

THE BLOCKS
Cultural Core Budget Committee Meeting Minutes
Tuesday, October 28, 2020 12:00 p.m. – 1:15 p.m.

Committee present: Virginia Gowski, Felicia Baca, Eric Egenolf, Matthew Castillo, Grace Lin, Lia Summers, Moana Uluave-Hafoka, Felicia Baca

Staff present: Lucas Goodrich, Cassandra Yerkes, Dee Brewer, Ryan Mack, Nikki Smith

Call to order **Virginia Gowski 12:05 p.m.**

Virginia Gowski I will read the following statement regarding the global pandemic and why we are having an online meeting today. I Virginia Gowski, co-chair of the Cultural Core Board, hereby determine that conducting the Cultural Core Budget Committee Meeting in the anchor location continues to present a substantial risk to the health and safety of those present at the anchor location. This determination will last for the next 30 days regarding Cultural Core Meetings.

Role Call

Virginia Gowski, Co-chair of the Budget Committee representing Salt Lake County
Eric Egenolf, Co-chair of the Budget Committee representing Salt Lake City
Grace Lin, Salt Lake County
Lia Summers, Salt Lake County
Moana Uluave-Hafoka, Salt Lake City
Lucas Goodrich, Program Director, Cultural Core
Cassandra Yerkes, Operations Manager, Cultural Core
Ryan Mack, Downtown Alliance and THE BLOCKS
Dee Brewer, Downtown Alliance
Matthew Castillo, Salt Lake County Arts and Culture
Felicia Baca, Salt Lake City Arts Council
Nikki Smith, Salt Lake Chamber

Committee vote on new co-chairs Eric Egenolf and Grace Lin

Virginia Gowski I really appreciate my time as chair but I am termed out but now it is time to turn it over to someone new. Since I am not sure if I can make a vote as chair, I am going to ask if someone else on the committee could make that motion. Motion to approve new co-chairs Eric Egenolf and Grace Lin **Lia Sommers** First. **Moana Uluave-Hafoka** Second. Approved unanimously. **Virginia Gowski** I am going to turn it over to Eric to continue to lead this meeting.

Committee vote on new Salt Lake City Representative Moana Uluave-Hafoka

Eric Egenolf First off, I want to thank Virginia for her leadership. She has been a great chair and we are glad to have her on the committee for a little while longer. We have a new face joining us today, Moana. We are working to fill some of our vacancies and so now we need to formally vote on Moana. Moana was nominated by this committee and she has been approved by the City and before we formally vote, Moana, it would be great if we could hear some of your background. **Moana Uluave-Hafoka** Hi nice to meet everyone. I am excited to work with you all. I am familiar with the Cultural Core from Lia. I am

working at the University of Utah as a Program Director in the Pacific Island Studies initiative to help bring Pacific Islanders to the University of Utah. I was formerly at the Salt Lake City Mayor's Office under Mayor Biskupski as their Diversity and Human Rights Advisor and prior to that I worked in the community a lot and I am from the west side of Salt Lake City. On the side, I am a writer and poet. I am excited to support this board in any way I can. **Eric Egenolf** Motion to approve Moana Uluave-Hafoka as a new Cultural Core Budget Committee Member **Grace Lin** First. **Lia Summers** Second. Approved unanimously. **Eric Egenolf** Welcome Moana! I forgot to also say thank you to Grace for agreeing to be a co-chair with me. It is a totally equal partnership between us.

Approve Minutes from August 19, 2020 & September 22, 2020 Meetings

Eric Egenolf I know we had some technical issues with the August meeting so Lucas has sent out an agenda from that meeting to help capture what was discussed. **Lucas Goodrich** Unfortunately Zoom could not recover the video but I spoke with staff and to co-chairs for comments. I added in Cassandra's presentation and then I also added the financial statements. I feel like we captured everything that was discussed. Aside from approving the previous meeting minutes, we didn't have anything that we voted on. **Eric Egenolf** Can I have a motion to approve minutes from the August Meeting? **Grace Lin** First. **Virginia Gowski** Second. Approved unanimously.

Eric Egenolf And we also need to approve the meeting minutes from September 22. Does anyone have any comments? **Lucas Goodrich** I am always enlightened as I read back previous meeting minutes and it helps us all plan for next meetings. Thank you to Nikki for the minutes and to all of you for your continued contributions. **Virginia Gowski** I just have a quick question regarding the vote for Moana. I thought we did not vote on her but we may have duplicated our vote. Actually, it was an action item. **Eric Egenolf** The way I understand it, that it was that we voted on her nomination to the city but not a vote of approval. **Virginia Gowski** Okay that sounds good to me. **Eric Egenolf** Can I have a motion to approve minutes from the September 22 Meeting Minutes? **Virginia Gowski** First. **Lia Summers** Second. Approved unanimously.

Committee vote on new bylaws

Eric Egenolf We have been working on revising the bylaws to reflect this co-chair structure and some revisions have been made. It is going through the city and county at the moment so we will not be able to vote on this today. **Matthew Castillo** It is currently held up at the county with our attorneys to review the legal language that is required. The intent of the bylaws won't be changed but just some of the legal language they are tweaking so they have asked us to delay the vote one meeting. So hopefully we have that ready to share shortly. **Eric Egenolf** So we will not be voting on the bylaws today then and we will get those changes prior to the December vote. Matt can you give a county budget update here? **Matthew Castillo** I want to give a quick update on where the county is at with the contribution to the Cultural Core. We advocated hard for this and fortunately, the Mayor did include this in the budget to the County Council. The county budget is now in the council workshop and then they will formally adopt that budget the first week in November. We are hopeful that nothing will change and that we can give you the final good news in December. **Felicia Baca** Thank you and just to clarify, that is the for the calendar year and not the fiscal year, correct? **Matthew Castillo** That is correct. It is for the County's 2021 fiscal year which is the 2021 calendar year and will fund the June 2021 to July 2022 Cultural Core program year. It will fund the upcoming program year for Cultural Core. And one other quick update, I just wanted to share where the County is at in the search for the new Salt Lake County Arts and Culture Division Director. We are carrying out interviews this week and next week and hoping to introduce our

new Division Director at our next December Meeting. **Felicia Baca** Can you remind us when the new Arts and Culture Master Plan will be made public? **Matthew Castillo** Yeah, and for those of you that are not aware, Salt Lake County Arts and Culture has been going through the process to update our 10-year master plan. We are getting really close. It is being reviewed by the Mayor and will hopefully be presented to the County Council the first week of November. Once that is formally adopted then we will do a rollout to the community and share our 10-year vision. Hoping it will happen within the next month. That is the timeline plan as of now. **Eric Egenolf** That is great news on the funding. Even though that was paused, we really aren't missing a beat which is nice. **Matthew Castillo** I want to say thank you for the Cultural Core staff. With the presentation and information you provided, it was an easy case to make to the Mayor's staff and County Council so thank you for your work.

Review of Public Comments

Eric Egenolf Have we received any public comments? **Lucas Goodrich** We have not. No emails or voicemails so no public comments.

Current Business

Update on remaining committee vacancy

Lucas Goodrich I just want to touch base on the remaining vacancy. I know we are getting into a busy time of the year but I wanted to revisit the recommendation list. We are ahead of schedule and we have time blocked out to discuss this. I know we have had a hard time getting ahold of Norbert, but I know there were several recommendations. Has anyone given this more thought? **Virginia Gowski** So I thought we had put Norbert into the category of the Arts Advisory Committee due to the conflict of interest, right? **Lucas Goodrich** That is correct. My apologies. Matt had mentioned we were all going to look further into the conflict of interest as well. **Felicia Baca** and at the City we are now retrieving our own board applications and if there are any people that we would like to consider from that group for this committee, we can look at that batch even though they did not apply specifically for this. **Virginia Gowski** There were some other names on the table and we have talked about the running list on the Google Doc and I have not seen any changes made to that document since we posted it. It might be worth everyone taking a quick look at that. My recollection from our last meeting is that we talked about a couple of people from Spy Hop, Virginia Catherall from UMFA, Virginia Pearce, Alice Steiner, Havilah Clarke, so I think all of those names are great but Felicia we are probably looking to you as to what you think the Mayor's priorities are and the overall makeup of the board. We would like to include someone from an area not currently represented on the board which can be tricky if they need to be in Salt Lake proper but we are probably missing the south end of the county and then we talked about whether or not we want someone on the committee that is a full-time artist and then also of course focusing on diversity across the committee. **Felicia Baca** For this particular committee they do not have to live in Salt Lake City proper. **Dee Brewer** Cassandra, one of the artists on Main Street, doesn't she live in the County? **Cassandra Yerkes** For Exhibitions on Main, that is Durga. She lives somewhere in the county and I will add her to the running list. She is one of the artists that got chosen for one of the first Exhibitions on Main and she is an immigrant from India. She is very eager and willing so I would think she would be willing to. **Lia Summers** Also I heard that Lisa Soule is stepping away from the Arts Festival. Maybe she would be interested. She knows downtown and the arts scene well. **Felicia Baca** I will add to the list after I look at the batch we received at the City. **Lucas Goodrich** Then we can take this up through email from here in about one week with a short list as well as an action plan as to when we will reach to the prospects. **Virginia Gowski** There is also a committee overview document in the Google

Drive if that is helpful. **Eric Egenolf** There are still a few documents about the budget committee responsibilities that duplicate what is said the bylaws but there is a PDF that is a bit different that talks more about the nuts and bolts about what the committee does. I have created a sub-folder called “archive” to move the duplicate documents to, to avoid deleting. The PDF could use some tweaking but the responsibilities are in there. The bylaws also talk about the terms and structure and those types of things.

Director Notes

Lucas Goodrich Thank you for your edits and input on the Diversity and Inclusion document. It is still a working document and I have added some action items to the bottom of that document. I would like to have a working session at our meeting in December to work on the narrative of that document and to brainstorm how to capture what we are doing and our processes, where we can improve in regard to diversity and inclusion. I think we are doing a lot but I would like to find a good way to measure what we are doing for you, board members, and anyone who inquires. I am also excited to get Moana’s input on this topic as well. **Eric Egenolf** The most important thing we need to do is to fill in the blanks. The first page is what I would want to see from an institution and I think it goes above and beyond, the second page talking about arts and culture and how it relates is important, and the third page on action is going to be the most important. I think having a session in December after we have all thought about it will be good. **Lucas Goodrich** I will upload that document into the Google Drive as it is something that we are currently working on across the entire Downtown Alliance. We will continue to edit it and so expect to see changes in the document. We will plan to have a solid 20-minute working session on this topic in December. Another topic that we are trying to be aware of is, place making. Cassandra is going to talk about place making efforts that have happened in the first quarter. This is an area where we are actively making efforts. I think we just really need to brainstorm how to capture and convey this to you and others. Ways we are actively pursuing place making: Open Streets, Main Street Kiosks, Main Street Banners, Lingo app with over 500 users a month, increased branding on barricades and signage and even since Open Streets restaurants and others have reached out to us to use our A-frames and barricades for their events. **Eric Egenolf** Do busker’s spots show up either on Lingo or the interactive map on the website? **Cassandra Yerkes** No, we are not updating the interactive map because we will soon be changing a lot of it and that project got pushed due to COVID. Don’t expect them on that map and I am not sure Lingo is the place for them either. Something like Pop Walk which is an app, would be more appropriate. There is going to be a new section on our resources page on our website with more additional busker information and marker info as well. **Lucas Goodrich** I think it would be a good idea to add the busker markers to our website since we have worked really closely with the Salt Lake City Arts Council and others to make sure those spots are in line with the ordinances that are in place. We will look into that. **Cassandra Yerkes** It would probably be a year or more before we could make that into a map because we are trying to see which spots survive with the physical maps. We are doing lots of little trials currently. We have hopes to actually sandblast the maps into the sidewalks but that will be a slow roll since we first need to prove their worth. Until then, we will just provide information as to where you can find them. **Grace Lin** I know we talked at our last meeting about partnering with Salt Lake City and Salt Lake County potentially since they are working on maps as well. Is there any update as to timelines and how we could all integrate our information? **Cassandra Yerkes** The Cultural Alliance is working on an asset map that has just about everything but I think this is a more in-depth effort. We are letting them take the lead then we are working together to hopefully use that to replace our current map. The Downtown Alliance is also working with GIS and there is some potential there too to build some maps. We aren’t putting a lot of effort in this, we are letting others lead out and then will see how we can help and utilize the maps. **Felicia Baca** I would note that we have been working with the Cultural Alliance on

that app and the current iterations have not been totally user friendly. I think we really want to see how this looks like. My concern with it is that it is too much information. I think we just kind of monitor its functionality and see how it turns out. **Eric Egenolf** How live are these maps? I am just thinking about a busker's station and would I be able to see those stations? **Cassandra Yerkes** Possibly, but I know from previous experience that these maps can suck up a lot of our bandwidth so it would need to be a balance and be manageable. **Dee Brewer** While I love the idea, I know from previous busker's that sometimes they show up and sometimes they don't. It is a high management operation and we don't want to disappoint those who are using the app. I view it as more of a spontaneous surprise and delight rather than something planned. **Cassandra Yerkes** And keep in mind that our end goal is that buskers will just be downtown anyway and that we won't need to hire them and we won't have any control at that point. Once we have more solid locations as to where the buskers will be, it will definitely be a map. **Lia Summers** Is there any way to combine with the Lingo map? **Cassandra Yerkes** So one of the changes to our website would be to just direct them to Lingo so we just would update in one spot. We will see how we can utilize the Lingo maps as it develops. **Felicia Baca** We do the Busker Festival and we are going to build in some work with improving the street performer coordination so we will be in touch about that. **Lia Summers** It would be good to coordinate with the city on the markers to help simplify what they have to do. **Cassandra Yerkes** Lucas is in contact with them about including more marker information in their permit packet and working to simplify it.

Report on Year-Four Activity to Date

Lucas Goodrich Here is the statement of financial activities. We are looking really great at the end of the first quarter. For total spending, we are just shy of our 25% mark. While it looks like we underspent in the first quarter, we are going to see a lot paid out in quarter two since those payments came through later. Funds are being deployed to those who need it, we are building audiences and working on place making and furthering our mission.

Marketing Report

Ryan Mack Open Streets marketing report from early September to October 10. We advertised through desktop and mobile advertising as well as a radio flight. Through the advertisements we drove 4.3 million campaign impressions and that is above our normal average so really happy with that number. As far as radio goes we drove 682,000 impressions and we also had Spanish ads as well. We get these numbers by tracking our website 10 minutes after the ad runs on the radio. Desktop and mobile display ads are always the bread and butter of our campaigns and this was the bulk of our impressions. We got almost 3.7 million impressions and a click-through rate of .2 which is well above our benchmark which is great. Through a geo-fence we know that at least 335 people who saw the ad attended Open Streets which is high for verified walk-ins. We estimated about 2,000 people attended each weekend which was our goal. It never felt unsafe and it was a good number. **Felicia Baca** That attendance number will really help us report metrics to know how our programming helped attract people. **Ryan Mack** That 300 to 400 South block was our busiest block which is where all of your performers were. All in we spent 19,000 dollars for Open Streets marketing. The Downtown Alliance paid half and BLOCKS paid half. We almost got a one-for-one match with our value which is pretty unheard of. The total campaign value came out to 35,475 dollars which is really good. Website traffic was up 440 percent and 400 percent were new users. We were also heavily promoting this on social media and the response was positive. The number one comment we received is asking if this could be year-round. **Eric Egenolf** I'd be interested to see if the people visiting the site live downtown or frequent downtown versus is the audience from beyond. **Dee Brewer** I felt like this was definitely a new audience downtown. There were

people who were hungry for activity. There was definitely a sense of a broader audience on the street. **Ryan Mack** We definitely saw people from all walks of life. Old, young, and just so many different types of people. **Cassandra Yerkes** We had a visitor group from Seattle that attended and were really impressed by it. They want to try to replicate it in Seattle. **Matthew Castillo** We previously discussed doing a survey with restaurants and bars to see how they felt it went for them, has that been done? **Dee Brewer** We met with the City and economic development is looking at it. The restaurants definitely saw an increase in sales anywhere from 10-27 percent and new traffic. Across the board they are definitely interested in continuing this and doing more of it. We did not get any negative feedback. We have already set a perspective date for the next Open Streets as May 20, 2021. **Ryan Mack** It wasn't just the Main Street restaurants that felt the impact, but the surrounding areas also felt a great impact as well. We are working to measure this impact. **Lucas Goodrich** This was the first time artists had been paid and heard live applause in months which was really neat. The community aspect was really awesome.

Programming Summary

Cassandra Yerkes An update on "Locally Made, Locally Played" our new talk show on KUAA Radio. We are working with Love to get the application posted on our website but we have already had some recordings. The show will launch November 2, 2020. We have mentioned before our music video project with Social Antidote. As an update, we finished filming the second video at UMOCA with the Gorilla Girls exhibit. We are working on the final filming location for the third video and working with SA on a plan to release the videos. Exhibitions on Main is the new use of our kiosks on Main Street. Two are still being reserved advertising that we offer and two are exhibition space. The first round just went up with two amazing artists, the featured artists are Durga Ekambaram and Ecaterina Leonte. Both are local artists and are both immigrants to the US. Promotion is going really well as the artists are sharing a lot on their personal social media. The exhibitions will be up until January then the state-wide annual exhibition will go in then we will have a second round of artists featured. We potentially might do a video with Twig Media on this but not for sure. The last piece on this is the jury process. Any feedback on the jury process document would be great. So far, everyone I have sent it to on the jury has not had any negative feedback. Moving into Open Streets, please refer to the document for specific numbers but highlights being that we had 20 or more different artist groups, we spent 12,000-13,000 dollars alone on artist payments. Alex Platt did a chalk drawing on the side of the BLOCKS truck which has been sealed so now it is permanent, we had performances outside of the Eccles Theater that attracted a specific audience and Social Antidote created an amazing final weekend finale. Last thing is an update on the murals downtown, one just finished and two coming up. We are also hiring five artists to paint mini-murals downtown at The Gateway where our Winter Farmers Market will be. **Lia Summers** We should try to highlight more how we can help facilitate murals like we did with the Utah Jazz. **Cassandra Yerkes** We have a potential community mural coming up with an Eagle Scout Project that would be right near our boundary line near Big Lots. We are hoping to facilitate so we can promote and cover rental costs for the artists. We were also able to distribute 500 BLOCKS hats at Open Streets. **Eric Egenolf** If anyone hasn't taken a look at the Open Streets summary page, please do. It is very helpful, especially to see where the money went.

Next Meeting: December 2020- doodle poll has been sent out

With no further business, **Eric Egenolf** adjourned the meeting at 1:30 PM.


Eric Egenolf (Dec 14, 2020 14:28 MST)

Eric Egenolf


Grace Lin (Jan 6, 2021 07:46 MST)

Grace Lin

Cultural Core Budget Committee Co-Chair

Cultural Core Budget Committee Co- Chair









10/28/2020 CCBC Approved Minutes

Final Audit Report

2021-01-06

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