

GREENSBORO CULTURAL AFFAIRS COMMISSION MEETING
April 4th, 2022; 5:30pm
Meeting held in-person at the Creative Greensboro Conference Room

COMMISSION MEMBERS PRESENT: Doug Bender, Catina Bergevin, Mignon Elkes, Leigh Ann Little, Victoria Milstein, Janine Robledo, Naomi Woods

COMMISSION MEMBERS ABSENT: Duane Cyrus, Juliette Bianco

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 staff. The Greensboro Cultural Center's First Friday event on April 1st was a great success and commissioners are invited to attend future First Fridays (next one May 7th). A new call was opened for the Neighborhood Arts program expansion to Random Woods and the Mill District, with two contracts worth \$22,500 each. Staff member Karen Archia will lead this program for Creative Greensboro and commissioners are invited to express interest if they'd like to be involved. A new 'Residency at the Hyers' started with Royal Expressions Contemporary Dance. The residency is offered at no cost to the organization and they will lead community workshops, master classes, and performances for the public. In Drama, the 'Evening of Short Plays #40' helped showcase several local playwrights. The Philharmonia of Greensboro hosted an OPUS concert on March 31st and future OPUS concerts will occur on April 24th (Jazz) and May 6th (Choral Society). Music for a Sunday Evening in the Park (MUSEP) will be announced around the first of May, featuring 11 free concerts on Sunday evenings throughout the summer. The next GROW residency with Emilio Marz, a local digital artist, will run from April 18th to May 22nd. Artwork from Kym Cooper (Mama Braiding) and Jessica Dame (In Bloom) are displayed on downtown kiosks through April 24th.

OLD BUSINESS

A. Approval and Discussion of March Minutes

- i. Motion to approve minutes; Ms. Little 1st, Ms. Bergevin 2nd, passed unanimously, 7-0.

NEW BUSINESS

A. Marketing Committee Report: Ms. Elkes proposed that commissioners meet with district city councilmembers to establish connectivity, learn about the concerns and priorities for individual councilmembers, and promote the work of Creative Greensboro. Ms. Bergevin suggested that two commissioners would be paired up and to meet with a certain councilmember. The topics for advocacy would be the currently pending service enhancement requests of \$500k for 'Grants for the Arts' and \$100k for 'Neighborhood Arts Program' annual funding. Mr. Bender supported a team approach and the idea to provide training on the topics beforehand. Ms. Milstein expressed excitement to advocate with the city council membership. Based on meeting assignments from the Marketing Committee, commissioners agreed to make an initial outreach to the councilmember prior to the next meeting. Commissioners agreed that it would be ideal to complete meetings by the end of May.

B. Impact & Investment Committee Report: Ms. Bergevin reflected on the participatory activity that the commission conducted last meeting regarding the Greensboro Cultural Center. The committee took those notes and established the following emergent themes that should inform future strategic work regarding management of the Center: flexibility and making space for both change and opportunity,

building capacity through collaboration and mentorship, programming and promotion, policy and process, accountability and evaluation.

Ms. Bergevin explained that Mr. Deal has created an evaluation framework that can be used to assess how Cultural Center tenants are helping to drive outcomes and values important for the Cultural Plan and the City. A draft outline of the proposed evaluation process and criteria (Creative Vibrancy, Community Benefit, and Organizational Capacity) was shared with commissioners. Current tenants would receive access to the application on May 16, 2022 and required to submit a completed application by June 24, 2022. Lease renewals for the period September 1, 2022 – August 31, 2023 would be automatically generated for all tenants who submit a complete application to the evaluation process. Committee members would attend the evaluation process, led by out of town subject matter experts, to ensure a conflict-free review process.

Mr. Deal explained that the City Manager's Office is comfortable with requiring the submission of an application to this evaluation process as a basis for the lease renewal, while also affirming that outcomes from this year's evaluation will not have a bearing on this year's lease renewal. However, it will be communicated with tenants that future year lease renewals will be based on future review cycles. Tenants will be invited to witness the evaluation meeting and will be invited to one-on-one meetings with Creative Greensboro staff and commission members to discuss the findings from this year's evaluation.

Commission members discussed the proposed evaluation framework. Ms. Milstein, Ms. Woods, Ms. Robledo and Mr. Bender each offered affirmative comments. Ms. Little encouraged staff and the commission to consider more clearly defining the criteria that will be used for the evaluation and to consider what methods of support Creative Greensboro can provide to assist tenants in areas of opportunity that are identified through the evaluation. Mr. Deal offered that the evaluation this year will create a baseline of understanding on a per organization basis that will take into account the size of the organization and other independent variables. Follow-up meetings with each tenant to discuss areas where the organization does not perform well in the evaluation will be important to ensure shared understandings and to discuss opportunities for improvement and to consider ways that Creative Greensboro or other agencies might support the organization's continued development.

Mr. Deal agreed to prepare a more complete application for review by the commission at the May meeting.

- C. Creative Placemaking Committee Report: Mr. Bender and Ms. Little shared an update on the kickoff meeting of the Community Stakeholder group that will support the Hester Park Mural Project. Mr. Deal announced that the Request for Qualifications (RFQ) will be publicized on the April 14th with a response deadline of May 16th. He also explained that (3) three finalists will be selected and asked to present a general idea of how much of the wall space that they may want to paint, within our expectations listed in the RFQ, along with a summary of planned community engagement and intended use of the budget.

ADDITIONAL ITEMS: None.

ADJOURNMENT: Motion to Adjourn: 1st: Ms. Milstein, 2nd: Ms. Woods; Unanimous, 7-0; The meeting was adjourned at 6:57 pm.

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