

Minutes

Cultural Services Advisory Committee

September 14, 2021

Zoom

PRESENT: Kelly Johnson, Kate Ali, Isaac Marquez, Hannah Bontrager, Theresa Sizemore, Renee Grube, Darcy Beal, Awab Al-Rawe, Ben Klipfel, Jam Allison, Kari Westlund

MINUTE APPROVAL

July Minutes approved no edits

MINUTES

Kelly started the meeting with introductions and asked for feedback from any events attended. Kelly started by discussing Visual Arts Week and the Ariel Circus performers. She said the event was a blast and congratulated the team on a successful event.

Kari discussed the Mayor's Art Show and how she really appreciated that it was available online.

Isaac talked about seeing Jora LaFluer perform her poem during Visual Arts Week. Her poem covered the mental state of mind of the pandemic. Isaac will send out a recording of this poem to the group.

Community Events – Summer of Pivots

Isaac asked everyone to share specific examples of how they had to pivot events.

Hannah talked about BFAN in the park at Petersen Barn. This event was targeted to kids and families. The day the event was scheduled there was a heat advisory for over 100. They couldn't move it earlier in the day because it was a weekday. The team was able reschedule and get the message out to the public. Over 350 people attended on the rescheduled date.

Isaac discussed the Willamette River Festival. This was supposed to be a focused day of activity and the team ended up spreading it throughout the week offering different focus areas. This was challenging because attendees couldn't feel the collectivism of what the festival could be. The other event to pivot was Fiesta Cultural. There was a high AQI on event day, so the event was called. However, by the time the event would have happened the AQI was okay. The group talked about how to address this situation in the future. Hannah suggested they put a message out ahead of time. If the AQI was a certain number, the event would not happen. Making those decisions ahead of time makes messaging clearer to the public.

Kari agreed and talked about how these changes did make it difficult for interested patrons to keep track of events.

Renee talked about how you can always second guess your decision making but at some point, you have to decide. She liked Hannah's suggestion on how to communicate ahead of time. Renee complimented the team on all of the pivots.

Jam talked about Spectrum and the prep to reopen. Spectrum reopened safely, but was only open for one week when 3-4 other places downtown had staff with covid. This was right before the peak of Delta, so they decided to shut down again. The Health Department applauded them, but they wish they didn't have to do this. They are prepping for reopening again once the numbers go down.

Public Art

Kate provided an overview of community engagement and public art. She discussed the accessibility of public art and how it can touch the entire community's mind whether they realize it or not.

% for art committee consists of a project architect, landscape architect, construction coordinator from the City, representative from resident department, a citizen with demonstrated interest in art, and three visual arts professionals.

Kate discussed the Farmers Market % for art project that was selected this summer. The committee selected Michael Boonstra. His work is site specific and about the land. For the market, he will be doing the Willamette river from Eugene to Harrisburg and will pull pigments from different sites in the river. He will use a highly polished aluminum which will change throughout the day depending on light.

The second project Kate covered is the Riverfront temporary art fence project. The piece is called Culture Raising and includes work with youth and elders in the indigenous culture in the area. Because this was created in February of 2021, the artist, TJ, was not comfortable meeting in person due to Covid. Charly Swing would drop off a camera to a person's house and TJ would zoom with them to help the individual take their own picture. Because of this process, the project sort of became a self-portrait. The piece was installed by young community members of color, as well as those who had their pictures taken.

The last project Kate shared with the group is the We Rise Project. They selected Rachel Wolfe Goldsmith who is a black artist from Eugene who is now located in the Bay area. The original site location of this mural fell through and it will now go on the wall of the Mary Spilde Center. The hope is this piece will go up at the end of September or beginning of October.

Kate talked about wanting to continue to work with youth in the community and grow their interest in public art and committee opportunities.

Isaac agreed and talked about the sense of belonging. It is one thing to see yourself reflected in art and another to be a part of the endeavor to create that art.

Community Arts Grants

Isaac provided an update on the community arts grants. They are working with Lane Arts Council to administer and to ensure these grants are doing the most good possible. During the 21-22 cycle, they awarded \$56,800. Program grant changes for artists include flexibility, a simplified application and artists will now be awarded 100% upfront.

Program grant changes for organizations include a focus on recovery. The minimum requirements have gone away and now any 501c3 can apply. There is a simplified application and organizations can apply for 10% of their overall budget for a maximum of \$5,000.

Renee explained they are trying to refocus. People and organizations got used to just getting these grants and that was concerning for others in the community. They are identifying gaps and continuing to evolve and meet community needs. She applauded LAC and the partnership with the City.

Hult Center Updates

Theresa provided an update on the Shuttered Venue Operators Grant and gave an overview of the funding received by state, county, city and the Hult Center directly. Between the Hult Center and three Resident Companies there were 4 awards totaling \$3,725,821.

Theresa discussed the season opening and the new protocols for patrons, performers, staff, and volunteers. Everyone must provide proof of vaccination or proof of a negative covid test within 48 hours prior to the performance. All must wear masks, except for those performing on stage. The Hult Center now has a testing lab onsite for patrons and the general public. The site provides rapid and PCR testing.

Theresa reviewed current ticket sales compared to 2019. As of September 10th, there have been \$4.25M sold compared to 2019 where the Hult had \$2.4M sold by 9/10. Ticket sales have slowed due to the Delta Variant but are still strong.

The Hult Center is currently working with consultants, AMS Planning and Research to do a Facility Revitalization Plan. There are two goals for this planning process:

Goal 1: Describe future opportunities to increase the impact and economic success of the Center in support of the FY21 Business Plan

Goal 2: Assess the necessary investments and opportunities for expansion to continue to serve the Eugene community as it grows over the next 40 years.

Renee and Hannah thanked the Hult team for all their hard work.

Kari updated the group on the new cultural trust license plate for the state of Oregon. A Eugene artist won the commission and the airport will be hosting a mural of the license plate. Funding from the license plate goes into donations to the Cultural Trust.

Meeting adjourned 2:35pm