

**Berkeley Cultural Trust (BCT) Meeting**  
Wednesday, November 14, 2012, 9am-10am  
Aurora Theatre Company  
2081 Addison St, Berkeley

**In attendance:** Marion Athernton, Crowden Music Center; Dave Blake, Berkeley Civic Arts Commission; Lisa Bullwinkel, Another Bullwinkel Show; Shifra de Benedictis-Kessner, Downtown Berkeley Association; Susie Falk, California Shakespeare Theater; Karena Fiorenza Ingersoll, Berkeley Repertory Theatre; Cherie Hill, Luna Dance Institute; Josh Hesslein, UC Berkeley TDPS; Susie Medak, Berkeley Repertory Theatre; Melanie Mentzel, Berkeley Community Media; Mary Ann Merker, Civic Arts Coordinator; Kathryn Roszak, Danse Lumière; Julie Saltzman, Aurora Theatre Company; Lisa Taylor, Berkeley Civic Arts Commission

- I. BRIEF UPDATE FROM MARY ANN MERKER, CIVIC ARTS COORDINATOR
  - Flyer invitation to Civic Center Art Exhibition passed out.
  - MLK Jr. Civic Center Juried Art Show Celebration flyer passed out.
  - The City of Berkeley applied for an ArtPlace Grant for South Berkeley for Public Art. It involved the Transportation Dept and the OMD.
  
- II. BRIEF UPDATE FROM BERKELEY ARTS COMMISSION (Lisa Taylor)
  - There are 9 commissioners. 8 chosen by city council members, 1 chosen by the mayor.
  - Education Committee:
    - i. 20/20 vision for the arts was discussed. Stephanie Johnson met with the 20/20 people and made a strong speech advocating for the arts. However, they have decided not to go forward with the plan to amend the current 20/20 plan to include the arts because that would require rescinding the original plan and passing a new one.
    - ii. Berkeley applied to the Kennedy Center for the Any Given Child Initiative
      - Suzanne McCullough has reported that the application was received favorably but the Kennedy Center is past their quota right now. They will revisit our application during the spring of 2013.
      - The BCT provided a letter of support for the application.
    - iii. The Arts Commission compiled a list of arts organizations and arts education programs in Berkeley to be used with foundation applications. The information was extracted from the Bay Area Mapping Program that was funded by Hewlett. Lisa used this information to spread the word about BCT to the organizations on the list.
  - Policy Committee:
    - i. They are currently in the planning phase of a comprehensive review of the arts and culture plan.
    - ii. The existing plan is on the City's website.
  
- III. BERKELEY COMMUNITY FUND SCHOLARSHIP PROGRAM

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- Susie has made a commitment to the BCF 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.
- Currently the BCF gives \$4K per year for 4 years to awardees. The selection criteria are nebulous and there are not many art-focused students who are selected. This fund would help place the arts kids on the same footing as other kids. Right now there are no official scholarships given to arts focused students from the BCF. The money raised here would be earmarked for arts students.
- Susie would welcome the support and participation of BCT and thought this would be a project that BCT members could do together. The BCT has agreed to participate. Exact details and timing are still to be worked out. Susie is hopeful that the first scholarship could be given this spring; the BCT might not participate in the fundraising needed for this first scholarship.
- Ideas generated:
  - i. One night/week a year fundraiser for scholarships in each individual organization.
  - ii. Partner with restaurants to do something like the Dine Out for Life campaigns. Restaurants donate 25%+ of their proceeds to the non-profit. Usually one night only.
  - iii. Kickstarter might be a great tool for this endeavor.
  - iv. Berkeley Community Media has offered to help with media needs. We could use famous BHS Alumni as well as current students to be in the videos/messaging.
- Concerns were raised about the BCF and if they were the best organization to take this on.
  - i. Could we do it on our own without them? We ultimately felt that it was best to do it through them for the sake of student recognition and logistical management.
  - ii. Further information is needed to find out if they accept multi-year and matching gifts.

IV. UPDATE FROM JULIE SALTZMAN AND DISCUSSION OF COMMUNITY ARTS INTERNSHIP PROGRAM

- Applying to the UC Chancellor's Community Partnership Fund.
  - i. The fund distributes approximately \$240K to five different categories, of which the arts is one.
- Partnering with Cal Corps and the Arts Research Center at Cal. We will work with faculty and staff in various departments at Cal to get out the word to students about the program.
- The internship program would allow undergrad students at Cal from any major apply to work at various non-profit art organizations over the course of the year.

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- The students would work for credit. Roughly 8 hours a week for the academic calendar (approx 180-200 hours).
- The participating organizations would be asked to pay a \$200 fee for nominal costs associated with the program and to indicate figurative buy-in.
- The plan is for 8 interns the first year and 12 the second.
- The program was originally thought to be more administrative focused but after some discussion the program may allow for more artist-driven internships.

### V. DISCUSSION OF ARTS AND CULTURE LECTURE SERIES

- The BCT would like to propose a lecture event that is more social in nature than the typical BCT meeting structure.
- The Lecture Series would be a chance to come together 3 times a year in the afternoon and hear different speakers give a presentation on a topic that would be interesting to the group.
- The proposed audience would be BCT members and those members of the arts community who want to be involved.
- Ideas of topics:
  - i. Panel talk on multi-disciplinary work
  - ii. Documentary filmmakers
  - iii. Board Member recruitment

*END OF MEETING.*

**NEXT BCT MEETING: JANUARY 9<sup>TH</sup> AT 9AM, AURORA THEATRE COMPANY**