

**Economic, Cultural, Tourism, and Sustainability Grants
Citizens Budget Ad Hoc Committee**

Meeting Agenda

May 23, 2017, 6:00 p.m.

Council Chambers, 1175 E. Main Street

- I. Call to Order**
- II. Roll Call**
- III. Approval of Minutes**
- IV. Staff Report** – Layout of spreadsheet, how process will work tonight
- V. Public Input**
- VI. Allocation Discussion and Deliberation**
- VII. Committee Discussion of Process**
- VIII. Adjournment**

**DRAFT Economic, Cultural, Suitability and Tourism
Ad Hoc Committee Minutes
May 2, 2018, 6:00 p.m.
Council Chambers, 1175 E. Main Street**

Call to Order/Opening Remarks: Meeting called to order at 6:02 p.m. by Councilor Michael Morris

Roll Call

Present:

Pamela Lucas
Paula Hyatt
Dennis Slattery
Michael Morris
Jackie Bachman
Rich Rosenthal
Stefani Seffinger

Absent:

Garrett Furuichi

Staff:

Bryn Morrison
Mark Welch

Delectation of Conflict: Councilor Dennis Slattery noted that three of the requests for funds were part of the SOU foundation, he added that due to the fact that he was member of the board of trustees for these foundations that there was an apparent conflict of interest in accordance with advice from the City Attorney.

Election of Chair: Councilor Jackie Bachman nominated Committee Member Paula Hyatt for the position of Committee Chair. Hyatt added that she was able but that this would be her first time as a Chair.

Bachman/ Rosenthal m/s to appoint Hyatt as Chair of the ad hoc committee. Voice Vote. All Ayes. Motion Passes.

Public Form- No public input was given.

Staff Report- Chair Hyatt explained the resolution and the total funds available for the grants within this year. Mark Welch, Administrative Services Director thanked the committee for work they had done on this committee. Welch introduced Bryn Morrison, Administrative Services Manager who explained what the grant process looks like, including how the committee would be allocating funds with the given materials. She also explained the total amount of funds requested and the specific allocations for tourism and non-tourism. She stated that applicants would have three minutes for questions, but that time would be given for the committee to ask questions.

Presentations

Chair Hyatt asked applicants to be prepared for presentations and explained how the timed clock would work.

SOU Foundation/Osher Lifelong Learning Institute- The organization presented that they were requesting financial support for the organizations July 25th free Learning For Life open house. Over 900 attended this open house previously which included cultural activities that help expand the growth of the creative community by promoting awareness, retention and long term engagement. The applicant also stated that over 1,300 of its members are Ashland residents, across many different backgrounds.

Rouge Valley Symphony Association- The organization requested support of the organizations 50th annual concert season. The organization added that they have as seen an increase in sales due to various marketing efforts, with many people coming from various other places out of Southern Oregon. Councilor Rich Rosenthal asked the organization how they were able to receive attendance data. It was answered that online ticket sales helped with receiving needed zip codes of those who attended, they also added that it had been a goal to provide outreach to areas of those who may be interested. The organization also noted a partnership with the Ashland Hills Hotel.

The Hearth- The organization presented on their beginnings. The Hearth they also explained is a community building organization that helps support other groups in the area. The organization also added that they provide workshops for the community with various community building topics and attendance having reached over 1,000 of local and out of state residence. The organization has also has been asked to provide trainings to many different organizations. It was that added that funds are being sought to provide a community story telling institute in Ashland. Councilor Bachman noted that she has attended the events and that there was a powerful message. She asked how it is decided who shares their stories, the organization added that it is usually by broad appeal but that sometimes they use different stories from different tension areas.

Art Now's The Secret Book Club- The organization explained that the group helps shape stories to create a better life and shape the community. The organization uses a monthly writing game for students to become resilient and engaged citizens. The funding requested would be used to make dioramas for the organization to use within the community. The organization also added information about the gnome map game that they provided to the committee as a handout.

Rogue Valley Farm to School- The organization presented they are looking for funding for the Digging Deeper Program, The Harvest Meal Program in Public Schools, and The Siskiyou Challenge. The Siskiyou Challenge was noted as an event with much support from volunteers and local business. One of the major parts of the funding would be producing a film attracting others from the Northwest to the event. Councilor Bachman asked the students helping about their love of vegetables. Councilor Rosenthal asked about the number of participants involved in the Siskiyou Challenge. The organization stated that it was close to 300. Rosenthal followed up by asking about how many were from out the area. It was stated about 20 and that was the reason for more marketing. Councilor Morris asked if the Siskiyou Challenge could be expanded to Mount Ashland, it was noted by the organization that it was a matter of logistics.

Brava! Opera Theater and James M. Collier Young Artist Program- The organization explained that they are one of three professional opera companies in Oregon. The organization also told of the workshops, performances, competitions with prize money that have taken place. All events with requested funds will take place in Ashland. The programs funding is being sought for are Opera Masterclasses, San Francisco Opera, Alder Follows Concert, and a performance of Hansel and Gretel.

ScienceWorks Hands-on Museum- The organization explained that items they are seeking funding for will be what City grants are seeking to achieve by offering Grants to the community. It was explained that Cultural Development portion of the grant helps to keep the program open to all students, including a program called First Sunday. The organization also is seeking funds in the area of tourism. ScienceWorks has had visitors from 47 states and Canada. Of the 60,000 in general attendance, 14,000 of these were out of state visitors and 30,000 were from the area but not from Ashland. Funds being sought will help to roll out a marketing campaign to further tourism. The organization also explained the community impact that they make by serving other organizations, including classroom support. Councilor Seffinger asked about the representation of Ashland in the membership, for which the organization responded that about 1,800 members are from Ashland. Seffinger also noted the low participation of Ashland Schools. The organization stated 10,000 school children come through each year and corrected the statement by that 12% represented by Ashland Public Schools is from all schools served.

*Mt. Ashland Association-*Councilor Morris stated that he may have a conflict as he is the Council Liaison to Mt. Ashland. Mt. Ashland explained that they were seeking support for the Shuttle Bus Program. They noted that the amount of the economic impact including the amount of visitors. 10% of visitors are a part of an overnight trip it was stated, creating 3,500 tourist visits and 2,000 overnight accommodations, with the overall economic impact being about \$2.84 for every dollar spent on the program last year. The organization also noted that a reduction of emissions that was also created with this program. Councilor Rosenthal commented on the impact of what was given back to the city and the support that the data has for the grant application.

EAA / SOHEVA- The organization explained that Ashland is predicted be a hub of electric vehicles by 2050. The organization has looked at the impacts that emissions have. It was also explained that this grant would be bring visibility to the program and allow for use of electric vehicles through the five steps of the grant project. Councilor Rosenthal added that it was a great idea and asked where it was thought of. Hyatt asked if there was work being done with local businesses. The organization responded by stating that there is some interest by local business in the way of opportunities that could be had for education through this project. Councilor Morris asked what the affiliation with the National Electric Automobile Association was. The organization noted that this would they are under the NEAA. Further Councilor Morris asked about dues, it was stated that each member pays dues to the NEAA, with \$20.00 going back to the local chapter. Councilor Seffinger asked if delivery was a large part of what electric cars would be used for. The organization added the idea was that there are many uses for electric vehicles. Councilor Seffinger asked as well if the electric vehicles would be able to navigate the hills in Ashland. The organization noted that they could.

Litha Artisans Market of Ashland- The organization presented that they have over 80-100 artists that participate during the season. They are seeking support of a book similar to the Portland Saturday Market and that a book of this type would allow for print media of local artists. In addition, a guide would help bring visibility. They explained the cost structure of the guide. Councilor Rosenthal asked about the printing and the design being done locally and about the production costs of the printing. The organization added that both were done locally and that some money for the production will come from advertisements. Councilor Rosenthal also asked about the numbers and other forms of marketing that could be used in addition. The organization answered by talking about their social media presences, but that there is a need for print as well. Seffinger asked if they are all artisans listed are part of Artisans Market, as she noted that some are at other galleries. The organization commented on the difference in the rate structure in response to this and that the major part of advertising was for those in the Calle Guanajuato. Chair Hyatt added that the thought of measure would have be the foot traffic associated

with the market and the amount of sales by vendor. This was also noted as something that was used to show where customers are from. Councilor Seffinger added that this benefits a wide variety of artists.

Multicultural Association of Southern Oregon/ KSKQ Community Radio –The organization explained that they were the only community radio station in the Rouge Valley. It was also explained what the difference was in commercial radio versus community radio, and that that community radio is specific to those who live in Ashland and allows for the community to share with each other. Another impact that KSKQ would have would be to enable use of the radio to first responders in a case of emergency. Part of the grant money for this organization would be used for emergency maintenance of equipment. Councilor Bachman added that she has participated on this station, she also asked about the maintenance that needed to be done, and the use of the station in an emergency. The organization stated that many pieces of their equipment need power generations in the case of power loss. They also added that they had previously discussed plans with AFNR and that the reach in an emergency situation would be all of Jackson County.

Ashland Art Center-Seffinger added that she may have a conflict, as her husband is a gallery artist. Mark Welch, Administrative Services Director added that he would get in contact with the City Attorney regarding this conflict. The organization provides artist space for all different levels of artists. Funds are being sought for education and scholarships for students, low income adults, and seniors. Educational activities include classes and workshops reaching people in other states as well as Oregon. These classes can bring tourism in the off season with people staying overnight for close to 2 weeks.

Ashland Bed and Breakfast Network- The organization stated that they are destination marketing organization that promotes Ashland. They added that they help people to see everything that Ashland has to offer. The majority of the campaign they are working on is done through email and that to acquire an email list they use sweepstake packages with advertising on the organizations website and Facebook page. Sweepstakes packages come from donations from both organization members and local businesses who in return receive advertising. The email lists capture many people who are outside of Ashland and provide the organization with information for direct marketing opportunities. Events calendars are also available on the organizations website at stayashland.org.

Ashland New Plays Festival-The organization noted that with pervious grant funds they have seen growth. It was also added that one event called the Women’s Invitational had major success with World premieres of plays from this event taking place. Additionally, many successful voices that had not been heard previously are now being heard because of the organizations work, because of strategic planning. The funding needed will help to facilitate different staff members to help with the programs current momentum.

SOU Foundation/Chamber Music Concerts- The organization stated cultural funds would be used to help with outreach including free education programs taught by professional musicians. The organization works with local schools including Southern Oregon University through concerts, lectures and master classes. It was also added that 63% of those who attend are form Ashland, as these events are tracked via online ticketing as well as canvassing audiences for information. Councilor Bachman asked about how international performers are attracted. They do this through research, contacting agents and negotiating fees. Councilor Rosenthal asked about the artist fees that are negotiated. The organization discussed the fee structure of what each performance would look like.

Youth Symphony of Southern Oregon- The organization added that this is 30th concert season. The organization also distributed to the group a postcard with current concert dates, with one Ashland date coming up. They added that 130 students have participated in performances. In addition to regular

performances, the organization also participates in three outreach concerts including the Chamber Concert Series. Councilor Rosenthal asked about the attendance at an Ashland Performances. The organization responded by saying that the concert venues will typically seat 400, but that if performances include an Ashland soloist, there will be sold out audience with about 365 in attendance. Over the season it was added this number could be about 3,000 of Rogue Valley Residents.

Ashland Gallery Association- The organization promotes visual arts in the community with a gallery guide, gallery tour map and major events that include, the Taste of Ashland an event were 650 people visiting Ashland Galleries, Ashland Open Studio Tour with behind the scenes tour and monthly first Friday Art Walks. The organization helps fund the Frist Friday trolley and with increased funds there would be more support of this. The organization is looking to use social media manager, to help bring in more visitors.

*Geos Institute-*The organization began with an explanation of the CHEAP plan and the tracking of the targets of this plan. The organization stated that they would be able to help with research of these targets, by working with City Staff and SOU Students for plan with four major parts. Including looking at different communities and what is currently being done. Councilor Rosenthal asked how this would work with using students and the timeline would be for information, as well as how the process would be for the scope of work. The group explained what would be expected of students and of Geos. Also added by Councilor Rosenthal was a budget if any that Stu Green has for this type of project. The organization did not know this answer. Chair Hyatt asked what format information would be information would be given in. The organization stated that this would be two fold with reports for City Staff and reports for the public. Chair Hyatt also asked about the uptake of information. The organization responded by stating that they had created a graphic that is still be used and that they could create again, as well as presenting on the data in a meeting format.

*Ashland Children's Theater-*The organization is based in Ashland with two staff members serving ages 4-17 in learning scripted theater and improvisation. Since 2004 over 10,000 students have been served creating lifelong skills through classes and summer camps. Funds are being sought in support of these classes, summer camps and addition of main stage productions. Many times it was noted by the organization this is a child's first exposure to the stage. Councilor Bachman added that she liked the idea of promoting public speaking.

*SOU Foundation/Friends of Schinder Museum of Art-*The organization started by stating that funding is being requested for marketing efforts, including growing attendance, create a stronger tourism community and creating a stronger economic base. The support would also include support for the cultural program free family day. The organization has had over 12,000 visitors and is on track for 14,000 visitors by July 1st with more than 60% coming from outside of Ashland. With this there is hope to bring more tourism into Ashland with the visual arts programs on a national scale. Councilors Rosenthal and Morris asked about \$8,800 that was stated in the application but not the narrative. It was clarified by the organization that they were seeking Cultural and Tourism funds only The organization added that there were some issues with the application template. Councilor Bachman asked about donor funds. The organization noted that they have a box in the museum for donation, as well as a swipe system for donations to be made. It was also added that they have a large volunteer base that they are working with; the museum also has a membership base as well.

Rogue World Music- The Organization stated that it was a young nonprofit and reported on the funds that they had received by the City in the previous year. One of the major goal achievements was that the organization was able to exceed revenue and attendance targets for its seven events. The organization is looking for support with funds of its series of building community and cultural through

world music in three areas of performance, education and awareness. The organization explained what these performances and events look like. Councilor Seffinger asked for more information on the pub signing that was mentioned in the events. The organization explained what the format for this would look like, including the health benefits.

Southern Oregon Repertory Singers-The organization starting by noting that they have performed eight concerts in Ashland including one collaboration with the Rogue Valley Symphony. Outreach to local high schools has also taken place. The organization had a new initiative for the year which was a live event of a festival of new choral music. This event called Frist Light will take place again next year with the hope attracting new people to Ashland. Funds for marketing of this event is what the organization is seeking. In addition, the group has added tourism to their request with the addition of a famous musician.

Rogue Valley Food System Network-The organization began by noting that it has merged with the Thrive organization, to increase the momentum of the food systems work in the Rogue Valley. The organizations belief is that good food has the power to foster happy and healthy lives, unify the community and even change the world. The organization strives to be a resource and help educate the community about food systems. The organization is seeking funding for two projects, first is the Rogue Flavor Guide, which was given to committee members and includes Ashland based events and business. Funding for this would help with staff creation time of the guide. The second item for support would be the third economic assessment, for a view of the area food systems. Chair Hyatt asked about the business development that was stated in the application. The organization responded that they are asked about the use of community kitchens for those wanting to get started in food systems and that development would help create a connection for this. Chair Hyatt responded by asking if success has been created in this. The organization responded by stating that they have seen some.

Southern Oregon Film Festival/ AIFF-The organization began by stating that they were seeking funding for their year round events, with the central event being the Ashland Independent Film Festival. This year the group had a representation of around 7,500 by showing 110 films that represent a board range of cultural and artistic voices, with all backgrounds being represented. The organization also noted its growing local collaborations including events at SOU and Sinceworks. Other major events that the organization works on are a locals only regional film maker program and the Varsity World Film Week with international films being shown during the organization second largest event. AIFF Learn for students was another program noted. Economically the organization helps by having a world ranked film festival, having overnight guests for events, and having 84% of attendees using local restaurants with 48% shopping at local retail. Councilor Rosenthal asked about the return of the Cities investment per dollar. The organization stated that they did not have this static but would have it in the future.

Lomakatsi Restoration Project- The organization began by talking about the Ashland Watershed Youth Training Program. The project folds into the Ashland Watershed AFR Forest Resiliency All Lands project. Over 8,400 acres ecologic based forest land management has had protected water and help to create jobs. They explained the training that goes into each person employed and the other organizations that help with this national recognized program. They also talked about the diversity and inclusion that this program has created through the teamwork of all involved. Councilor Seffinger asked about if any of the youth involved in the program have pursued careers in forestry. The organization responded that several have and that they are being kept in touch with through alumni connections.

Post Growth Institute-The organization begin by stating that they are looking at needs and wants of those in the community. The need to look at this is the basis for the creation of the offers and needs market. The group explained how the market works and that it has been tried in over 30 locations

around the world as it creates social capital and economic value. This has led to over 500 matches being made in the local area. The group will be launching the world's first official offers and needs market in Ashland which based on research would create an estimated \$15,000 worth of economic value or \$2.50 per dollar of the Cities investment. The organization also spoke to the personal connections that were made. Councilor Rosenthal asked were events would take place, the dates and the cost for participants. The organization noted that are still waiting to finalize a location as they are talking with multiple venues. The hope in finding is a location would also be with help from the Chamber as well. The dates for the events would be September 15th with a cost of \$10 for each participant. The organization has noted that a cost and even a meal allows for more investment from participants.

Lotus Rising Project- The organization started by discussing Rouge Valley Pride. The event that takes place in October has many week long events that take place throughout Ashland including a story telling event and theater. The event ends with a parade and booths for attendees. The organization noted that many who attend will enjoy a meal and overnight accommodations in Ashland. For the current year the group is hoping to having a similar event. In order to get statistics, the group set up a booth with a drawing for OSF tickets, as there are no tickets are for the event. With the 77 attendees that patriated they noted that some came from across the state and out of state. They added that over the years that event has been a success and has become a safe place for the LGBT community. Councilor Bachman asked the organization of where the story telling events took place. The organization noted that it was a Hearsay Restaurant and Brickroom. The group added that their goal is to have a large pride event celebration as budget did not allow in previous years. This would be a large dance at the Ashland Armory, with estimates for attendees at 300-400. Councilor Seffinger thanked the organization for providing statistics.

*Ashland Cultural of Peace Commission –*The organizations explained that their mission was and that they were dedicated to transforming attitudes, behaviors and institutions into ones that foster harmonious relationships in the natural world. They also explained what the return on investment would be for the world peace flame monument that would be housed on the SOU campus. It was also noted that this monument would be a landmark declaring the city as one of peace and help create international visibility. They noted that this will bring tourism to the city because of the visibility it would create as the second monument of its kind that will reach many generations. Councilor Seffinger asked if this would need to go in front of the public arts commission. The organization noted that it would not be as it will be on the SOU grounds. Councilor Bachman asked construction cost. The organization added that part of it has already been constructed, but that there is still some left to be built including the lamp oil and design costs.

Rogue Valley Peace Choir- The group started by noting that the organization was founded 2003 and that their mission is to bring free concerts of peace, social justice and stewardism to the public. They are all volunteer organization that has been self-sustaining through dues and fundraisers until its first grant last year. Previous funds from the City were used to produce a regional peace choir festival, with over 100 visiting signers from the West Coast. The choir currently has 98 local members and brings music to schools and senior centers as well as being a long standing cultural asset to the City with 10-14 performances a season. Funding being sought is help support a larger concert venue for free concerts to reach a larger audience, compensation for staff, and operational expenses. Councilor Bachman noted how much she enjoyed the peace choir.

Klamath Bird Observatory- The organization began with stating their mission was to advance bird and wildlife habit conservation through education and partnerships. The organization which is housed by the Ashland School District has a staff of 8 and 20 seasonal hires. They also stated they are a model for women in science and math, as providing career advancement for a culturally diverse team. The

organization also helps in the beauty, heritage, suitability and conservation of the area and encourages local tourism with birding generating over 20 billion dollars into the economy nationally. Locally over 60 overnight stays with over \$10,000 in revenue were created. The organization is seeking funding to build upon this track record of sustainable concepts, volunteer engagement, and generating tourism. And I increased efforts beyond the annual Bird Festival in the off season. Working with other organizations restorations near bear creek will also be a project is another part of the funding. The organization handed out materials that were created with prior fund. These funded programs will also allow for 10 walk and talk demonstrations, field trips and outreach a local events. The organization also discussed prior funding needs and current fundraising amounts. Councilor Rosenthal asked if they have applied through the school district or the Parks and Recreation Foundation for funds. The organization responded that these were not current grant programs that they used and explained the other grants that they used.

Southern Oregon Film and Media-The organization over stated that over the last 10 years that they have positioned Ashland and Southern Oregon to be premiere place for production of TV pilots, film and commercials. The organization thanked the City for their support in creating a place listed as one of the top places for a film maker for five years in a row. The organization presented to the committee articles related to movie making in Ashland over these year. In this film makers form around the nation and the world have been attracted to Ashland. When these groups come to the area they provide revenue for crews and local business as well as building upon statewide relationships. Directories have also been created in order to influence decision makers which help bring film makers here. In addition, film tourism with spots at local airport is also being used.

Adjournment

Morrison explained the process of allocations being returned to staff and what the process would like in the next meeting. Seffinger asked for explanation on the final allocations process. Morrison explained that once each committee member had returned their allocations that a sheet with the averages of all these would be created and displayed at the next meeting. From there the committee would be open to discuss final allocations. Morrison added that she will be changing items as the committee sees fit. Chair Hyatt reminded the committee of the due day of May 9th for these allocations to be back to City staff.

Meeting was Adjourned at 8:43 p.m. by Chair Hyatt