

**GREENSBORO CULTURAL AFFAIRS COMMISSION MEETING**  
**March 14<sup>th</sup>, 2021; 5:30pm**  
**Meeting held in-person at the Creative Greensboro Conference Room**

**COMMISSION MEMBERS PRESENT:** Doug Bender, Juliette Bianco, Catena Bergevin, Duane Cyrus, Mignon Elkes, Leigh Ann Little, Janine Robledo, Naomi Woods

**COMMISSION MEMBERS ABSENT:** Victoria Milstein

**STAFF PRESENT:** Ryan Deal, Josh Sherrick

**OTHER SPEAKERS PRESENT:** None

**WELCOME:** Chairman Doug Bender, called the meeting to order at 5:33pm, and welcomed the Commission and attendees.

Mr. Deal shared Creative Greensboro updates from the staff. The Glenwood Neighborhood Arts Residency recently concluded with a celebration of the Steelman Park basketball court mural. Performances of a teen Shakespeare production of *The Tempest*, produced in collaboration with Shared Radiance Performing Arts Company, were well received by the community. Next up for drama programming includes performances of the 40<sup>th</sup> installment of “Evening of Short Plays” – a collection of 8 original plays written by members of the Greensboro Playwrights Forum. Performances are scheduled for March 31 through April 2. A free community music concert, part of the OPUS series, was offered by the Greensboro Concert Band on March 12 at Guilford College’s Dana Auditorium. Next up for music programming includes a concert by the Philharmonia of Greensboro on April 9, also at Dana Auditorium. Creative Greensboro’s residency programs at the Cultural Center continue with Jordon Robinson in residency at GROW through April 10 and an upcoming Residency at the Hyers by Royal Expressions Contemporary Ballet scheduled for April 10 through 25. And finally, the Greensboro Cultural Center is receiving some facility maintenance upgrades via a roof replacement that is currently underway in addition to a conversion to LED for all overhead lighting.

**OLD BUSINESS:**

A. Approval and Discussion of February Minutes

- a. Motion to approve minutes; Ms. Bianco 1<sup>st</sup>, Ms. Bergevin 2<sup>nd</sup>, passed unanimously.

**NEW BUSINESS:**

- A. Marketing Committee Report: Ms. Elkes, Ms. Bergevin, Ms. Woods presented a document that outlines the history, mission, goals, and programs of Creative Greensboro, to serve as useful information for commissioner outreach and representation. Ms. Woods and Ms. Bergevin led discussion about the broader need for marketing intentionality and our role in the local creative community. The marketing committee also discussed an opportunity for upcoming collaboration with the downtown retailers association. Committee members and commissioners also discussed developing the commissioners’ role as Creative Greensboro ambassadors by being aware of and representing CG at public functions, by creating commissioner profiles and pictures on the website, by receiving all CG media/news outreach communication, and by being strategic with direct city council member outreach when applicable. Chairman Bender asked the marketing committee to report back with 2-3 prioritized recommendations for the group at the next meeting.
- B. Impact & Investment Committee Report: Ms. Bianco discussed the committees’ focus on the Greensboro Cultural Center and its partnership with nonprofit tenants. She explained Creative Greensboro’s role to support engagement with current tenants, while improving the ongoing use of the space and the facility improvements necessary to maintain a long-term tenancy plan supporting current

and future users. Ms. Bianco also described the current process for lease arrangements with nonprofit tenants of the Greensboro Cultural Center wherein tenants are leased rent-free space without detailed accountability measures to the overall vitality of the facility. The current tenancy program has been perceived by external observers as a 'closed' system, however Creative Greensboro has recently emphasized increase access to new organizations, specifically for marginalized or underserved members of the local creative community. Ms. Bianco led a participatory activity for the entire commission. Commissioners responded to two prompts: (1) What do users of the Greensboro Cultural Center want and need? (2) How might we create a more intentional framework for partnership with nonprofit tenants at the Greensboro Cultural Center in order to realize a vibrant Center that supports the diversity of our community considering that current lessees assume indefinite use of their space and historically there have been no requirements for demonstrated impact of the space use on stakeholders and the community and the stability of some of these organizations relies on continuity of space availability? Commissioners responded individually to the prompts and then discussed ideas briefly as a group. Chairman Bender asked the Impact & Investment Committee to use the contributions made by Commissioners to inform next steps on Creative Greensboro's partnership with nonprofit tenants at the Greensboro Cultural Center.

**ADDITIONAL ITEMS:** There were no speakers from the floor or additional comments from Commissioners. Motion to Adjourn: 1<sup>st</sup>: Ms. Little, 2<sup>nd</sup>: Ms. Bergevin; Unanimous; The meeting was adjourned at 7:16 pm.

Respectfully Submitted by:  
Josh Sherrick, Business Services Manager  
Creative Greensboro, City of Greensboro