

Berkeley Cultural Trust Meeting Minutes: March 8, 2017

Redwood Room, Berkeley City Center

Patrick welcomed everyone and asked folks to let him know if they weren't getting the BCT updates to put an asterisk by their name on sign up list.

Special Guest - Jordan Klein

- He plays the banjo. All of us have had some experience with the arts. It's a unifier.
- Civic Arts Grants program has gotten more robust. Up to \$380K from \$240K
- Public Art program has real traction: BART Plaza (sound and light incorporated, visual arts, public galleries in downtown, etc.)
- Public Art in Private Development: 1% of construction budgets goes into public art in the project or the developer can choose to donate 0.08% to city to be allocated to public arts.
- Arts and Culture Plan is getting updated.
- The City offers marketing and technical assistance to businesses through the website and staffing. Technical assistance can be in form of help writing grants or getting small business loans or help negotiating bureaucracy.
- Economic Devo wants to be part of solving the SPACE problem with the arts community.
- He discussed the work that Rainin is doing with CAST (Community Arts Stabilization Trust) in SF and Oakland. Has Berkeley identified some locations?
- Jan Zvafler pointed out that, "Arts have been part of all our lives. How do we leverage this? 'Berkeley is where the arts are!'"
- **Right now our messages are mixed. DBC, VB, BAC, and Chamber ALL market the arts - but not necessarily in a unified voice. It's confusing and energy is wasted.**
- Susie Medak: Use city lobbyist to fight for the arts on a national scale. We should figure out financial impact if NEA/NEH are eliminated in Berkeley community.
- Kim Anno: Arts can play a role in education. Berkeley still has a large achievement gap between white students and students of color. The BAC is also focused on Public Arts in the new BART plaza; let's look for other locations citywide.
- Lots of discussion about the various pots of money that get spent on arts. Some is regulated. Some is pork. Patrick Dooley offered to work with Mary Ann Merker to try and get it all in one document. Lisa Bullwinkel wants to know if we can get a handle on how festival money gets distributed, as well.

Committee Report: Arts Funding

- Archana Horsting presented a draft of a letter requesting additional funds for the arts to be delivered to Council and City Manager. The group offered feedback on how to include a request for capital funds, as well. She'll be redrafting and sending to around within a week.
- Jamie Greenblatt made a passionate plea for more staffing for city staff. It was announced that a new position has been approved.

Organization Presentation: Ashkenaz in West Berkeley

- Brandi Brandes introduced herself to the group and spoke about the history and community work of Their mission is to provide an authentic, inclusive multi-cultural experience to the city through food, fellowship, and dance.

(The minutes were taken by Patrick Dooley)