

MINUTES

Cultural Services Advisory Committee

Zoom

February 2, 2021

1:00PM – 2:30PM

PRESENT: Kelly Johnson, Awab Al-Rawe, Ashley Petsch, Scott Freck, Kari Westlund, Jam Allison, Committee Members; Isaac Marquez, Jen Cumberworth, Kate Ali, Ben Klipfel, Colette Ramirez, Theresa Sizemore, Darcy Beal, Cultural Services Staff; Renee Grube, Executive Director

PUBLIC COMMUNITY MEMBERS: East Blair Housing Cooperative

MINUTES:

Community Programs Update

Colette discussed Community Programs and how they provide thoughtful leadership that cultivates a vibrant, creative and resilient community through artistic and collaborative experiences. Their four focus areas are:

1. **Creativity is essential to recovery** –The athletic championships in 2022 may be the first real big event that we can gather. Her team is currently working with the City and partners to develop a strategy. They are hoping to attract future tenants to the downtown and create a more vibrant community. The team is thinking about how to partner with other cultural organizations.
2. **We honor each other** – Colette discussed how her team is in the process of developing a racial equity statement, as well as diving into trainings and opportunities.
3. **Co-creating is empowering** – The team consults, involves and collaborates with artists and cultural producers to cultivate a healthy and inclusive arts ecosystem.
4. **City is a stage, studio and playground** – The team strives to integrate creativity into the daily Eugene experience and to allow for multiple points of entry.

Kari brought up Strides for Justice as a program that Colette’s team may be able to collaborate with.

Kate attended live from downtown Eugene to show the Windowfront Exhibition. In an effort to create paid professional opportunities for artists and to get more people downtown they created this exhibition. The team worked with Urban Canvas artists and professionals who were looking to grow into larger scale public work. This exhibit also highlighted the Native American Arts and Crafts Market. Historically, this market happened indoors but couldn’t this year, so the team helped them translate to a Facebook forum so they could still make sales. In March, they will be highlighting the Whitaker Market.

Hult Center Update

In December, the Hult Center had to close completely. Theresa discussed how all of the Resident Companies had planned events in December and everything was cancelled. In an effort to connect with the community, the Hult brought back the talent show “Still at Home Talent Show.” The goal is to keep growing the talent show and in turn hopefully grow local artists. The Hult staff also built a holiday playlist for patrons.

Theresa discussed how they appealed twice to the State to do streaming work at the Hult and sought help from the Cultural Advocacy Coalition. They were still closed in January, but are now able to welcome people into the building to livestream productions. Currently, the Hult can have 6 patrons and hope as time goes on that grows. The team will do the 10x10 series for which they received a \$40k grant. The biggest goal is to go beyond the Hult Center walls.

Theresa discussed the Shuttered Venue Operations grant and how much it means to venues across the country. Venues can get 45% of their earned revenue from 2019 which means about \$1.7 million for the Hult. Applications will open in February or March and the team is ready to go.

Jeff provided an overview of all of the projects the Hult has been able to accomplish this past year including the WIFI network infrastructure project, DANTE digital audio backbone, streaming equipment, moving lights and a 30ftx16ft LED video wall. Jeff virtually walked the group to view the video wall on the Silva stage.

Kari asked if the Hult will be working with outside places to “rent out” the wall or bring it outside of the building. Jeff explained they are not putting up any barriers on how they can work with individuals. Jeff also discussed how this wall will enhance certain shows. He provided the example of Penn and Teller and how in order to bring that show, the Hult would have to rent the wall for \$30k per show. It is now feasible to program these types of shows.

Scott noted that the Hult Center looks fantastic and hasn’t looked so good since it opened. Renee commended the whole team.

Arts Advocacy

Scott provided an overview of the advocacy work being done. He discussed how they tried to get the Governor’s office to see the Hult as a recording studio. A workplace with professionals doing their jobs. It took about three weeks to get a meeting with Leah Horner to discuss not just performing arts centers bur also museums and how they are safer than retail stores. As of last Friday, the Hult was still not able to stream, however, Leah Horner confirmed it was okay today. Theresa explained how it was their responsibility to show them how the Hult and other performing arts centers operate.

Meeting Adjourned 2:32pm