



## **MINUTES**

### **Berkeley Cultural Trust**

Wednesday, April 12, 2017, at 9:00 a.m.

Berkeley Civic Center, Redwood Room, 6th floor  
2180 Milvia Street, Berkeley, CA 94704

*Please Refrain From Wearing Scented Products To Public Meetings.*

#### **1. CALL TO ORDER**

9:05 a.m.

#### **2. ROLL CALL**

#### **3. PUBLIC COMMENT**

#### **4. CHAIR'S REPORT**

- Introduced photographer David Garnick and his project Berkeley Month of Photography.
- Engaged members in a discussion on increasing funds for the Civic Arts programs.

#### **5. STAFF REPORT**

- Mary Ann discussed the Civic Arts Grants Program; organizations and artists please apply. Deadline April 21st, midnight.

#### **6. DISCUSSION ITEMS**

- 500K Strategy Update:
  - Mutual approval for increase; BCT and CAC; unified campaign.
  - Organizations can write letters individually to the city council, besides the unified BCT letter; members of any community can join in the petition as well.
  - Begin to trickle with letters, then downpour when the council meeting approaches.
  - Listen to council members and what interests them in regards to sustainable funding methods; they are in charge of ultimately planning; just suggest ideas.
  - Utilize relationships with council members; create by inviting them to your events.
  - Use figures; no increase in 14 yrs.; asking for 1/700 of general funds budget, etc.
  - Crisis in federal funding, CAC, NEA.

- BART Plaza Plan
  - Desire to have public events in the next couple of years; need solid anchor performers to sign on.
  - It is a collaboration project between City of Berkeley and Downtown Berkeley Association; both decide space and curation.
  - Think about funding stream and curating; further discussion on 04.17.17 Public Arts Subcommittee Meeting \*see Announcements\*

## **7. PRESENTATIONS**

- Photographer David Garnick announced the Berkeley Month of Photography program for Fall 2018; he is the Executive Director.
- Barbara Hillman, CEO of Visit Berkeley, discussed how they can aid with exposure.
  - Posting events on their website, visitberkeley.com is free; must be visitor-oriented.
  - Can get on a physical guide for a fee, 75,000 copies made, posted in OAK airport, California Welcome Centers, Berkeley Visitor Center, and around Bay Area.
- Heather Hensley discussed Buy Local Berkeley.
  - Geared towards consumers, marketing for small businesses.
  - Fee of \$50-\$200 paid annually.
  - Posting on their page disperses to their social media sites, and East Bay Express.
  - Might do Berkeley Cultural Trust discount in the future.
- Cherie Hill of Luna Dance Institute discussed her programming and advocacy for Feminism and dance in the youth public education system.
- Jamie Greenblatt of Inferno Theatre spoke of the theatre programming, including a play solely produced by the youth, as well as a play she wrote.

## **8. ANNOUNCEMENTS**

- There will be a Civic Arts Commission: Public Arts Subcommittee meeting on Monday April 17, 2017, at 9:00 a.m. in the Civic Center, Redwood Room on the 6th floor, 2180 Milvia Street, Berkeley, 94704

## **9. ADJOURNMENT**

10:20 a.m.