein and Sorte, respectively, the Committee unanimously recommends that Council adopt the Majestic Theatre Management, Inc., 2013 Annual Report.

III. Council Policy Review and Recommendation: 99-4.13, "Internet Access Policy for Corvallis-Benton County Public Library"

Library Director Rawles explained that the Policy was scheduled for its three-year review. The Corvallis-Benton County Public Library Board reviewed the Policy twice. The broad-based Policy was working well. Staff recommended that the term "filtered computer" be changed to "filtered search engines," as the Library no longer had designated, filtered computers because they were minimally used.

Ms. Rawles confirmed for Councilor Beilstein that the Library had public access computers in three locations: the reference area, the teen area, and the youth area. None of those computers were dedicated as filtered computers.

In response to Chair York's inquiry, Mr. Patterson explained that Council policy review periods varied by department and policy subject. Technology changed quickly, so it may be more appropriate to review technology-related policies more often than other policies.

Based upon a motion moved and seconded by Councilors Sorte and Beilstein, respectively, the Committee unanimously recommends that Council amend Council Policy 99-4.13, "Internet Access Policy for the Corvallis-Benton County Public Library," as suggested by staff.

IV. Other Business

- A. The Human Services Committee meeting scheduled for May 20, 2014, is canceled.
- B. The next regular Human Services Committee meeting is scheduled for June 3, 2014, at 2:00 pm, in the Madison Avenue Meeting Room.

Chair York adjourned the meeting at 2:32 pm.

Respectfully submitted,

Penny York, Chair



# We are Growing Art

Theatre • Dance • Visual Art • Music

## Engaging Communities in the Arts

*Advancing community through Arts and Culture.*

*The arts energize the cultural sector and support the local economy. The arts, culture, and creativity contribute to a sustainable community by...*

- creating a foundation for defining a sense of place.
- improving a community's competitive edge and building leadership.
- contributing to the development of a skilled workforce.
- attracting new and visiting populations.

*Build and nurture partnerships to enhance the cultural, creative, and intellectual life.*

*Provide the arts as a vital force for advancing economic opportunities and the quality of life.*

*Create programming that reflects the experiences of historically underserved communities.*

*Promote the philosophy of inclusion, access, integrity, accountability and equity.*

*Foster Stewardship, honoring the legacy we inherit and nurture the future.*



*Art washes away from the soul  
the dust of everyday life.  
- Pablo Picasso*

## COMMUNITY ENGAGEMENT PROGRAMS

Unbridled Voices

Community-Engaged Theatre Making

Artist-in-Residence

Art Exhibitions

Artist Consortium - Fiscal Sponsorship

*The Majestic Theatre acknowledges the significance of our role as a local arts organization in the fiber of our community. Our community engagement programs promote the arts and artists in Theatre, Music, Dance and Visual Arts.*

## DIVERSITY COMMITMENT

*The Majestic Theatre is committed to inclusivity, accessibility and cultural equity. The Majestic respects and seeks to achieve diversity in its leadership, partnerships and programs. We achieve this by:*

*Offering programs with professional artists that mirror the diversity of the community.*

*Providing accessible, free or low-cost art programs for children and families.*

*Serving as an arts resource for individuals and organizations in our community.*

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