



**CULTURAL CORE
BUDGET COMMITTEE MEETING
Tuesday, January 27th, 2025**

Committee Members in Attendance: Spencer Lawson, Isaac Gonzalez, Seth Brown, Felicia Baca, Matt Castillo, Kathryn Carlisle-Kesling

Committee Members Not in Attendance: Mohan Sudabattula, Claudia Lyoaza

Cultural Core/Downtown Alliance Staff Present: Lucas Horns, Dee Brewer, Josh Jones, Jessica Thesing, Kai Henriksen

Guests Present:

The meeting was called to order at **9:05am**. **Spencer Lawson** initiated the roll. **Seth Brown** made a motion to approve the minutes from November 20th, 2025 and the motion passed with no opposition.

Review of Public Comments

No public comments to review.

Current Business

Salt Lake City and County Updates

- **Matt Castillo** updated the board about arts and culture initiatives including:
 - Designs/concepts for remodeling of cultural spaces as part of new Sports, Entertainment, Culture and Convention District are being finalized
 - Upon approval, these projects will move forward toward construction
 - Feb 11 - Abravanel Hall National Register of Historic Places plaque unveiling
 - Beginning to roll out programs approved by City Council last year
 - Ticket-as-fare for all ArtTix ticketed events (partnership with UTA)
 - Rolling out in spring/early summer
 - Emerging artist incubation program
- **Felicia Baca** shared other arts and culture initiatives with the board including:
 - Wake the Great Salt Lake signature commission art installation at Memory Grove Park - March 26, 2026 (tickets are live and free)

- Last year of Sundance Film Festival
 - Notable film screening - *The Lake* (about The Great Salt Lake)
- The Mayor's State of the City presentation will cover some new arts and culture programs
- Applications for repainting the whale sculpture on 9th South are closed

Introduction of Kai Henriksen - Program Manager

- **Kai Henriksen** briefed the board on his experience as Operations Coordinator for the Downtown Alliance and what his responsibilities will be in his new role as Program Manager for The Blocks.

Director Updates

- **Lucas Horns** shared updates with the board including:
 - Initial listening tour with stakeholders, artists, property owners, etc. during his first couple of months as Director
 - More cohesion between arts groups is desired (Blocks to be convener)
 - Continuing to promote arts programming downtown
 - Desires for collaboration with non-arts organizations
 - The Blocks is not very geographically recognized
 - Going forward, choosing language that gets away from defining The Blocks as a geographic area
 - Areas of focus in 2026
 - Expanding Steppin' on Main and Rooftop shows
 - Steppin' on Main in multiple locations
 - Rooftop shows will be occurring more consistently
 - Co Create is focused more on long term and permanent installations rather than single night events
 - Art Garden on Thursday nights
 - Plein Air expansion - artists painting iconic buildings across Downtown
 - Explorations of where we can display public art Downtown
 - Pop up galleries/gallery stroll
 - More collaboration with arts organizations and other kinds of stakeholders

Financial Report

- **Lucas Horns** presented a financial report to the board including:
 - Revenue is as it should be
 - Under budget due to lower staffing costs after previous Blocks team members left
 - ~\$80,000 of unallocated programming money
 - Reallocating ~\$90,000 of staffing budget to programming
 - \$40k to expand Steppin' on Main
 - ~\$40k to expand rooftop shows
 - \$35k for Thursday night activations
 - \$20k to expand Plein Air/Kiosks/develop gallery stroll program
 - \$15k for additional marketing

- \$10k for other programming and small sponsorships

Marketing Campaign

- **Josh Jones** shared marketing and promotion updates with the board including:
 - Promoting artists and artistry rather than just events
 - Working with Downhaus media to highlight local artists with about 16 short 30-60 second reels
 - Highlighting a variety of artists and artistic mediums

SIGNS Recap

- **Lucas Horns** recapped the SIGNS event for the board including:
 - Event in collaboration with FICE and parallel to Sundance Film Festival
 - Art gallery meets block party - Street shut down, mobile DJ booth, painted street signs curated by Sister SLC

CoCreate Update

- **Kai Henriksen** shared updates for the CoCreate program with the board including:
 - Narrowing focus to long term installations and activations rather than single night events/programming
 - Deadline to submit applications is January 31st
 - Meeting with selection committee regularly to select partners (~4 will be selected)
 - Kickoff reception at Edison House from 6-8pm on March 24 with all selected partners

Downtown Rising 2035

- Lucas Horns briefly outlined a plan for Downtown Rising 2035 including:
 - Downtown Alliance is producing documentation around what stakeholders want Downtown SLC to look like in the next 10 years
 - At least \$10 million of investment coming into Downtown
 - What do we as downtown artists, stakeholders, property owners, etc. want that to look like?
 - Collecting feedback from stakeholders as part of this process

With no other business to discuss, the meeting was adjourned at 10:16am.

The next meeting will be Tuesday, March 10, 2026 at 9:00am