



CULTURAL CORE
BUDGET COMMITTEE MEETING
Wednesday February 8, 2023

Committee Members in Attendance: Matt Castillo (Salt Lake County Representative), Durga Ekambaram (Salt Lake City Representative), Eric Egenolf (Committee Co-Chair), Felicia Baca (Salt Lake City Representative), Grace Lin (Committee Co-Chair), Shaleane Gee (Salt Lake City Representative), Isaac Gonzalez (Salt Lake County Representative)

Committee Members Not in Attendance: Lia Summers (Salt Lake County Representative)

Cultural Core/Downtown Alliance Staff Present: Merinda Christensen, Britney Helmers, Josh Jones, Dee Brewer, Dan Brimhall, Jessica Thesing

Grace Lin welcomed everyone and called the meeting to order at **9:08am**. **Grace Lin** initiated the roll and welcomed everyone in attendance. **Shaleane Gee** made the motion to approve the minutes and **Durga Ekambaram** seconded the motion. The minutes from January 11, 2023 were unanimously approved.

Review of Public Comments

No public comments to review.

Current Business:

Matt Castillo introduced the Budget Committee leadership nominations. **Grace Lin** made a motion to make Shaleane Gee the Chair and Lia Summers the Vice Chair. **Eric Egenolf** approved and **Durga Ekambaram** seconded the motion.

Dee Brewer introduced Britney Helmers as the New Cultural Core Program Director.

Felicia Baca the amendment we made was a requirement from the state auditor of how we calculate a quorum related to electronic meetings and participation. **Grace Lin** is this pretty consistent with how other city and county meetings are being handled? **Sara Montoya** it's consistent and what we recommend. Of course, if the board has something that would better suit your needs than that is something I would defer you to. The state law requirement says that you need to detail how anybody who is attending electronically is accounted for by the quorum.

Eric Egenolf does the language prevent a committee member from deciding to join on zoom instead of being in person at the last second? **Sara Montoya** you just to notify your decision between the two hour time frame that you will be participating online. **Shaleane Gee** if we have a zoom option available, we can accommodate this request at any time. If a zoom link is always there, we aren't prohibiting anyone from participating. **Grace Lin** made a motion to adopt the bylaws as is and **Durga Ekambaram** seconded the motion.

Sara Montoya, City Attorney for Salt Lake presented the OPMA required training for the committee.

Plan Implementation Manager Report

Financial Statement of Activities

Dan Brimhall, CFO the Cultural Core contract, which we are discussing today, falls under Downtown SLC Presents which is a 501c3. Each category was presented and the corresponding budget and expenses. Last year's numbers and this year's budget were compared and presented. In addition to last year's fiscal year to date and this year's fiscal year to date were also shown. Programmatic expenses are broken up into two different categories. Those include marketing and communication and program, which is hiring artists and paid expenses for programming. We are on target for this year.

Q4 '22 Activations and Promotions & Q1 '23

Merinda Christensen we connected with Emily Nicolosi, with In Theory Art Collective and brought in the Star and the Heart including two new installations which are the Portals and the Salt Lake City installation at the pergola. These went in the week of November 20 and will go through March and the NBA All-Star weekend. Since 2019, there has been a 25% visitation increase and just a 15% increase from last year around Gallivan Plaza. **Josh Jones** the GLOW video we created with Twig Media had 667,000 views and 80,000 more on top of that are organic. That was with our Love Communications partnership and was served through Facebook, YouTube and Instagram. **Merinda Christensen** the Last Hurrah end of year celebration happened at the Gateway. We programmed from 8pm - 10pm and brought three artists including Ras the Robot (Mike White), The Pedaled Piano (Eric Rich), and Marcus the Funny Man. There were 14,700 visitors with a dwell time of 117 minutes. **Josh Jones** we wanted to piggyback off of Sundance since they really invested in Salt Lake City this year. They added the Gateway as a new venue, so we did a blog piece and worked with Visit Salt Lake on the Sundance lounges at Copper Common and HallPass. Through that, we helped hire 40 local artists to fill those venues. Through our social media we reached 30,000 people to highlight what was going on downtown. We are still promoting our legacy art organizations on social media and our newsletter which has grown by 1,000 people in the last 6 months and averages about a 30% open rate. We haven't talked about Google Grants but we started this about a year ago. What this is, is they give you \$10,000 in in-kind advertising on digital placement. We are getting 4,000 impressions per month which is a huge number compared to other nonprofits.

Q1 '23 Planned Activation and Promotions

Josh Jones CENTRAL is happening here Gallivan starting Friday, February 17 and goes till the 19th for the NBA All-Star weekend. There will be over 30 artists programmed from 1 - 10 pm the entire weekend. Bandah and Social Antidote have created a large sculpture as well as reimagined shipping containers and turned them into large museum-type art installations. JoyMob is bringing in fire dances and over 60 artists to perform on the Trax from Gateway to Gallivan Center. **Merinda Christensen** everything from labor to art is all local. Funding for CENTRAL does not come from THE BLOCKS budget. **Shaleane Gee** is there any official tie between the NBA All-Star brand and any of this? **Jessica Thesing** no, we can't use the NBA brand on any of our branding. So, we've branded it under All-Star weekend. But, it is being heavily promoted as what is happening for All-Star weekend. **Dee Brewer** we hope visitors to the community find their way to these pieces. And we are promoting that heavily. In addition, Visit Salt Lake has a wrap up page for visitors and community members of all what is happening during the weekend. We are programming adjacent and alignment with everything else but we aren't an official NBA event. **Merinda Christensen** we are working with Kendall Fischer who is the Producer and Artistic Director of Myriad Dance Company, a local dance company here in Salt Lake City. They are holding an event called NOTION at the Gateway from March 11 - 12. We are supporting them in providing almost \$2,000 in assets as an in-kind donation as well as promotional support.

The next meeting will be Thursday, April 6, 2023 at 11:00am.

With no other business to discuss, the meeting was adjourned at **10:04am**.