

**York Creative District Advisory Board Minutes
November 26, 2024**

Present: Clark Roush (Director, York University), Sue Crawford (City of York), Lisa Hurley (YCDC), Madonna Mogul (Chamber), Alex Saathoff (York Visitor’s Bureau).

Absent: Becky Stahr (York Public Schools); Elise Owens (Yorkshire Theater); Kirby Crawford (business artist), Annie Redfern (independent artist)

The Open Meetings Act announcement was made. The meeting was published in the York News Times and the city website.

The minutes of the October 23 2024 meeting were approved. (Moved by Hurley, Seconded by Mougul – the motion carried with all affirmative votes).

Saathoff moved and Mougul seconded a motion to approve \$1000 in York Visitor Bureau funds for promotion for the event. The motion passed with all affirmative votes.

Saathoff will get the event posted on the VisitNE page.

Saathoff, Clark and Crawford will be meeting the first week of December for funding for promotion plans for the adult prom and all Creative District events for the entire year.

Different funding options for supporting requests for the Adult Prom Creative District Fundraising event were discussed. Mougul moved and Hurley seconded approving the following amounts:

Sign Gypsies	80
DJ	700
Decorations	500
	1280

Mougul encourages the event organizers to coordinate with the Chamber for ticket purchasing and other resources. The Chamber assists with after-prom events – some of those items may be useful for the adult prom.

Those present expressed their enthusiasm for the event.

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

Absent: Becky Stahr (York Public Schools)

The Open Meetings Act announcement was made. The meeting was published in the York News Times on October 16, 2024.

The minutes of the May 1, 2024 meeting were approved. (Moved by Hurley, Seconded by Mougul – the motion carried with all affirmative votes).

New Request: Community members request to have an event be listed as a Creative Arts District fundraiser. The event is an Adult Prom on March 1, 2025. The event will be in the City Auditorium, consistent with the Creative District goal of having more arts performances in the Auditorium. The goal of the project is to raise \$4,000 for the Creative District. Mogul moved for approval for the fundraiser to be considered a Creative District project as a fundraiser for the Creative District. Alex seconded the motion. The motion carried with all affirmative votes.

Evaluation of \$10,000 grant projects

MURAL – Large public art project completed in the Creative District. Great start at visual arts in the area. Artist also presented to the high school students. This was well received and the artist painted at the High School and left the art with the school. The High School art teacher was out with covid, which lead to less high school involvement than expected in the mural itself. Donations were received to pay the portion of the costs over the Creative District Grant funding. With the momentum, the Visual Arts committee members are working on a small butterfly project and working towards a larger \$20,000 mural. A recommendation for the next mural project was to find an artist nearer to York to reduce travel expenses and provide more of a local connection.

CULTURAL FESTIVAL—Excellent crowd (over 400 people, approximately 100 cars with approximately 39 non-17 county plates. Vendors have expressed interest in coming again. The food trucks were successful and there is room for more food trucks in the future. Ideas for improvement: diversify the artistic performances (beyond dancing); focus on better marketing in the region, use Placer AI to track attendance (YVB working on getting this technology); Question – how to get a better tie in with downtown businesses? Some discussion of whether moving from Sunday of Yorkfest to small business Saturday would make sense. Does this come too close to the Holiday festival? Would it make for fun multicultural discussions/displays of different ways that the holidays are celebrated. Referring this question back to the Events committee for discussion. Sustainability: Adult prom is one fundraiser to help provide funds for next year.

DIGITAL STRATEGY – Good start with the website. Good click data with Facebook ads. The person who works for us also works for multiple community outlets – which helps with cross-listings. Improvement: work with York University and York Public Schools to get more pictures and events posted. Work to get pictures also posted on NEA website and Arts Council national website. Question: How to sustain Saathoff, with York Visitor’s Bureau noted that we could apply to use YCVB funds for digital marketing. We will follow up with that suggestion for sustainability for funding for digital strategies.

FUNDRAISING AND CLASSIFYING DONATIONS POLICY DISCUSSION – The question was raised about establishing a policy to clarify if committees raise funds and keep designation of those funds or if all funds should go back to the district pot to be distributed without distinction by the advisory board. Two conclusions – any donation specifically requested to be used for one of the purposes of the Creative District should be tracked and used for that purpose (i.e., mural donations). All funds should be in the same Creative District Fund managed by the Creative District Advisory Board. The issue was tabled for further conversation about policy specifics.

Strategic Plan Review/Grant Application Conversation

We are on track with our focus on Auditorium improvements and encouraging more arts in the Auditorium. The City Council approved \$50,000 for a sound system as a major investment by the city here. Our 2024/25 grant proposal ties to this goal as well. The focus for this first grant is nonpermanent improvements. Recommendation to consider all holiday lights or lights that shine up on the building in addition to the interior improvements.

While Yorkshire nonpermanent improvements were not in the original strategic plan, the focus on nonpermanent improvements fits the needs for improvements there well and Yorkshire is a core of our downtown performing arts. Yorkshire board members planned nonpermanent improvements and submitted them for inclusion in the grant. There was support and no opposition expressed to this inclusion for the grant.

The strategic plan pop art idea changed to a bigger mural to have a bigger arts impact. The momentum from the mural has encouraged the visual committee to recommend that we focus on another larger mural for 2025-26 as a priority over the vinyl arts project originally planned. Visual artists were involved in this discussion by the visual arts committee. There was support and no opposition expressed to including up to \$20,000 for a mural as a nonpermanent improvement in the 2025-26 grant.

Other Strategic Plan Goals

WHAT IS YOUR Y (3 year) – The Chamber of Commerce and York Visitors Bureau are taking the lead on this project. Expect to have the icons ready by fall of 2025.

VINYL PROJECT (3 year) – converted to mural project focus.

MAKERSPACE (5 year) York University and Collins have created a maker space at York University that is open to the public. The library has a grant for some makerspace equipment for the library and a grant to involve training youth and individuals with disabilities to use the equipment.

To Do’s

Get artist bios submitted to Sue Crawford for the grant.

Get narrative of artist’s engagement in planning of the projects submitted to Sue Crawford for the grant.

AGENDA

Creative District Advisory Board Meeting 11/26/2024

Open Meeting Announcement

Attendance

Approval of Minutes of 10/23/2024

Discussion of Pre-Prom Expense Request