

**York Creative District Advisory Board Minutes**  
**October 23, 2024**

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 led 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.

**York Creative District Advisory Board Minutes**  
**May 01, 2024**

Present: Clark Roush, Sue Crawford, Elise Owens, Lisa Hurley, Kirby Crawford, Annie Redfern.

Absent: Becky Stahr, Bob Sauter, Madonna Mogul, Karen Harris

The committee reviewed an early version of the website. Eric will engage the board in review again after more content is added.

**Committee Reports:**

Event's committee is planning the cultural event for September 8<sup>th</sup>. This connects with the existing YorkFest festival.

The Music Committee plans to continue music events started last year including concerts at the Farmer's market and performances at Sip and Stroll.

The Theater Committee discussed events over the summer. Reiterated the importance of getting that information out through the website and other means.

Board discussion related to theater:

encourage a collaboration between YPS and Yorkshire for experience building sets.

discussion of property tax challenge made to Yorkshire theater

discussion of possible outside shows that could be brought in (Blix; Arts on a Prescription)

The Visual Committee has a property owner willing to have pop of art painted on his property. The visual committee has a regionally known artist that they want to engage. A motion was made by Hurley and seconded by Owens to authorize the committee to reach out to the artist. The motion carried.

Discussion of visual arts included brief discussions of fire hydrants and a reminder of early discussions of vinyl coverings of NPPD boxes.

The Involvement Committee: Reminder to other committees that we have addresses of people who have expressed interest. If any other committee wants to engage more people, contact Sue Crawford.

Creative Arts Grants – Next Round: The next round for grants begins in July. Cheree Folts has been working on quotes for auditorium improvements to help that building be used more effectively for the arts. The maximum amount from NAC is \$100,000. Sue Crawford moved and Hurley seconded a motion to apply for Creative District funding for Auditorium improvements. During Discussion Kirby Crawford asked that community users like her be included in discussions of improvements.

City of York										
Creative District										
Fund 18										
Date Posted to GL	Description of Revenue or Expenditure	Total			Project Accounting Miscellaneous		Project Accounting Mural Project		Project Accounting Cultural Festival	
		Revenues	Expenditures	Balance	Revs	Exps	Revs	Exps	Revs	Exps
10/1/2023	Beginning Balance			-						
11/9/2023	State of Nebraska grant	10,000.00		10,000.00	10,000.00					
11/30/2023	Investment Interest	15.26		10,015.26	15.26					
12/31/2023	Investment Interest	52.98		10,068.24	52.98					
1/31/2024	Investment Interest	56.62		10,124.86	56.62					
2/29/2024	Investment Interest	18.02		10,142.88	18.02					
3/1/2024	Eric Eckert - website		2,000.00	8,142.88		2,000.00				
3/31/2024	Investment Interest	44.01		8,186.89	44.01					
4/30/2024	Investment Interest	45.84		8,232.73	45.84					
5/31/2024	Investment Interest	14.09		8,246.82	14.09					
6/30/2024	Investment Interest	45.16		8,291.98	45.16					
7/31/2024	Investment Interest	50.97		8,342.95	50.97					
8/1/2024	Doreen Leuthje - mural donation	300.00		8,642.95			300.00			
8/1/2024	Laura McDougall - mural donation	300.00		8,942.95			300.00			
8/1/2024	Ann Spanjers - mural donation	300.00		9,242.95			300.00			
8/1/2024	Barry & Annie Redfern - mural donation	300.00		9,542.95			300.00			
8/1/2024	Chuck and Karen Harris - mural donation	500.00		10,042.95			500.00			
8/2/2024	YCDC - mural donation	300.00		10,342.95			300.00			
8/2/2024	Michael McClure - mural		2,750.00	7,592.95				2,750.00		
8/31/2024	Investment Interest	13.42		7,606.37	13.42					
9/1/2024	Proyecto Cultural - performers Yorkfest		600.00	7,006.37						600.00
9/1/2024	Garan Coons - performers Yorkfest		1,469.00	5,537.37						1,469.00
9/1/2024	African Culture Connection - performers Yorkfest		3,000.00	2,537.37						3,000.00
9/1/2024	Sam's Club credit card - maracas & pencils for back to school night		193.33	2,344.04		193.33				
9/1/2024	Erin Dehart - cultural festival		73.92	2,270.12						73.92
9/2/2024	Grand Central Foods - cultural festival		35.53	2,234.59						35.53
9/3/2024	Pat & Lisa Eichinger - mural donation	100.00		2,334.59			100.00			
9/3/2024	Marcia Schlegelmilch - mural donation	100.00		2,434.59			100.00			
9/3/2024	Ashley Luethje - mural donation	200.00		2,634.59			200.00			
9/3/2024	Harmony Nursery - mural donation	100.00		2,734.59			100.00			
9/4/2024	Sign Gypsies - cultural festival		79.00	2,655.59						79.00
9/9/2024	Sharon Hansen - mural donation	100.00		2,755.59			100.00			
9/9/2024	Eric Eckert - social media		982.92	1,772.67		982.92				
9/10/2024	North Printing & Office Supply - cultural festival		90.00	1,682.67						90.00
9/12/2024	The Jewelers Vault - mural donation	100.00		1,782.67			100.00			
9/12/2024	York Chiropractic (Warneke) - mural donation	100.00		1,882.67			100.00			
9/15/2024	Mary Ellen's - food truck cultural festival		1,000.00	882.67						1,000.00
9/15/2024	Amazon - paint masks for mural wall		129.90	752.77				129.90		
9/16/2024	York State Bank - mural donation	350.00		1,102.77			350.00			
9/17/2024	James Beins - mural donation	100.00		1,202.77			100.00			
9/17/2024	Matt Holthe - mural donation	100.00		1,302.77			100.00			
9/17/2024	Susan Cox - mural donation	100.00		1,402.77			100.00			
9/18/2024	Cornerstone Bank - cultural festival	750.00		2,152.77					750.00	
9/24/2024	Michael McClure - mural		2,750.00	(597.23)				2,750.00		
9/26/2024	Kristi Scheele - mural donation	150.00		(447.23)			150.00			
9/26/2024	Alison North - mural donation	100.00		(347.23)			100.00			
9/26/2024	Jennifer Sheppard - mural donation	100.00		(247.23)			100.00			
9/26/2024	Union Bank & Trust - mural donation	300.00		52.77			300.00			
9/26/2024	Midwest Bank - mural donation	250.00		302.77			250.00			
9/30/2024	Investment Interest	18.66		321.43	18.66					
10/4/2024	Sally Ruben - mural donation	100.00		421.43			100.00			
10/7/2024	Anonymous	200.00		621.43			200.00			
	Totals	15,775.03	15,153.60	621.43	10,375.03	3,176.25	4,650.00	5,629.90	750.00	6,347.45
	Miscellaneous & projects check totals	15,775.03	15,153.60	621.43						