

Cultural Commission Minutes: October 25th, 2018

- Call to Order: Kellie Williams called the meeting to order at 7:31am
- Roll Call: Kellie Williams, Ron Crick, Julia Cozad-Callighan, Meryl Brown, Angelique Racki, Mark Halx, Jamie Mathy ( Late Arrival @ 7:38am), Carole Ringer (Late Arrival @ 7:39am)
- Staff Attendance: Eric Veal, Cara Peterson, Samantha Stills
- Minutes Approval: Minutes of October 11th, 2018 approved as amended with two changes; 1<sup>st</sup> Jamie Mathy, 2<sup>nd</sup> Angelique Racki.
- Staff Reports: None
- New Business:
- Kellie: Brought forward to the group that the Assistant City Manager; Steve Rasmussen, has resigned and the Cultural Commission will need to wait and see how duties will be assigned in the weeks to come. Also, Scott Koets; the Co-Chair, has resigned from the Cultural Commission. This brings forward the strong recommendation that the Cultural Commission needs governance and policies put into place. There should be a vote, but no formal policies are in place. Discussion was had of the duties for the Cultural Commission Co-Chair and everyone was asked to think about applying for position.
- Stated she will be meeting with Doug, from the Art Center Friday October 26<sup>th</sup>.
- Julia: Clemson put out a very long and very detailed public art plan that she felt may help the Cultural Commission while looking at and coming up with new goals. The following link was given for members to review the art plan and think about while moving forward with the Cultural Commission's goals for 2019. (Also printed and put in packet.)
- Kellie: Stated that after last meeting Jim, Eric and she met with Steve Rasmussen and Steve helped them prepare the recommendation for the Public Arts Committee to present to Council. The recommendation is at a point now that it is ready to move forward and go to Council.
- The biggest issue with these public art pieces is weather elements. These art pieces need to be sturdy while maintenance for them needs to be easy or minimal. The Public Art Committee is discussing balancing maintenance prices with these pieces that would be displayed.
- Jim is absent as he had to fly home to be with family in this time of need. However, Jim has been doing formal research on the history of how the Cultural Commission signs have been displayed in the past. Were they approved? How did these signs get put up in the past? He has most of the recommendation done for the Cultural Commission to present to Council, but he would like to include this research regarding signage.

- Jamie: A majority of people who are attending BCPA events in this day and age are not wanting to walk. People complain if they have to walk more than a block or two. Far walks are unacceptable to new generation of people attending events. This is a struggle for Council at this time because so many people are complaining about parking and asking for the issue to be fixed.
- Eric: Stated when Jim was researching these signs, there was a new sign put up across from the Government Center, this past year, that says Cultural District, to give the public a preview of the signs to come. The new ones coming soon should say "BCPA" with a wayfinding arrow.
- Jamie: The sign across from the Government Center is not permanent and should be coming down when the new ones get put up. The bid has gone out for the wayfinding signs.
- Carole: Asked if there will be signs that display or show Cultural District area.
- Eric: Confirmed that at this time there will be no Cultural District signs. At this time only wayfinding signs have been bid on.

Old Buisness:

- Kellie: To continue from last meeting with goals for the upcoming year, for Cultural Commission, there are a ton of items that are discussed in the Comprehensive Plan that need to be brought to attention because they involve roles and duties for the Cultural Commission.
- Goal: Establish a full-time marketing position to develop a State-wide and National advertising campaign to encourage art tourism in BN area Cultural District.
- Jamie: Asked how Erin Shannon's position vacancy is going, since she was in charge of a lot of the marketing and advertising that this goal mentions.
- Eric: Stated her position has been posted and has come down with good candidates whom have applied.
- Goal: Officially designate Downtown Bloomington as a local Cultural District.
- Kellie: This can be done by promoting the Cultural District with adequate signage at the Downtown pathways and in other high-traffic areas. Advertising with signs and billboards to inform residents and visitors of local arts and cultural events, businesses and such.
- Goal: Increase awareness and availability of art educational offerings for the public.  
Continue to enhance the Downtown mural project efforts.  
Create an arts, cultural website as a resource for information about community.
- Kellie: This ties into the Central Online location goal that the Cultural Commission came up with at the last meeting.

Goal: Establish a Regional Arts Council to represent and advertise all of the organizations and artistic people in all art fields.

Kellie: This ties into the goal that was discussed at last week's meeting when the group said we need a Regional Art Council and to collaborate with area agencies to cross-promote arts and culture.

Goal: Encourage and support coordinated school arts programs.

Eric: Stated the BCPA already does a lot of this with Student Spotlight Shows.

Carole: Stated it would be beneficial to reach out to local schools and see what more can be done to help promote more school arts programs.

Goal: Educate City Council, personnel, staff, boards and commissions on the availability and importance of arts, culture and history.

Jamie: Stated when he was elected and become a City Alderman, he was given tours of certain facilities like the Police Department and Fire Department but was not given a tour of the Art Centers.

Goal: Identify and maintain a database of art-related grants.

Advocate for arts funding during the Bloomington-Normal Economic Development Council's One Voice Trip.

Jamie: Stated that once a year, certain City Alderman fly to Washington D.C. to advocate about spending dollars going back into Bloomington Downtown.

Goal: Advocate for arts funding at the State level.

Encourage local philanthropic efforts and planned giving for the promotion of the arts in the community.

Kellie: There is a whole section in the Comprehensive Plan that talks about Historical Preservation, which is not within the Cultural Commission's duties.

Jamie: There is a Historical Preservation Department within the Code Enforcement Department in the Government center that would do all these types of duties.

Ron: Asked if a smaller project, that the Cultural Commission has, could be applied for and given to the Historical Preservation to possibly be given funding.

Eric: The City has a grant development coordinator within the Code Department as well that maybe the Cultural Commission could reach out to on occasion to get her assistance with certain projects.

Goal: Educate visitors and the public regarding local heritage tourism sites and route 66 awareness.

Kellie: These will fall in under the online goal that the Cultural Commission created and discussed last meeting.

- Ron: Stated there needs to be better communication and relationship between the CBC and the Arts.
- Jamie: Stated the CBC talks about tourism and route 66 but nothing of the local arts.
- Ron: Stated this needs to be approached and there needs to be a tie to art in the education the CBC is giving to the public.
- Jamie: The Challenge the Council keeps hearing with DBA and CBC is that the local art galleries do not open until evening hours. If tours are earlier during the day, these galleries are closed and cannot be visited. So often times they are not discussed within these tour education sessions.
- Kellie: There are a ton of pieces geared toward the central online goal development. This should be looked at as a priority goal for the Commission for 2019.
- There are a few pieces around building a regional art council.
- Funding definitely should be a conversation as there are a ton of pieces that are built around and geared toward a funding position.
- Cultural Commission governance and putting policies into play is first and foremost.
- Carole: Stated there needs to be coordination between the smaller clubs and connections. How does the Cultural Commission help with this problem?
- Kellie: Stated the group as a whole needs to think about how the Cultural Commission falls into each of these areas and goals discussed.
- Angelique: Asked if the group is going to prioritize these areas and goals, or if the group will continue to come up with simultaneous ideas?
- Kellie: Stated governance is needed first and foremost for the Commission. There needs to be prioritizing of the goals discussed. After prioritizing, ideas will follow and fall into place with each goal.
- Meeting Adjourned: Adjourned at 8:40am, 1<sup>st</sup> Meryl Brown, 2<sup>nd</sup> Angelique Racki
- Next Meeting: November 8th @ 7:30am