

Berkeley Cultural Trust (BCT) Meeting

Wednesday, January 10, 2013, 9am-10am

Aurora Theatre Company

2081 Addison St, Berkeley

IN ATTENDANCE:

- Marion Atherton, Crowden Music Center
- Lisa Bullwinkel, Another Bullwinkel Show
- Aimee Chang, BAM/PFA
- Susan Felix, Art Ambassador of Berkeley
- Karena Fiorenza Ingersoll, Berkeley Repertory Theatre
- Cherie Hall, Luna Dance Institute
- Josh Hesslein, UC Berkeley TDPS
- Barbara Hillman, Visit Berkeley
- Archana Horsting, Kala Art Institute
- Kate Johnson, BAM/PFA
- Marian Kohlstedt, West Edge Opera
- Susie Medak, Berkeley Repertory Theatre
- Mary Ann Merker, Civic Arts Coordinator
- Kathryn Roszak, Danse Lumière
- Susan Rutherford, DEAF Media
- Julie Saltzman, Aurora Theatre Company
- Sally Shen, Berkeley Repertory Theatre
- Anna Shneiderman, Ragged Wing Ensemble
- Suzanne Tan, Berkeley Art Center

I. WELCOME AND INTRODUCTIONS

II. BRIEF UPDATE FROM MARY ANN MERKER, CIVIC ARTS COORDINATOR

- Materials distributed: Arts Loan Fund Pamphlet and a list of Civic Arts Commission grantees (as of 08.15.12).

III. BRIEF UPDATE FROM BERKELEY ARTS COMMISSION

- There was no update from the Berkeley Arts Commission as no commissioners were in attendance.

IV. VISIT BERKELEY

- Visit Berkeley allows non-profits to post events on their site (visitberkeley.com). Barbara Hillman reviewed the posting process with those in attendance.
- Visit Berkeley (web and print) targets general visitors to the city and those who stay in Berkeley hotels.
- Roughly 50,000 visitor guides are published each year. The next publication will be printed in January 2014.
- Organizations should send photos to Visit Berkeley as travel writers often request images for their stories. In addition, Visit Berkeley could use the photos on their website or print publication.

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V. BRIEF UPDATE FROM LISA BULLWINKEL ON BERKELEY CHAMBER/AC TRANSIT OFFER

- In order to meet the requirements of the Berkeley Commuter Benefit Ordinance and the new State Commuter Program, the Berkeley Chamber of Commerce has partnered with AC Transit to create a pilot program that offers subsidized AC transit passes. They need 100 people to sign up for \$100 passes (annual fee).
- If interested (and for more information), please contact the Chamber directly.

VI. BRIEF UPDATE FROM JULIE SALTZMAN ON COMMUNITY ARTS INTERNSHIP PROGRAM

- The LOI has been submitted to the UC Chancellor's community partnership fund.
 - i. For more information about the proposed community arts internship program, please see minutes from 11.14.12.
- Notification of requests for full proposals will occur by the end of the month. Full proposals will be due in March.
- During its pilot year, the community arts internship program will focus more on administrative positions. The focus can expand in subsequent years.

VII. DISCUSSION OF ARTS AND CULTURE LECTURE SERIES

- The group discussed possible nights for an Arts and Culture Lecture Series. The consensus was that the day of the week need not be fixed considering the event would be quarterly.
- Julie is considering inviting Diane Sanchez from East Bay Community Fund as the first lecture speaker in April.
- Luna Dance is potentially interested in hosting the first event. BAC will likely host the second. Please let Julie know if you'd be interested in hosting in the future. Hosting does include providing light food/snacks and drinks. You're welcome to put out a donation jar to help re-coup costs. It is a great opportunity to bring other members of the arts community into your space.
- Topics of Interest:
 - i. Documentary filmmakers. Possible resources to pursue in helping to find documentarians:
 - Berkeleyfilm.org
 - BAM/PFA
 - ii. Video gamers
 - iii. Tere Romo – SF Foundation
 - iv. Maxine Hong Kingston – author
 - v. Judith Belzer – Visual artist. Married to Michael Pollan.
 - vi. Frances Dinkelspiel – editor, Berekeleyside.com

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VIII. OTHER BUSINESS:

- Susie Medak has made a commitment to the Berkeley Community Fund to raise \$160,000 over 10 years to support a scholarship fund for Berkeley High graduating students who will go on to study the arts.
 - i. Sally Shen will be helping Susie in coordinating the fundraising efforts.
 - ii. See minutes from 11.14.12 for more information about this proposal.
 - iii. Kala offered to provide art for the fundraising efforts.
- Anna Shneiderman from Ragged Wing Ensemble has a survey that will be sent to the BCT list regarding those individuals or organizations who are interested in a multi-disciplinary performance art space.
- Susan Felix, Art Ambassador of Berkeley, welcomes suggestions of candidates for art awards. Les Blank will be the next awardee.

NEXT BCT MEETING: WEDNESDAY, MARCH 13TH AT 9AM, AURORA THEATRE COMPANY