

City of Bellevue
ARTS
program

BELLEVUE ARTS COMMISSION



One of the most beloved artworks created for Bellwether 2018 came down on July 1st at City Hall, the large mural titled Bellevue Before by artist Baso Fibonacci. Despite this departure, a lot of great art and events will be coming to Downtown as part of this year's rendition.

COMMUNITY DEVELOPMENT DEPARTMENT

July 9, 2019
SPECIAL MEETING



“The arts are an important expression of how people think of and experience the city and each other. Bellevue seeks to foster a strong arts and cultural community chiefly supported through a wide range of artists, art and cultural institutions, and arts groups offering a variety experiences to an engaged audience.”

-City of Bellevue, Comprehensive Plan, Urban Design & the Arts Element

Department of Planning and
Community Development

Agenda

Agenda

Tuesday, July 9, 2019
Meeting: 4:30 p.m.
Bellevue City Hall, 1E-109

Bellevue Arts Commission
Commission Staff Contact: 425.452.4105

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1. **CALL TO ORDER** 4:30pm
Chair Manfredi will call the meeting to order.
 2. **APPROVAL OF AGENDA AND MINUTES** 4:30 – 4:35
 - A. Chair Manfredi will ask for approval of the agenda.
 - B. Chair Manfredi will ask for approval of the June 2019 regular meeting minutes.
 3. **ORAL COMMUNICATIONS** 4:35 – 4:40
Chair Manfredi will entertain oral communications limited to three minutes per person or five minutes if representing the official position of a recognized community organization for other than main agenda items and public hearing subject. A maximum of three people are permitted to speak to each side of any one topic.
 4. **ACTION ITEMS AND DISCUSSION ITEMS**
 - A. Welcome Lydia Aldredge to the Arts Commission 4:40 – 4:50
 - B. Bellwether Update 4:50 – 5:30
 - C. Cultural Compass Update 5:30 – 6:00
 5. **COMMISSION QUICK BUSINESS** 6:00 – 6:05
 6. **REPORTS** 6:10 – 6:15
 - A. Commissioners' Committee and Lead Reports
 - B. Project Updates from Staff
 7. **CORRESPONDENCE, INFORMATION** 6:15– 6:20
 - A. Written correspondence (if any)
 - B. Information
 - i. Committees
 8. **ADJOURNMENT** 6:20pm
Chair Manfredi will adjourn the meeting.

Bellevue Arts Commission meetings are wheelchair accessible. Captioning, American Sign Language (ASL), or language interpreters are available upon request. Please phone at least 48 hours in advance 425-452-6168 (VOICE) for ADA accommodations. If you are deaf or hard of hearing, dial 711 (TR). Assisted listening devices are available upon request. Please contact the Arts Program at least two days in advance jheim@bellevuewa.gov ▪ 425-452-4105 (Voice) ▪ Please dial 711 for assistance for the hearing impaired.

ARTS COMMISSION MEMBERS

Paul Manfredi, Chair
Philip Malkin, Vice Chair
Lydia Aldredge
Ashmita Gulati
Maria Lau Hui
Rebecca Lewis
Carl Wolfteich

COUNCIL LIAISON

John Stokes

STAFF CONTACTS

Joshua Heim, Arts Program Manager, 425-452-4105
Scott MacDonald, Arts Program Coordinator, 425-452-4852

Department of Planning and
Community Development

Minutes

BELLEVUE ARTS COMMISSION
REGULAR MEETING
MINUTES

June 11, 2019
4:30 p.m.

Bellevue City Hall
Room 1E -109

COMMISSIONERS PRESENT: Chairperson Manfredi, Commissioners Gulati, Lau Hui, Lewis, Malkin, Wolfteich

COMMISSIONERS ABSENT: None

STAFF PRESENT: Joshua Heim, Community Development Department

OTHERS PRESENT: None

RECORDING SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 4:35 p.m. by Chairperson Manfredi who presided. All Commissioners were present with the exception of Commissioner Lau Hui, who arrived at 4:40 p.m., and Commissioner Wolfteich, who arrived at 4:46 p.m.

2. APPROVAL OF AGENDA AND MINUTES

A. Approval of Agenda

Motion to approve the agenda was made by Commissioner Lewis. The motion was seconded was by Commissioner Malkin and the motion carried unanimously.

B. Approval of Minutes

Commissioner Malkin noted that he had not attended the meeting but was listed in the minutes as being present.

Motion to approve the May 7, 2019, minutes as amended was made by Commissioner Malkin. The motion was seconded was by Commissioner Lewis and the motion carried unanimously.

3. ORAL COMMUNICATIONS – None

4. ACTION ITEMS AND DISCUSSION ITEMS

There was agreement to take up item B first.

B. Grant Guidelines

Arts Program Manager Joshua Heim noted that the proposed grant guidelines were unchanged from the previous year. Even so, the guidelines must be approved by the City Council. Three programs are affected by the guidelines: the Eastside Arts Partnerships, special projects, and Power Up. He noted that for the Eastside Arts Partnerships, letters of intent are due by October 3 and the application deadline is October 9. The applications will all be submitted

online and the consultant will facilitate the technical assistance element. The guidelines will be published by August 1, giving everyone a month to read them before the online application opens on September 3. The Allocations Committee will meet in mid-October and will have three or four weeks to review the applications. Funding recommendations will be made at a meeting in mid-November and presented to the Commission for approval at December meeting before being submitted to the Council for approval.

Answering a question asked by Chair Manfredi, Mr. Heim reminded him that there are two funding levels. Community Partners applications are much simpler with fewer required attachments. The maximum funding amount is \$5000, though the request cannot exceed 50 percent of the total annual budget. Under the Pro Partners program, applications can be made for up to \$10,000 by organizations with annual budgets at or above \$200,000. Applicants in both categories can also apply under Power Up.

Mr. Heim noted that the application timeline for the special projects category was the same. The renewal process for projects funded in the current round will continue in place so that all that needs to be done is to submit a letter where additional funding is needed for a second year of a project. Those submitting applications for special projects funding do not need to be an incorporated non-profit organization, something that is required for Eastside Arts Partnerships applicants. The special projects category allows for supporting individual artists.

Chair Manfredi commented that an artist he knows who has been involved with the city for some time could not find any information about the arts program and believed that the program had been canceled. He said he was not sure how that idea got out, but the notion is percolating in the arts community. Whatever is being done to get the word out about the arts program should be ramped up a bit.

Commissioner Gulati stated that 4Culture has every few months a series of applications for groups of artists or individual artists and for different kinds of art. She suggested the city could in a small way incorporate the same approach, allowing for single artists to apply for funding for different arts ideas at different times of the year.

Chair Manfredi pointed out that the special projects category encourages innovative projects by artists and communities that fill in cultural gaps and inspire new forms of creative participation, particularly for underserved groups. Commissioner Malkin suggested the language of the guidelines could be modified to make it less oriented and more oriented to individual artists.

Commissioner Malkin said he liked the idea of encouraging individual artists, which could translate into Bellevue as a place artists want to live and work.

Commissioner Gulati added that the notion fits well with the idea of developing an arts district and having various places in which to display and showcase artwork.

Commissioner Malkin stated that under the current approach, the city funds grant applications only once each year. He allowed that absent deep pockets to fund multiple grants throughout the year, success with individual artists through the special projects programs could lead to encouraging Council to increase funding to allow for allocating grants least twice each year.

Chair Manfredi pointed out the need to consider the difficulty of scheduling an allocation process more than once a year. He agreed allocating funds more than once a year would benefit the constituents, but it could be a challenge for the Commission. Mr. Heim said one option would be to have two Allocations Committee instead of just one.

Chair Manfredi said the special projects category is somewhat of a catchall for any new people coming into the program. The language as set forth clearly highlights that. He agreed to the addition of the word “individual” in referring to projects by artists.

There was consensus to revise the paragraph to read “We encourage innovative projects by individuals, artists and communities that fill in cultural gaps and inspire new forms of creative participation, particularly for underserved groups.”

A motion to approve the guidelines as amended was made by Commissioner Gulati. The motion was seconded by Commissioner Wolfeich and the motion carried unanimously.

A. Arts Commission Officer Elections

Mr. Heim reminded the Commissioners that under the Commission’s bylaws the election of officers to serve as Chair and Vice Chair is to occur annually in the month of June. He provided the Commissioners with a handout containing the names of all the Commissioners and Chair Manfredi directed them to mark down their nomination for who should serve as Chair for the coming year.

Chair Manfredi tallied the nominations and noted that he had been nominated five times and that Commissioner Malkin had been nominated once. The Commissioners then voted on the two nominations and Chair Manfredi was elected to serve another year as Chair.

The same process was utilized for nominating a Vice Chair and Commissioners Malkin, Lewis and Lau Hui received nominations. Commissioner Lewis respectfully withdrew her name from consideration. The Commissioners then voted on the two nominations and Commissioner Malkin was elected to serve another year as Vice Chair.

5. COMMISSION QUICK BUSINESS

Mr. Heim reported that he had received an email from the teacher of the Interlake High School student who won the Bellevue School District art competition. The email asked about the option of sending the work home with the student. He noted that Commissioners Malkin and Gulati participated in the competition on behalf of the Commission. Mr. Heim said he would follow up on the email and would explore whether the work should be displayed at City Hall or mini City Hall in Crossroads Mall.

The clear preference of the Commissioners was that the work should be displayed at mini City Hall.

6. REPORTS

A. Commissioners’ Committee and Lead Reports – As Noted

B. Project Updates from Staff

Mr. Heim reported that the Cultural Compass process was officially launched by the Council. A consultant is on board who will be driving the first part, which is a cultural

needs assessment. The consultant has been working on a draft outreach strategy and survey tools. The Commission will be given an update at its July meeting.

Commissioner Gulati stated that after the Commission's previous meeting at which an update was provided regarding the cancelation of the Bellevue Arts Festival, Mr. Heim was told by Mayor Chelminiak to submit a follow-up regarding the details surrounding the cancelation, and to provide comment on the chances of the event being back next year. She said Mr. Heim's report is to be presented to the Council in fall.

Continuing, Commissioner Gulati said she recently had a discussion with the woman who has run the Bellevue Arts Festival for many years. The discussion made it clear that the same people will not be able to put on the festival again. If the city wants to see the event continued, and if a location for it is found, it will be necessary to find new people to take over. She said the person who previously ran the Bellevue Arts Museum event will be continuing in that role but as a private consultant. That person could certainly also spearhead the Bellevue Arts Festival event, which has traditionally been largely run by volunteers.

Mr. Heim said he would follow up on that. He noted that both the Bellevue Arts Museum and the Bellevue Downtown Association, which runs the 6th Street Fair, are looking for resources from the city to help with issues around permitting.

Chair Manfredi said it was his understanding the primary issue facing the Bellevue Arts Festival is where to site it. Who would run it is a secondary issue. Commissioner Gulati said that was true, but the loss of so many volunteers is also an issue for the event.

Commissioner Malkin asked staff to place on the Commission's July agenda a progress report regarding Art Space.

Commissioner Wolfteich asked about the recent damage to the Meydenbauer Bay Park tile mural on the beach house. Mr. Heim said the damage came about when an expansion joint running through the middle of the tile wall gave way. The artist had not installed the proper fixtures in order to withstand the flexing so the tiles had to be removed. The necessary repairs are being made and the tiles will be put back on again.

7. CORRESPONDANCE, INFORMATION

A. Written Correspondence – As Noted

B. Information

i. Committees – As Noted

8. ADJOURNMENT

Chair Manfredi adjourned the meeting at 5:24 p.m.

Department of Planning and
Community Development

Action & Discussion

Action and Discussion

Tuesday, July 9, 2019
Meeting: 4:30 pm

Bellevue Arts Commission
Action and Discussion

Welcome Lydia Aldredge to the Arts Commission

The City Council confirmed the appointment of Lydia Aldredge to the Arts Commission at their meeting held on June 17, 2019. Staff will distribute an updated commission roster. Ms. Aldredge will have an opportunity to introduce herself and be introduced to other members of the Arts Commission.

Action and Discussion

Tuesday, July 09, 2019
Meeting: 4:30 pm

Bellevue Arts Commission
Action and Discussion

Bellwether 2019

At this meeting, marketing consultant Tanja Baumann and Creative Director Ben Beres of SuttonBeresCuller will provide an update on this year's Bellwether. Materials will be provided at the meeting. This year's Bellwether is planned to have artwork and experiences at Bellevue City Hall, Meydenbauer Theater, along the Grand Connection, and at the Bellevue Arts Museum. Artwork and events will be derived from the theme for this year's show: Taking Root.

BELLWETHER THEME: TAKING ROOT

In an era of ever-shifting political borders, identities, and opportunities for personal reinvention, finding a way to put down roots amounts to no small commitment. Commitment to surroundings—from the soil beneath our feet to the local culture being cultivated through place, history, and exchange – is personal and collective.

Bellevue is a place where new diverse communities have chosen to take root. What does it mean to put down roots, blend and merge cultures, and immerse and engage in aspects of community? What are the seeds that we carry with us when we work to create a new home? How does our old home merge with our new home, or how does an introduced culture merge with an established one to create new hybrids and microclimates?

Taking Root prompts a series of investigations into notions of identity, resiliency, change, sustainability, cultural exchange, and intentionality.

Action and Discussion

Tuesday, July 9, 2019
Meeting: 4:30 pm

Bellevue Arts Commission
Action and Discussion

Cultural Compass Update

At this meeting, staff will present on a project to update the Cultural Compass that was approved by the City Council at their meeting on May 13, 2019, including the scope and approach. The Arts Commission will be given the opportunity to provide feedback on the approach and learn about ways to participate.

BACKGROUND

How the 2004 Cultural Compass Plan came to be

The Cultural Compass is Bellevue's cultural development plan and was originally adopted by the City Council in September 2004. The purpose of the plan is to describe how to achieve Council's four "cultural infrastructure" priorities established in 2000 and 2003:

- Create community and neighborhood festivals and events;
- Support cultural enhancements/performing arts center;
- Define the City's role in promoting and sponsoring the cultural arts; and
- Define what actions would be necessary for Bellevue to become the cultural center of the Eastside.

Council directed the Bellevue Arts Commission to develop the plan, who in turn formed a steering committee with the mission "to develop an action-oriented, inclusive, consensus strategic vision for Bellevue's cultural development that realistically addresses the needs, interests, and priorities of all of Bellevue's residents." A consultant was brought on board to conduct a needs assessment, organize a community forum, and perform a financial analysis of Bellevue-based cultural organizations and education programs. The steering committee developed a vision and strategy based on this information. Council accepted these recommendations and adopted the plan in September 2004.

Definition of Culture

The Cultural Compass narrows the scope of culture to "the entire range of fine and traditional art forms, the humanities, as well as the history and heritage of this community and this region. We include the built environment, as well as the folkways and traditions of all of Bellevue's residents, long-time and newly arrived." This definition of culture centers the "arts," or the expression of culture, as the primary activity of the cultural development process.

THE SCOPE OF THE UPDATE

The scope of this project is to evaluate the cultural needs of the community and revise "Part I: Strategic Vision and Core Initiatives" within the 2004 Cultural Compass Plan for approval by the City Council. The process includes quantitative evaluation, community engagement, drafting action strategies, and a request for formal approval by Council in the spring of 2020.

This proposed scope does not include updating the eight cultural topics because it is important to clarify the "why" of the plan before addressing the "how." An updated strategic vision and core initiatives may change the kinds of cultural topics that need to be included as part of the strategy. Future work will be determined by the Council's updated strategic vision for the arts.

THE VISION FOR THE ARTS

The strategic vision of the 2004 Cultural Compass Plan is:

“By 2015, Bellevue’s cultural sector will have reached adulthood.

Some of its significant attributes are listed below:

- *Residents of Bellevue take advantage of compelling arts and cultural opportunities on multiple levels of engagement as part of the fabric of their lives.*
- *Families and friends take advantage of cultural festivals and informal cultural activities on a regular basis.*
- *The business community works hand in hand with the cultural sector to enhance the quality of life experience for both Bellevue residents and employees.*
- *Arts and cultural organizations located in Bellevue are part of an active matrix of communication and coordination.*
- *The City of Bellevue is known nationally as a model of urban cultural cultivation for cities of its scale.*
- *Residents of the Eastside come to Bellevue for leisure and educational arts opportunities (festivals, major professional offerings, and classes) often in conjunction with shopping or dining in Bellevue establishments.”*

Core Initiatives

The strategy to achieve this vision is based on a cultural development model that consists of four cross-cutting initiatives. The core initiatives serve to organize the cultural development strategy, and together with the vision, address the “why” of the plan. The four core initiatives are:

1. *Bellevue offers extraordinary cultural participation and learning opportunities for people of all ages.*
2. *Distinctive cultural districts are linked to Bellevue’s bustling commercial districts.*
3. *Bellevue’s maturing cultural sector builds its visibility, identity, and capacity.*
4. *Bellevue develops and attracts strong leadership in support of its cultural sector’s infrastructure and funding.*

Strategies

These initiatives unfold across eight cultural topics that are discussed in detail in separate sections which include a goal statement and set of actions. These eight sections serve as the strategy and address the “how” of the plan. The eight sections in the 2004 plan include:

- *Cultural Organizations and Artists*
- *Cultural Economic and Business Development*
- *Cultural Diversity*
- *Cultural Education*
- *Cultural Facilities*
- *Public Art*
- *Cultural Resources*
- *Administrative Infrastructure*

THE APPROACH TO THE UPDATE

The project will occur in three stages:

Stage 1: Cultural Needs Assessment in Summer 2019. Staff will work with an experienced consultant to design and implement a community survey to identify the arts and cultural opportunities and services of value to the Bellevue community, and determine the unmet cultural needs and cultural development potential in Bellevue. The Cultural Needs Assessment will collect data about the cultural dimension of Bellevue's quality of life and will be administered by the consultant in two separate surveys:

- **Survey 1.** A statistically-valid survey of the Bellevue residents of approximately 142,400 people. The focus of the assessment is on the cultural dimensions of quality of life and related issues of access/barriers, satisfaction, service gaps, and values of arts and cultural services. The assessment of the Bellevue Community will be representative of Bellevue's demographics and is designed to draw statistically valid conclusions about differences between age groups, income groups, racial/ethnic groups, and households with children.
- **Survey 2.** A qualitative survey of Bellevue's Cultural Community defined as the cultural providers, participants, and producers that create and uphold Bellevue's cultural life. This includes but is not limited to individual artists and cultural bearers; arts, heritage, and science nonprofit organizations; publicly run cultural facilities and programs; regular users of cultural services and programs; teachers and students of the arts and humanities; etc. Consultants will interview up to 20 stakeholder interviews and hold several focus groups designed to target the following populations:
 - **Artists and event producers.** There are roughly 85 independent artists with registered businesses in Bellevue, and an untold number of residents who identify as working artists.
 - **Creative businesses.** Breakout groups include developers in Downtown, arts businesses in BelRed, and video game companies.
 - **Nonprofits.** Roughly 40 cultural organizations (arts, heritage, media, science) operate in Bellevue.
 - **Regional cultural community.** Breakout groups include representatives of Eastside cities, nonprofit arts organizations located in Eastside cities that serve Bellevue residents, and funders.
 - **Under-represented users.** This group will be identified as the result of statistically-valid Survey 1.

Stage 2: Strategic Visioning in Fall 2019. Using the results of the Community Needs Assessment and Council's updated cultural priorities, staff will work with a consultant to update "Part I: Strategic Vision and Core Initiatives" within the Cultural Compass Plan document. Under the guidance of the Arts Commission, the strategic visioning process will include additional engagement with cultural stakeholders and partners including visioning sessions that will consider how to achieve Council's updated cultural priorities.

Stage 3: Council Approval in Spring 2020. The Arts Commission will submit a draft document to Council for feedback in late Fall 2019 and will make a final recommendation to the City Council for approval in Spring 2020.

ROLES

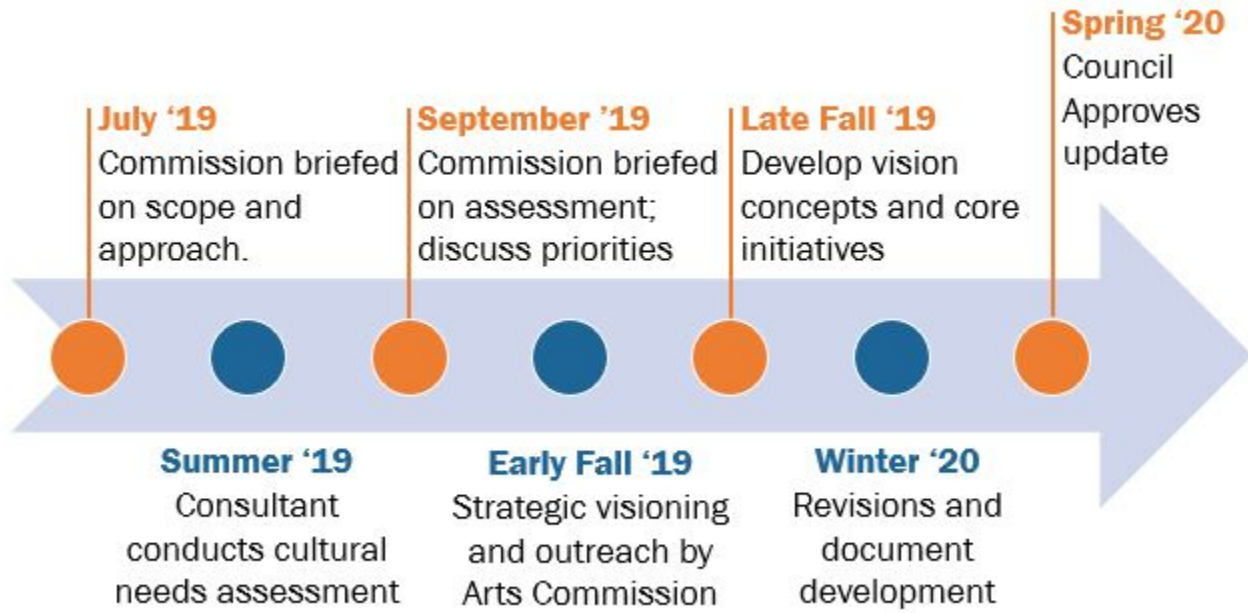
City Council. Authorizes project and scope, sets priorities, and approves strategic vision and core initiatives.

Arts Commission. Encourages community engagement, recommends to the City Council priorities, and develops concepts of the strategic vision and core initiatives for the City Council.

Bellevue Residents and Cultural Community. Provide information and feedback on concepts.

City Staff and Consultants. Facilitates the planning process.

TIMELINE



Quick Business

Tuesday, July 9, 2019

Bellevue Arts Commission

- 1.
- 2.
- 3.

Department of Planning and
Community Development

Reports

PROJECT UPDATES

GRANT PROGRAMS

2020 Funding Cycle and Allocations Committee

No updates to report.

CIP Cultural Arts Fund

No updates to report.

Power Up Bellevue

No updates to report.

PLANNING PROJECTS

BelRed Arts District

No updates to report.

BelRed Streetscape Plan Update

No updates to report.

Cultural Compass

Update, July 9, 2019: An update will be provided at this meeting.

PUBLIC ART

130th Streetscape Public Art

No updates to report.

Bellwether 2019

Update, July 9, 2019: An update will be provided at this meeting.

Downtown Park Public Art

No updates to report.

East Link Public Art

No updates to report.

Grand Connection

No updates to report.

Lattawood Park

No updates to report.

Public Art Collection & Maintenance

No updates to report.

Meydenbauer Bay Park Expansion

No updates to report.

Department of Planning and
Community Development

Information