



**City of Ashland Grants Review Subcommittee Meeting**

Meeting Agenda  
**May 25, 2022, 9:00 a.m.**  
**Via Zoom Meeting**

This meeting will be held electronically via Zoom and will not be broadcasted. Those interested in attending may log in through Zoom by using Webinar ID: 915 7526 8172 and Passcode: 714706. You can also call in by phone and listen to this meeting by calling 1-253-215-8782 and using the meeting ID and passcode listed above. This meeting will also be recorded and uploaded on the City website.

**1. Call to Order**

**2. Roll Call**

**3. Election of Chair**

**4. Approval of Minutes, *Approval of Previous Committee Minutes: May 6, 2021***

**5. Public Input**

**6. Staff Report *Discussion of Process***

**7. Review of Applicants (In order of receipt)**

1. Schneider Museum of Art, Southern Oregon University Foundation
2. Ashland Gallery Association
3. Mt. Ashland Association
4. Ashland New Plays Festival
5. Ashland's Bed & Breakfast Network
6. SOPride, Inc
7. Legacy Earthkeepers Academy of Permaculture
8. Multicultural Association of Southern Oregon
9. Klamath Bird Observatory
10. Ashland Folk Collective
11. Southern Oregon Film Society (DBA Ashland Independent Film Festival)
12. ScienceWorks Hands-On Museum
13. Ballet Folkorico Ritmo Alegre

**8. Allocation Discussion and Deliberation**

**9. Adjournment**



**Meeting Video**  
**DRAFT City of Ashland Grants Review Subcommittee Meeting**  
**Minutes**  
**May 6, 2021, 10:00 a.m.**

*This meeting was held electronically via Zoom and was not broadcasted. Those interested in attending were given a log in through Zoom as published in public notices. This meeting was also recorded and uploaded on the City website. Meeting Video can be accessed by clicking here or going to <https://www.youtube.com/watch?v=IEWu9cPkiPo>*

**Call to Order/Opening Remarks:** Meeting called to order at 10:00 a.m. by Finance Director Melanie Purcell.

**Roll Call**

*Present:*

Mayor Julie Akins  
Councilor Paula Hyatt  
Jim Bachman

**Staff:**

Melanie Purcell  
Bryn Morrison  
Natalie Thomason

**Approval of Minutes:** Hyatt/Akins m/s to move that *the minutes of August 12, 2020 be approved.* All Ayes. **Motion passed unanimously.**

**Public Form-** Staff reviewed with the committee comments that were submitted into Public Form. As this meeting was held electronically, written testimony was accepted via email to [finance@ashland.or.us](mailto:finance@ashland.or.us) on both general public forum items and agenda items as long as they are submitted before 10:00 a.m. on Monday, 5, 2021. Written testimonies submitted by the deadline were made available to the Committee prior to the meeting and are included in these meetings minutes.

**Staff Report-** Natalie Thomason, Staff Member spoke to the process of this year's Tourism Grants and how the meeting would proceed. She also added information about late applications received.

**Election of Chair:** Hyatt/Akins m/s *the nomination of Jim Bachman as Grants Review Subcommittee Chair.* **Discussion:** None. Vote by Hand: All Ayes. **Motion passed unanimously.**

**Delectation of Conflict-** Committee members declared possible conflicts of interest to submitted applications. It was declared that no financial gain would be made by decisions made of the Committee.

**Allocation Discussion-**

Jim Bachman, Committee Chair began the discussion of the proposed allocations. Mayor Julie Akins provided to the committee her allocations and rationale for these.

The committee discussed the presented allocations, taking into consideration the requirements as stated in the grants policy. *Meeting audio of the discussion and a list of all proposed allocations attached.*



**Hyatt/Akins m/s to move** to approve the allocations as reflected in the worksheet. (Worksheet of Allocations attached) **Discussion:** None. Roll Call Vote: All Ayes. **Motion passed unanimously.**

**Meeting Adjournment**

**Hyatt/Akins m/s** Meeting Adjournment.

Meeting was Adjourned at 10:29 p.m. by Chair Jim Bachman

[Redacted]

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**From:** Development ANPF [Redacted]  
**Sent:** Monday, May 3, 2021 8:12 AM  
**To:** Finance; Natalie Thomason  
**Cc:** [Redacted]  
**Subject:** ANPF Information for Tourism Grant 2022  
**Attachments:** ANPF Ashland Tourism 2022 Addtl Info.docx

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

[Redacted]

City of Ashland,

As you make decisions for the Tourism Grant 2022, please consider this additional information from the Ashland New Plays Festival, to be included in the minutes for the upcoming Council Meeting.

Thanks,  
Michele Lansdowne  
Ashland New Plays Festival Grant Coordinator  
[Redacted]



CITY OF ASHLAND TOURISM GRANT 2022

ASHLAND NEW PLAYS FESTIVAL ADDITIONAL INFORMATION

We decided in later summer of 2020, as did so many other art organizations, to do a first ever virtual Fall Festival. This required a great deal of changing in many ways. A benefit of this approach provided an opportunity for people across the country to attend our fall festival from their homes. And they did.

Our two solo play events this year through zoom continued to increase our out of area attendees including more from Portland, the State of Washington and Northern California.

Several of these people have been attending our Fall Festival, combining it with shows at OSF and increasing their time in Ashland to see plays presented by ANPF and OSF. We've had emails and calls from patrons requesting confirmation of dates so they experience both theatres and made a point to thank us for expanding their opportunities while coming to Ashland and enjoying the hospitality of our lodging and restaurants.

The hybrid model of presenting our Fall Festival this October will continue the experience of bringing some of our new, more distant patrons to Ashland to be physically present in town and enjoying the amenities Ashland has to offer while attending both Ashland New Plays Festival and OSF.

Receiving this grant will help us to absorb the additional costs of providing both types of venues and expand our marketing efforts to engage these potential tourists in the Ashland experience.

Sincerely,

Peggy Moore

Ashland New Plays Festival President

Board of Directors

**Peggy Moore**  
*President*

**William Grove**  
*Vice President*

**Kate Wolf-Pizor**  
*Secretary*

**Beth Falkenstein**  
*Treasurer*  
*Production Manager*

**Jane Bardin**  
**Tristan Cameron**  
**Obed Medina**  
**Eric Poppick**  
**Jim Risser**  
**Bill Saltzstein**

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**Jackie Apodaca**  
*Artistic Director*

**Octavio Solis**  
**Kyle Haden**  
**Sarah Cho**  
*Associate Artists*

**Beth Kander**  
*Host Playwright*

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**Kara Q Lewis**  
*Project Manager*

**J. Ching**  
*Production Coordinator*

**Sarah Glasgow**  
*Admin. Assistant*

**Michele Lansdowne**  
*Grants Coordinator*

**Gray McKee**  
**& Eric Poppick**  
*Reader Co-Chairs*

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[REDACTED]

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**From:** Ken Kempner [REDACTED]  
**Sent:** Tuesday, May 4, 2021 8:03 PM  
**To:** Finance  
**Subject:** Written Testimony for Ashland Gallery Association

[REDACTED]

**May 4, 2021**

**Written testimony to City of Grants Review Committee by Ken Kempner**

The Ashland Gallery Association (AGA) is truly a community treasure. The member artists and galleries have been bringing beauty and joy to Ashland through smoke, fires, pandemic, and economic distress. AGA is an integral member of Ashland and Southern Oregon arts by serving as a community resource through sponsorship of "A Taste of Ashland," Artist Open Studio Tours, and First Fridays. AGA also coordinates hosting of artists' work from kindergartners to professionals in the Ashland community. "A Taste of Ashland" is the significant art event of the year that allows community members to stroll through galleries and gardens while enjoying samples of Ashland's finest cuisines. Not only does AGA have a unique presence in the culture of Ashland but each of the galleries and member artists are engaged in the larger community as members of artistic guilds and associations, volunteering time and art for OSF, and offering art workshops in the schools and community. AGA represents the finest of the Ashland arts community and is a critical component of Ashland's culture and economy.

## Natalie Thomason

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**From:** Bonnie Morgan [REDACTED]  
**Sent:** Wednesday, May 5, 2021 6:31 AM  
**To:** Finance  
**Subject:** Written testimony-City of Ashland Grants Review Subcommittee  
**Attachments:** grant support letter-editsbk.docx

[REDACTED]

Thank you for the opportunity to provide support for the Ashland Gallery Association.

I am writing in support of the Ashland Gallery Association (AGA) and the essential role it plays in supporting and promoting not only the Ashland art community but Ashland as a tourist destination. The AGA's website is an invaluable tool for anyone planning a visit to Ashland and helps set the stage for the lively art community they will find here. The Ashland Gallery Guide is a beautiful publication promoting the museum, galleries, artists, associate members, and neighboring arts organizations. The Gallery Guide is treasured by our visitors, filled with articles about art and artists, and a calendar of events that encourages repeat visits to Ashland. AGA also works to support the local food and wine scene with its yearly "A Taste of Ashland" event.

As a ceramic artist, I have lived in Ashland for over 45 years helping and watching our art community develop and grow, making it a rich destination for people to experience the arts year round. At a time when OSF is closed and large events are prohibited it seems more important than ever for Ashland's economic viability to promote small group activities, like visiting museums, galleries, working studios, and our neighboring arts organizations. These activities draw people to Ashland giving them numerous days of exploring the artistic community as well as food and wine attractions. I have traveled to many cities, nationally and internationally and have found that a vibrant art community functions like a strong economic magnet and draws visitors into a city to enjoy the arts as well as restaurants, shops, wineries, and other local attractions. The blend of art galleries and other community offerings give visitors a memorable experience and a wonderful reason to be a first time as well as a returning visitor to Ashland.

Bonnie Morgan  
Ceramic Artist  
AGA Board Member



[REDACTED]

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**From:** Ashland Custom Frame [REDACTED]  
**Sent:** Wednesday, May 5, 2021 9:15 AM  
**To:** Finance  
**Subject:** Letter of Support for Ashland Gallery Association

[REDACTED]

Hello City Grant Committee Members,

I appreciate your time and consideration in reading this letter, as well as lending your support to the Ashland Gallery Association (AGA).

I have worked closely with the AGA either as a volunteer, executive committee board member, as well as a paying gallery member. The work they do for the community is so interwoven to our local culture - not many even realize that we have the AGA to thank. I have seen great benefits to the whole of our community, not just members, that I can't imagine Ashland without it.

The events they promote, First Friday Art Walks, Studio Tours, A Taste of Ashland - and all the ones they wish they could add - are invaluable to the local community and economy. People out enjoying First Fridays will always end up eating out as well, and buying good from local shops. The bigger events bring people from all over the region to stay here and enjoy all of the great culture has to offer - and the businesses that provide it.

I hope that the city will continue to support this amazing organization, who without your help would struggle to continue on - and the community would lose the benefits it provides. I am so proud of the ways they have adapted and changed with this pandemic, but hate to think we could lose it. Thank you for taking the time to consider my letter of support.

**Natalie Thomason**

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**From:** Christine [REDACTED]  
**Sent:** Wednesday, May 5, 2021 9:23 AM  
**To:** Finance  
**Subject:** Written Testimony Ashland Gallery Association / City of Ashland Grants Review Subcommittee  
**Attachments:** Regarding the City of Ashland Gallery Association Grant Proposal.pdf

[REDACTED]

Dear City of Ashland Grants Review Subcommittee,

Below is a written testimony from one of our members. I have also attached it as a PDF.

---  
Christine Yee  
Administrator  
Ashland Gallery Association  
[REDACTED]

*I am a member of Ashland Art Works Gallery, located at 291 Oak Street, which is part of the Ashland Gallery Association. I am writing in reference to Ashland Gallery Association's application for a grant to support their endeavors.*

*The Ashland Gallery Association's leadership and support for the many art galleries in our beautiful town is invaluable. With their help and guidance, the "art scene" in Ashland is a cohesive and vibrant "whole". Ashland itself is a work of art, but being a part of the Ashland Gallery Association creates a community of entities that share a common goal: to present a strong and unified public image of the importance of art, and the healthy, active, and positive power that art brings to Ashland's visitors and residents.*

*I sincerely hope that the City of Ashland continues to build and support our town's beauty and positive energy, by supporting the Ashland Gallery Association.*

*Claudia Law*

## Regarding the City of Ashland Gallery Association Grant Proposal

I am a member of Ashland Art Works Gallery, located at 291 Oak Street, which is part of the Ashland Gallery Association. I am writing in reference to Ashland Gallery Association's application for a grant to support their endeavors.

The Ashland Gallery Association's leadership and support for the many art galleries in our beautiful town is invaluable. With their help and guidance, the "art scene" in Ashland is a cohesive and vibrant "whole". Ashland itself is a work of art, but being a part of the Ashland Gallery Association creates a community of entities that share a common goal: to present a strong and unified public image of the importance of art, and the healthy, active, and positive power that art brings to Ashland's visitors and residents.

I sincerely hope that the City of Ashland continues to build and support our town's beauty and positive energy, by supporting the Ashland Gallery Association.

Sincerely,

A handwritten signature in cursive script that reads "Claudia Law". The signature is written in black ink and is positioned to the left of the printed name.

Claudia Law

## Natalie Thomason

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**From:** Betty Sue Barss [REDACTED]  
**Sent:** Wednesday, May 5, 2021 9:33 AM  
**To:** Finance  
**Subject:** Grant for A G A

[REDACTED]

Dear Grant Committee,

The AGA has been very influential in not only advertising Ashland but also individual businesses and people. Their gallery guides reach people through out Oregon. The guides are also a wonderful advertising tool to use when customers visit a business. Their monthly gallery highlights on line bring locals and tourists to businesses in Ashland.

Obviously this past year has been difficult for everyone. I was impressed with the innovative ideas the AGA has come up with to still get the word out about Ashland. For instance since revenues have not be up to par, they used last years gallery guides and put new covers on them to be able to continue to attract people to Ashland and also enhance visitor's knowledge of what Ashland offers.

As an artist in Art and Soul Gallery I have met people who came to the gallery due to the efforts AGA has put forth. The AGA is very deserving of a grant which will enhance their work.

Sincerely,  
Betty Barss

## Natalie Thomason

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**From:** Christine [REDACTED]  
**Sent:** Wednesday, May 5, 2021 9:39 AM  
**To:** Finance  
**Subject:** Written Testimony Ashland Gallery Association / City of Ashland Grants Review Subcommittee  
**Attachments:** Letter in support of the AGA.pdf

[REDACTED]

Dear City of Ashland Grants Review Subcommittee,

Below is a written testimony from one of our members. I have also attached it as a PDF.

---

Christine Yee  
Administrator  
Ashland Gallery Association  
[REDACTED]

[www.ashlandgalleries.com](http://www.ashlandgalleries.com)  
[www.facebook.com/ashlandgalleries](https://www.facebook.com/ashlandgalleries)  
[www.instagram.com/ashlandgalleries/](https://www.instagram.com/ashlandgalleries/)

To Whom It May Concern:

This is a letter in support of the Ashland Gallery Association in its application for a City of Ashland grant. As a member of Ashland's Enclāve Gallery and Studios, my studio mates and I are members of the Ashland Gallery Association, and have benefitted greatly from our association with the AGA, both as a working studio as well as individual artists.

The Ashland Gallery Guide, produced by the AGA, is seen by practically every tourist and local art lover who comes through Ashland, and serves as an invaluable resource in publicizing our studio and our efforts as individual artists. The Guide has brought many patrons into our studio, helping to support our business. Our studio artists' participation in the events sponsored by the AGA, such as the Ashland Open Studio Tour and the annual Taste of Ashland events, have been popular forums that attract opportunities for us to connect with the community and with the tourist population. In addition, the social media efforts of the AGA help to publicize our studio's events and products to a wide audience of locals, tourists, and art lovers throughout the Pacific Northwest. Even with the challenges of Covid-19 in 2020, the AGA has continued to promote the work of local artists and has been able to convert events to a virtual format, which is critical in keeping the arts community alive during this difficult time.

The Ashland Gallery Association is a vital resource for attracting tourism to Ashland and connecting our community with the visual arts that make Ashland such a vibrant destination, and is deserving of consideration for a grant through the City of Ashland to continue this important work.

Sincerely,

Jay Gordon

Enclave Gallery & Studios

[Redacted signature]

[Redacted contact information]

To Whom It May Concern:

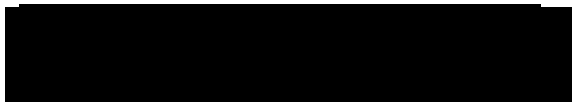
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The Ashland Gallery Association is a vital resource for attracting tourism to Ashland and connecting our community with the visual arts that make Ashland such a vibrant destination, and is deserving of consideration for a grant through the City of Ashland to continue this important work.

Sincerely,

Jay Gordon  
Enclave Gallery & Studios



## 2021-22 Proposed Tourism Proposed Grant Allocations

ORGANIZATION	PROPOSED TOTAL TOURISM ALLOCATION
Ashland New Plays Festival	\$ 8,410
Ashland's Bed & Breakfast Network	\$ 10,000
Ashland Gallery Association	\$ 12,090
Mt. Ashland Association	\$ 15,000
ScienceWorks Hands-On Museum	\$ 22,000
Art Now	\$ 5,000
Klamath Brid Observatory	\$ 7,500

**TOTAL \$ 80,000**