

York Creative District Advisory Board Minutes
June 18, 2025

Present: Clark Roush (Director, York University), Sue Crawford (City of York), Madonna Mogul (Chamber), Alex Saathoff (York Visitor's Bureau), Kirby Crawford (business artist); Trent Bruntz (York Public Schools).
Absent: Elise Owens (Yorkshire Theater); Annie Redfern (independent artist); Lisa Hurley (YCDC)

The Open Meetings Act announcement was made. The meeting was published in the York News Times on June 11, 2025.

The minutes of the April 16, 2025 meeting were approved. (Moved by Mogul, seconded by K. Crawford – the motion carried with all affirmative votes).

Budget Items

Proposal to request \$10,000 from LB 357 funds to support sustainability for Cultural Festival (\$3,500); to support Icon Art Project (\$3,500) (in strategic plan); and ongoing arts projects and collaborations (\$3,000).

Include in budget \$10,000 for possible donations and up to \$15,000 for York Visitor's Bureau promotional grants to support sustainability for digital promotional strategy; and promotion of cultural district activities.

Grant Spending Progress:

Stage Curtains – in progress

Yorkshire Theater lights and sound – in progress

Mural – not clear

Strengthening Communication:

Dr. Roush reiterated the importance of coordinating communication on arts events. He will be connecting with partners to set procedures in place.

Other Updates:

Cultural Festival – Oct. 11th

Grant Report Requirements submitted in May

Upcoming 50 year celebration of I-80 sculptures -July 3, 2026

Upcoming icon program - with July 3, 2026 event

Both connected to July 3, 2026 special Firecracker Frenzy

Next Meeting:

August 27, 2025 – 4:00 – City Council Chambers

York Creative District

June 18, 2025

4:00 PM

City Council Chambers

Agenda

- Open Meeting Act Announcement
- Approval of Minutes
- Budget Items
- Farmer's Market
- Grant Spending Progress
- Strengthening our Communication Strategy (Calendar/Social/Website)
- Other Updates
- Next Meeting Date/Time

York Creative District Advisory Board Minutes

April 16, 2025

Present: Clark Roush (Director, York University), Sue Crawford (City of York), Lisa Hurley (YCDC), Madonna Mogul (Chamber), Alex Saathoff (York Visitor's Bureau), Kirby Crawford (business artist).
Absent: Becky Stahr (York Public Schools); Elise Owens (Yorkshire Theater); Annie Redfern (independent artist)

The Open Meetings Act announcement was made. The meeting was published in the York News Times on April 9, 2025 and the city website. ✓

The minutes of the November 26, 2024 meeting were approved. (Moved by Mogul, seconded by Crawford – the motion carried with all affirmative votes).

Discussion of Mardi Gras Prom:

- Great positive comments about the event and the food
- Good promotion collaboration with York County Visitor's Bureau
- Shift to Chamber ticket technology
- Provide more opportunities for fundraising – like QR codes on tables
- Shorter timeline (stop closer to 10:00 PM)

Discussion of 2024/25 Budget – Strategic Plan – Grant

Budget and grant funding consistent with the strategic plan

Auditorium renovations foremost – continues to be supported by the city as well. City paid for new sound system. Grant will cover curtain system. RFP will be used to solicit bids.

Visual art focus shifted to a mural focus – still consistent with public visual art

Yorkshire Theater lights and sound support

Expecting to use all of grant funding in the 24/25 budget year

Discussion of 2025/26 Budget

Proposal to request \$10,000 from LB 357 funds to support sustainability for Cultural Festival (\$3,500); to support Icon Art Project (\$3,500) (in strategic plan); and ongoing arts projects and collaborations (\$3,000).

Include in budget \$10,000 for possible donations and up to \$15,000 for York Visitor's Bureau promotional grants to support sustainability for digital promotional strategy; and promotion of cultural district activities.

Discussion of upcoming Cultural Festival:

Request to change the Cultural Festival to small business Saturday with lunch food trucks to draw and keep people in the downtown area on that day. Discussion that it would not conflict with Holiday Festival because it is a very different focus. Crawford will discuss with the Events Committee.