



**CULTURAL CORE
BUDGET COMMITTEE MEETING
June 1, 2021**

Committee Members in Attendance: Eric Egenolf (Committee Co-Chair), Durga Ekambaram (Salt Lake City Representative), Virginia Gowski (Salt Lake County Representative), Matthew Castillo (Salt Lake County Representative), Grace Lin (Committee Co-Chair), Felicia Baca (Salt Lake City Representative), Moana Uluave-Hafoka (Salt Lake City Representative)

Cultural Core/Downtown Alliance Staff Present: Lucas Goodrich, Cassandra Yerkes, Nancy Kaschmitter, Ryan Mack, Dee Brewer,

Eric Egenolf welcomed everyone and called the meeting to order at **1:02 p.m.** **Eric Egenolf** read the covid statement: *I Eric Egnolf co-chair of the Salt Lake City/County Budget Committee hereby determine that conducting the Cultural Core Budget Committee meeting at the anchor location presents a subsequent risk to the health and safety of those who may be present at the anchor location. Due to the state of emergency caused by the global pandemic I find that conducting a meeting at the anchor location under the current state of public health emergency constitutes sustainable risk to the health and safety of those who may be present at the location.*

Roll call was initiated after the statement.

Matthew Castillo brought up that the agenda posted to the Public Notice Website was only posted this morning and it needs to be posted at least 24 hours in advance. Therefore no actions were taken at this meeting. **Dee Brewer** suggests that we continue today's planned discussions and will move any *action items* and votes to a meeting later this week.

Review of Public Comments

No public comments to review.

Current Business:

Year 5 Plan and Budget Q&A: Lucas Goodrich I wanted to cover some feedback and comments from our last meeting. One was our *personnel* costs and how it works in relationship to the four main areas of the budget. As of now our programmatic costs do not include any personnel time in the budget, however a majority of our time is programmatic. Cassandra and Ryan's time is 100% programmatic and I have about 90% in programmatic and 10% administrative. The next was related to the blog, we work really hard with Melissa Fields. She publishes at least two blogs a month. The voice(s) that she's able to capture is amazing and it's a narrative we can't find anywhere else. The page views on those articles and blogs, each one averaging 7500+ views. That investment is huge to us to get new views and returning viewers on that great content that they can only find on the Blocks. **Cassandra Yerkes** the blogs are a huge asset for groups applying for grants. Jerry Rapier with Plan-B will send us ones that he's written and we

share them on our website for him and he's able to use those to get grants and sometimes it helps them win the grant. It's a nice way to dive deeper into the artists' experiences that we don't get to do at the programmatic level but it can also be a money maker for them. **Lucas Goodrich** the last thing that came up is the Love Communication retainer fee. That \$5,000 retainer fee pays for what happens behind the scenes. That is multiple meetings in a week, emails, creating and curating contents and edits. Time and time again they have come in and provided additional value and the value they provide is above and beyond what we pay. **Virginia Gowski** I think the money we pay to Love is not exorbitant relative to what they're charging other people. Either we outsource that or hire someone to do that in-house but then we run up against limitations with what we can pay staff within the contract. Compared to the conversation in our last meeting is there anything in the document different then we looked at in the last meeting? **Lucas Goodrich** there is not, it's all the same. **Virginia Gowski** I saw that my comment about State of Downtown was addressed. I know that is listed under the budget but there was no dollar amount tied to it, is the plan to spend something equally low or do you have a sense of allocation for that?

Cassandra Yerkes I budgeted for \$1,000 but it rarely gets that high. **Lucas Goodrich** we came in at \$250 this year and I hope to spend something very comparable.

Grace Lin I appreciate that you're demonstrating there's efforts being made. What I like to focus on are the outcomes we're trying to achieve, metrics you're trying to achieve and how we're building out the budget. **Lucas Goodrich** we pay close attention to the masterplan, I think it will be very helpful for all of us as a team and committee to look at our next meeting to discuss how we might tackle that. Grace shared with me a rubric she created pulling lots of stuff from the masterplan. My hope is that we can come together and you can clearly identify "X" amount of areas with specific metrics and goals and clearly identify the things that you choose as a committee to work on and highlight over the year so we can address them on a consistent basis, whether that's through this rubric or dashboard. **Virginia Gowski** we've been talking about doing that for a long time and I don't think any of our meetings are ever long enough to get into that detail. Once in the history of this committee we had a retreat and it was pretty successful, I think that will be the time we would need. We've talked about having the meeting in January, February or March and having that be the basis for the development of next year's budget.

Matthew Castillo Felicia, Grace, Eric and I meet with Lucas each month to prepare for these meetings and just go the next layer deeper on some of these questions. And I think you're right Virginia, the time that I have been here, I think we have been grappling with how do we create a clear and concise framework for answering these questions; are we truly meeting the actions and goals set forth in the action plan. I think having a retreat is a great idea to establish the whys behind the budget and the measurement and metrics we would use to get to what Grace is saying. I don't think we need to postpone any of the work we're doing, it's just defining as a group what are those things we want to look at a high level to determine if we're truly meeting the action plan. **Eric Egenolf** having some sort of framework for making decisions beyond any of our participation in this committee helps people as they drop off and new people come on, so there is some context. **Durga Ekambaram** the masterplan is what I look at as a newcomer. I think going forward we should stick to the master plan but expand from it as well such as book launches, literature, poetry and it's important to look at other areas beyond from performances, art and visual arts.

Lucas Goodrich we want to over report and report on as many things as possible. I feel like there's so many goals that we set tied to the masterplan, every item on this Year 5 checks at least 3+ of those boxes. I think the miscommunication is: is there too much information going out at the same time and which one of these goals do you as a committee want to see and how consistently; is it every month, every three months or a retreat every 6 months? We as a team

look at the masterplan and tie those goals to every piece of this budget and are we conveying that information to you, it just needs to be clarified further.

Vote on Year 5 Plan and Budget: **Lucas Goodrich** As far as planning our vote for the Year 5 plan and budget should I send out a meeting in the next few days? **Eric Egenolf** that should work and we should plan on it.

Virginia Gowski makes a motion to provisionally approve the budget proposal for the next budget year. **Moana Uluave-Hafoka** seconded the motion. The budget was unanimously approved.

Eric Egenolf this is not an official approval but a provisional approval and we will reconvene after we have necessary notice and find a time for the committee to meet. **Lucas Goodrich** we'll plan on ratifying the votes at the next meeting and approving last meeting minutes.

Next Meeting Discussion: **Lucas Goodrich** as far as our next meeting, I wanted to open it up to discuss- when, topics, how and perhaps a in-person meeting and do a half day retreat and we can tackle some of this items that can be directly tied to the soon to be Year 5 budget and plan and it might be helpful to do a walkabout downtown. **Eric Egenolf** I think a walkabout would be great but based on safety I don't know about the in-person meeting and in-office half day. I would be open to the outdoors. **Dee Brewer** if we can put together an outdoor meeting would you be comfortable in that, we can explore some outdoor options? **Eric Egenolf** I defer to everyone's comfort level. **Matthew Castillo** we have some outdoor spaces and rooftop patios at our arts and culture venues that we can explore as well. **Grace Lin** one thing that might be helpful is a walkaround downtown might not hurt but coupling that with a look back on what we have been doing and that would propel us and give us context, for us to think about what is being planned going forward. **Virginia Gowski** at some point we should meet as a committee without staff to look at the future beyond this year and mostly see what the County and City intentions are in terms of where we go down the road a bit. So having that lookback and an assessment on how we've done and how we've gotten to today. **Eric Egenolf** is there anything coming from the City or the County on what we've done in the past and what they expect? **Matthew Castillo** we're planning on getting ready to do the annual presentation at the end of June. In the past at the council level, I don't think there's been a high level of scrutiny, the council has changed pretty significantly since the most recent election so the dynamic could change. I don't anticipate there will be a lot of questions from the Council or Mayor office. Felicia and I have started some preliminary discussion on what the next contract cycle will look like and the RFP process but we will engage the committee in those discussions. **Felicia Baca** I think Matt and I are the boots on the ground and we haven't heard anything about anticipated changes or increased scrutiny or things that would cause duplication of service. It's moving forward as planned. **Lucas Goodrich** should we look into July, August? The fiscal year book won't be closed until late July. **Virginia Gowski** it will be difficult to schedule everyone in the summer so pick a couple of days in June and July. I don't necessarily think we need to have the fiscal year wrapped up down to the penny. If we're having a retreat I don't want to burn that time talking about every single dollar, I want to spend that time looking at the bigger picture and talking about lessons learned and priorities moving into the future. **Felicia Baca** I think a little later in July to kind of maybe regroup. Is there some work to be done, do we want a facilitator or directions we want to explore to help with this discussion?

With no further business to discuss, **Eric Egenolf** adjourned the meeting at **2:05 p.m.**

Eric Egenolf

[Eric Egenolf \(Jun 14, 2021 15:40 MDT\)](#)

Eric Egenolf, CCBC Co-Chair