



BERKELEY CULTURAL TRUST
Meeting: Wednesday, October 12th, 8:30-10AM
Cypress Room, 1st floor Martin Luther King, Jr. Civic Center
2180 Milvia Street, Berkeley CA

Minutes

Welcome and Introductions

1. Post Mortem on Candidate Forum. What can we do differently next time? How can we leverage their promises?

- What went well:
 - Virtually full
 - All candidates being on stage at once was effective
 - Everyone was forced to stay the entire time
 - Each candidate had to listen to his opponents and others' responses
 - Conversation was completely focused on arts subject, candidates were not in control of stage
- Things to think about:
 - How do we best use what they said on tape and in writing?
 - Invite the elected candidate to a BCT meeting
 - Let them get to know us and ask how we can support their endeavors for us
 - Thoughts about being more hospitable to guests: refreshments?
 - A gift to thank the Freight?
 - Remind councilmembers about this forum in the future, use it as leverage to influence Council
 - Next time be more persistent in asking BCT members for forum questions
 - Most of the questions were about gentrification, more diversity next time
 - Flash mob?

2. Update from Berkeley Arts Commission and Civic Arts Coordinator on upcoming City Council items of interest to us.

- Measure T1: to authorize the City to incur bonded debt for improvements to existing city infrastructure and facilities up to \$100,000,000.

- “1% of bond proceeds shall be available for functional art integrated into improvements that are paid for by bond proceeds, as and to the extent determined by the City Council.”
- “The proceeds of the bonds authorized to be issued by this resolution shall be used to finance construction of the Improvements and functional art integrated into the improvements...”
- This measure may positively affect arts organizations currently housed in City buildings (i.e. Berkeley Art Center)
 - REQUEST: have City Staff prepare a report of all City buildings that are housing arts organizations (where, owned by City or Parks, vacancy, etc.)
 - REQUEST: ask Parks head Scott Ferris to attend next meeting (Jill Randal?)
 - We need to strive for consistency in how these spaces are dealt with so as not to pit arts organizations against one another

3. Arts and Culture Plan. Update from folks who have participated in focus groups. What does the BCT want to make sure is in the plan?

- City is updating its Arts and Culture Plan, last updated in 2004
- Plan puts forth guidelines for how City is to act and make decisions with regards to arts-related issues
- Last time the consultants conducting the planning process surveyed groups to come up with the amount of money generated by arts organizations in the city. The number was so large City Council didn't believe it.
 - This time how can we present this number to Council with adequate and understandable proof? Comparisons? How to contextualize it? Relate \$ to our city's size
 - We may find this number has dropped. *Note to hold this discussion later
- Reactions from interviews with consultant so far:
 - Smart questions
 - Locally-focused
 - Thoughtful conversation
- How do we “Prime the Pump”?
 - Change the way the city thinks about the arts, not as something they have to give money too, but something that serves as a draw for people to come here and spend money, an economic driver to INVEST in
 - The arts give back, though we often put ourselves in the position of asking for money

4. Outreach. Should active BCT members reach out to other organizations to get them energized and attending future meetings? How do we double our attendance?

- Add “Bring a Buddy” to next meeting agenda.
 - Read through list of organizations on BCT website and have attendees promise to reach out to members they know from each organization not in attendance
- REQUEST for and Arts Commissioner to attend each BCT meeting

5. Meetings format. Adding 15 minutes. Designating members to moderate agenda items. Setting dates/times for steering committee meetings.

- Members vote to add 30 minutes to future meetings. Meetings will run from 9-10:30am.

Adjourn