

**HUMAN SERVICES COMMITTEE
MINUTES
March 3, 2015**

Present

Councilor Mike Beilstein, Chair
Councilor Frank Hann
Councilor Bill Glassmire

Staff

Nancy Brewer, City Manager
Steve DeGhetto, Parks & Recreation Assistant Director
Carrie Mullens, City Manager's Office

Visitors

Cynthia Spencer, The Arts Center Executive Director

SUMMARY OF DISCUSSION

	Agenda Item	Recommendations
	Call to Order	2:03 pm
I.	The Arts Center Annual Report	Accept the Arts Center annual report for Fiscal Year 2013-14.
II.	Public Art Selection Commission (PASC) Annual Report	Accept the PASC annual report for Fiscal Year 2013-14 and publicly thank PASC members for their efforts.
III.	Council Policy Review & Recommendation: 4.12, "Guidelines for Public Art Selection"	Amend Council Policy 4.12, "Guidelines for Public Art Selection" as recommended by staff.
IV.	Other Business <ul style="list-style-type: none"> • Tobacco Legislation • Meeting Times • Economic Vitality and Arts and Culture • Commercial Vending and Fundraising in Parks 	Information
	Adjournment	3:03 pm
	Next Meeting	March 17, 2015, 2:00 pm Madison Avenue Meeting Room 500 SW Madison Avenue

CONTENT OF DISCUSSION

I. The Arts Center Annual Report

Mr. DeGhetto reported that the financial documents in the annual report were reviewed by a third party and the City's Finance Department.

Ms. Spencer announced that this is the 52nd year The Arts Center has provided services in Linn and Benton Counties. The Center is housed in a historical building owned and maintained by the City. The Arts Center receives grant and foundation funding along with monies from the Oregon Arts Commission. The Commission recently amended their funding model to be competitive with other arts councils and based on merit, longevity, and program strength.

In Fiscal Year 2013-14 the Center served approximately 20,000 people, including 400-500 artists (mostly local) through arts programs, exhibits, and/or the retail shop. More than \$132,000 was returned to artists through classes, art services, and commissions. The Center served 500 youth in classes, camps, and at-risk art education programs in local schools. Ms. Spencer explained that Corvallis schools do not provide arts education for kindergarten through fifth grades. She opined that this hurts the entire community. The Center partners with Samaritan Health Services to provide an arts care program serving 7,000 individuals annually, including patients, their family members, and health care workers. The Center is hoping to provide a similar arts care program for veterans. Ms. Spencer added that more than 200 volunteers support The Arts Center.

The Arts Center Board finalized a strategic plan last year and is working with a consultant to initiate a new funding model based on donor and member cultivation. Initial work has resulted in a small increase to memberships.

Councilor Glassmire expressed pleasure that the Center is planning to provide programming for veterans and said the homeless community would also benefit. Ms. Spencer said she has been discussing arts programming for the homeless community with Parks and Recreation Director Emery. She would also like to address the Central Park fountain.

Ms. Spencer and Mr. DeGhetto responded to questions and comments:

Councilor Hann – The Arts and Culture Advisory Board (ACAB) is discussing coordinating resources so they are more widely available to related groups. What role does the Center fulfill as the center for the arts and culture community?

Ms. Spencer: Due to the longevity and financial health of the Center, there is a natural leadership role. The Center works with many downtown groups and organizations, local arts and culture agencies, and supported PASC during its tenure. Although sometimes limited by a small staff, the Center leads the communication and conversations with local arts and culture groups. During the last three years there has been major leadership turnover with all of the local arts groups and communication between the groups was lost. City management of the Majestic Theatre has provided more insight in relation to the arts community challenges.

Councilor Hann – What is your connection to the museum project and the Whiteside Theatre?

Ms. Spencer: The arts and culture agency directors meet regularly to calendar events and discuss joint marketing to share and cross promote each other.

Mr. DeGhetto: One way this is accomplished is trading advertisements/announcements between various publications. The organizations are becoming more cognizant of what is being scheduled when and where to eliminate audience competition.

Ms. Spencer: The Corvallis Advocate provides in-kind publishing for many arts and culture agencies.

Chair Beilstein – The Arts Center does not have the resources to carryout coordination between all of the organizations. ACAB might evolve into that role, but would need staffing. The effort would benefit the entire community.

Ms. Spencer: Ms. Emery helped ACAB conduct an economic vitality study based on a needs assessment and comparative studies with other similarly sized communities. Potentially, the study will identify areas and ways to work together.

Councilor Hann – How close or far away is Corvallis to being perceived as an arts and cultural community? This perception generates vitality beyond economics and sustains the arts community financially.

Ms. Spencer: We are close. There is a lot of arts and culture in the community that people do not know about because the arts and cultural community does not know how to communicate what is available. There is a strong writing community that could be utilized.

Councilor Glassmire – Was the Center profitable last year?

Ms. Spencer: Yes, thanks to a bequest.

Chair Beilstein – Offering classes at the Center has been limited due to onsite facilities. Has that changed?

Ms. Spencer: No. The Center is small and most youth programming is held in the basement that is not ADA accessible. The Center is not eligible for grant funding that requires ADA access. When the Benton County Museum moves downtown classrooms may be available. The Center also has access to classroom space at the Majestic Theatre.

Chair Beilstein – Does the Center have access to school district facilities?

Ms. Spencer: The Parks and Recreation Department has access to some school district facilities and discussions have been initiated about offering pre-kindergarten arts during the summer.

Mr. DeGhetto: It is challenging obtaining access to school facilities due to priority use agreements, fees, and scheduled building maintenance.

Ms. Spencer announced that an artists' reception will be held on March 5 for the current Howland Community Open exhibit featuring 201 artists. She distributed a postcard advertising the *I am* exhibit that is part of the *inVISIBLE festival* celebrating the artwork of developmentally and intellectually disabled adults. The *I am* exhibit is scheduled for April 9 through May 23 at The Arts Center.

Councilor Hann expressed his gratitude for the Center offering the *I am* exhibit.

Chair Beilstein briefly reviewed the history of The Arts Center:

In the 1980s the voters approved a levy to support the Center. When Measure 50 passed, small tax districts were incorporated into larger districts and The Art Center tax district was absorbed by the City. The City provided a percentage of the tax revenues to the Center even though there was no obligation to do so. The City's support continued under this model until all City funding was reduced in Fiscal Year 2011-12. The City has continued to provide funding for The Arts Center at a lower capacity and the Center provides services to the City through public art.

Chair Beilstein added that The Arts Center has been the strongest arts and cultural organization in the community.

The Committee unanimously recommends Council accept The Arts Center annual report for Fiscal Year 2013-2014.

II. Public Art Selection Commission (PASC) Annual Report

Mr. DeGhetto explained that this is the final report for PASC. He explained that PASC was repealed via the Public Participation Task Force (PPTF) recommendation to move the PASC function under the purview of the Arts and Culture Advisory Board (ACAB). The report was submitted in the newly adopted annual report format.

Mr. DeGhetto said PASC met as needed to review public art proposals. PASC reviewed the related Council Policy and was working on a brochure that mirrored but simplified the policy when they were repealed. An ACAB subcommittee is finalizing the brochure that will be available for artists who want to submit public art projects. ACAB invited PASC members to serve on the ACAB subcommittee to finalize the brochure.

Ms. Spencer and Mr. DeGhetto responded to questions and comments:
Chair Beilstein – Did staff assist PASC with the brochure project?

Mr. DeGhetto: There was minimal assistance by staff and a graphic designer.

Chair Beilstein – Does ACAB have the ability to complete the brochure without input from PASC members?

Mr. DeGhetto: Yes, with a few edits (name changes).

Councilor Hann – Did Council thank PASC members for serving?

Mr. DeGhetto: PASC was recognized and members were thanked during Volunteer Recognition Week. The members were well aware of the PPTF recommendations and Council discussions. They also knew that ACAB would most likely ask them to participate on a subcommittee related to public art selection.

Councilor Hann – What is the City's relationship with the State's Public Arts Program?

Ms. Spencer: Oregon's Percent for Art legislation guides the acquisition of the State's public art collection, which includes thousands of works of art. In 1977, the State began setting aside no less than 1% of funds for the acquisition of public-facing artwork in all State building construction plans with budgets over \$100,000. Corvallis does not have a similar program. PASC operated on donations and helped acquire funding if artists presented an approved project.

Ms. Brewer: There were occasions when art was commissioned and PASC reviewed the proposals.

Councilor Hann – My understanding was that if the State opened a new building, a certain percentage would be spent on art.

Ms. Brewer: That is a State policy.

Ms. Spencer added that PASC was initiated when the Library did a large remodeling project. Ms. Brewer agreed and said the first role for PASC was to select pieces for the Library in the early 1990s. Another project included the installation of art pieces on buildings along Madison Avenue. ACAB is interested in an art percent program. This is

identified on the pending list for review by the Administrative Services Committee since it would increase costs for projects.

Councilor Glassmire – Council is currently recruiting for a new City Manager. Do you have any input about what Council should look for?

Ms. Spencer: Someone who values the arts and culture community as part of development. It is a huge mistake to not mention arts and culture in the economic development strategy.

The Committee unanimously recommends Council accept the Public Art Selection Commission annual report for Fiscal Year 2013-14 and publicly thank Public Art Selection Commission members for their efforts.

III. Council Policy Review and Recommendation: 4.12, "Guidelines for Public Art Selection"

Mr. DeGhetto said the Council Policy needs to be amended to reflect the Arts and Culture Advisory Board (ACAB) as the governing body. PASC reviewed the policy one year ago. Staff recommended changes to reflect the reassignment to ACAB.

Mr. DeGhetto opined that PASC members would prefer to be contacted to assist ACAB during public art selection based on their specific expertise.

In response to Councilor Glassmire's inquiries, Ms. Brewer confirmed that the recommended changes comply with the new Council Policy format and that ACAB has tasks in addition to public art selection. The specific ACAB charge can be found in the Corvallis Municipal Code, Chapter 1.16.

Chair Beilstein said the idea of ACAB was to have a coordinating oversight body for all arts and culture activities in the community with the overall goal of increasing the stature and health of the arts culture. Mr. DeGhetto agreed and said it includes performing arts, art history, public arts, and other venues.

The Committee unanimously recommends Council amend Council Policy 4.12, "Guidelines for Public Art Selection" as recommended by staff.

IV. Other Business

Tobacco Legislation

Chair Beilstein said he met with staff from the Benton County Health Department who wanted to speak to this Committee about changes to the local tobacco ordinances. He told them he would mention it to this Committee and to anticipate bringing something forward. Subsequently, he learned that there is no indication of when this might come forward from the Health Department.

Ms. Brewer explained that the State Legislature might consider some regulations that are related to what the Health Department wanted the City to review. State action may or may not require local action.

Chair Beilstein added that the City already amended the ordinance related to e-cigarettes; however, there is no state-wide prohibition to sell e-cigarettes to minors.

Meeting Times

Councilor Glassmire said he received an explicit request for this Committee to meet in the evenings. He could not find any reference in the minutes to why this Committee chose not to meet in the evenings.

Chair Beilstein said it is easier for staff to meet during work hours. His preference is to meet during the day.

Councilor Hann said it is more convenient for him to meet in the evenings. He recalled that part of the discussion related to the coordination of facility use.

Ms. Brewer added that there are many other City bodies that meet during the evenings that could create scheduling issues.

Councilor Hann suggested that if an issue came forward that would potentially include a large response from the community, and the City had advance notice, he would be willing to change the time and venue to accommodate the community.

Chair Beilstein agreed that if the Committee anticipated something with a lot of public interest, that the meeting be rescheduled to a different location and time.

Economic Vitality and Arts and Culture

Councilor Hann referred to Ms. Spencer's comments about arts and culture being part of economic development and said when he first proposed the wording for Council's Economic Vitality goal, arts and culture was recognized. The wording of the goal was shortened; however, the strategy is how Council moves forward with the goals and there is time for arts and culture boards to weigh in about how the arts promote vitality in the community.

Commercial Vending and Fundraising in Parks

Councilor Glassmire inquired about the pending review of this Council Policy. Mr. DeGhetto said it was referred back to this Committee to discuss bartering for produce. Chair Beilstein explained that former-Councilor Hervey asked for consideration to barter produce in City parks. The residents in Ward 3 wanted to schedule a produce fair in Willamette Park which would have required a concessions permit under the current policy. Mr. DeGhetto said part of the concern is that the City is providing space for a community garden and the participants want to barter something of value that was provided through a public service.

Respectfully submitted,

Mike Beilstein, Chair