

**GREENSBORO CULTURAL AFFAIRS COMMISSION MEETING**  
**May 9<sup>th</sup>, 2021; 5:30pm**  
**Meeting held in-person at the Creative Greensboro Conference Room**

**COMMISSION MEMBERS PRESENT:** Catina Bergevin, Mignon Elkes, Leigh Ann Little, Victoria Milstein, Janine Robledo, Naomi Woods, Juliette Bianco

**COMMISSION MEMBERS ABSENT:** Duane Cyrus, Doug Bender

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

**OTHER SPEAKERS PRESENT:** None

**I. Welcome & Announcements**

- A. Vice-Chairperson Janine Robledo called the meeting to order at 5:34pm, and welcomed the Commission and attendees.
- B. Mr. Deal acknowledged Creative Greensboro's support and hosting of the ACOBE Festival. The most recent First Friday at the GCC was held to a smaller than normal crowd due to the weather. Creative Greensboro has two open calls out for Neighborhood Arts Residencies in Random Woods and Mill District. Each residency will award \$22,500 to an artist or artist group/nonprofit organization and final selection with neighborhood members is scheduled for May 23 and 24. In Drama, Sound of Music had over 70 folks audition for a summer production of The Sound of Music. Performances will be on June 23-26 at Well-Spring. Choral Society performed at the most recent OPUS concert with over 200 in attendance. MUSEP (Music for a Sunday Evening in the Park) returns to a full summer season of live concerts beginning June 5. The Residency at the Hyers program will host (10) new residency partners between June and November. GROW is currently hosting resident Emilio Marz focused on digital art. The next resident will be Jasmine Best from May 30-June 26. The Downtown Arts program currently features the work of Alexis Lavine and Olivia Kellogg on digital kiosks throughout downtown.

**II. Old Business**

- A. Motion to approve March 2022 meeting minutes; Ms. Bianco 1st, Ms. Woods 2nd, passed unanimously, 6-0. Ms. Little did not participate in this vote.

**III. New Business**

- A. Mr. Deal submitted federal earmark funding requests through Congress members (Kathy Manning, Richard Burr, Thom Tillis) offices for a proposed Creative Entrepreneurship Exchange at the Greensboro Cultural Center. The request falls within the Small Business Administration guidelines and Creative Greensboro's request is for \$575,000. Mr. Deal submitted a grant request to Z. Smith Reynolds Foundation for a Public Art initiative that would expand the work of the Neighborhood Arts Residency in Kings Forest. The request is for \$500K. The selection of finalists should be made around June 1. Mr. Deal submitted a grant request to NC Arts Council to provide additional funding for GROW, including marketing support and funding to underwrite artist contracts. The request is for \$30,000 and, if awarded, would be a two year grant. Mr. Deal submitted a Participatory Budgeting proposal to enhance bus shelters throughout Greensboro with the work of local artists as an extension of the Downtown Arts program. It is unclear at this time if the project will be selected for the ballot. Voting for the Participatory Budgeting program will

occur in Fall 2022. Commission members requested Mr. Deal send updates regarding any impact to Creative Greensboro's budget once the City Manager's recommended budget for FY22-23 is released.

- B. Ms. Elkes (chair of Marketing Committee) asked members to report on their city councilmember outreach efforts. Ms. Little has met with Councilmember Thurm and had a good discussion regarding Creative Greensboro initiatives. Ms. Bergevin has been in touch with Councilmember Abuzuaiter and plans to meet along with Ms. Carlin. Ms. Robledo and Mr. Bender are trying to coordinate a meeting with Councilmember Holston. Ms. Robledo is also trying to get in touch with Mayor Vaughn and Ms. Milstein offered to reach out for an appointment with the Mayor. Ms. Bianco was able to speak informally with Councilmember Outling, but hasn't confirmed an appointment yet. Commission members discussed the need to make phone calls in addition to emails and to look for opportunities to connect with councilmembers at in-person events. Ms. Bergevin added that the Marketing Committee will also begin coordinating Commission member attendance at Creative Greensboro events.
- C. Mr. Deal shared a draft of the "Sustaining Creativity: GCC Tenant Partnerships, Introduction & Application Worksheet" and reiterated the goals of the tenant evaluation and noted that he has avoided any reference of scoring or marks. The commission broadly discussed the data that will be received from the submissions and agreed that it will inform more specific criteria and scoring metrics for future processes. Mr. Deal also cited a note from Mr. Cyrus (in absentia) of concerns that tenants will be leaning on memory to fulfill much of this data. Mr. Deal offered that tenants could be surveyed more frequently than once per year. Ms. Bergevin expressed concern about the question about % of board members who contribute financially. Commissioners requested that questions be added to assess volunteerism approaches within each organization, as an additional means of evaluating the myriad ways board members contribute. The application form will be distributed to all tenants on Monday, May 16. Tenants will be given approx. (7) seven weeks to submit their responses.
- D. Discussion regarding temporary artwork displays in the atrium of the Greensboro Cultural Center. Mr. Deal explained that historically the atrium area of the GCC has been used to host student art shows. Most recently, the Congressional Art Contest for Congresswoman Kathy Manning was displayed in the atrium. A piece of work in this year's display created significant complaints and concern from the public. Following consultation with Commission members Bender, Bianco, Cyrus, and Little, the artwork was removed from display. Mr. Deal requested Commission member support in drafting a policy that outlines how temporary art displays will be reviewed and approved prior to being installed in the common areas of the Cultural Center. This item will be included on a future Commission agenda for additional discussion.

#### **IV. Additional Items**

- A. Motion to Adjourn: 1<sup>st</sup>: Ms. Bianco, 2<sup>nd</sup>: Ms. Bergevin; Unanimous, 7-0; The meeting was adjourned at 6:55 pm.

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