

AGENDA ARTS COMMISSION March 13, 2025

Hybrid Meeting In-person and via Zoom



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**CITY OF ELLENSBURG
ARTS COMMISSION AGENDA
Council Chambers
501 North Anderson Street
Ellensburg, WA 98926
And remotely via Zoom
Thursday, March 13, 2025
4:00 PM - Regular Meeting**

1. Call to Order and Roll Call of Members

- 1.A Member Roll Call: Commissioner Eyre, Commissioner Dougherty, Commissioner Kooser, Commissioner Marchand, Commissioner Oostra, Commissioner Scheffer, Commissioner Snedeker, Council Member Miller

2. Approval of Agenda (No Public Comment)

- 2.A Motion to approve the March 13, 2025 Ellensburg Arts Commission meeting agenda as presented.

3. Approval of Minutes

- 3.A Motion to approve the February 13, 2025 Arts Commission Meeting Minutes

4. Budget/Financial Report

- 4.A March 2025 Arts Commission Spending Plan/Budget Update--YTD

5. New Business

- 5.A Shakespeare in the Park

6. Unfinished Business

- 6.A Subcommittee Information:

- Chair selected
- Written description of the subcommittee, outlining the intended subcommittee focus
- Establish a preliminary outline of the subcommittee scope of work for 2025

- 6.B City Arts Policy Review & Update Planning

- 6.C Admission Tax Discussion Update: Alex Eyre

7. Subcommittee Business

- 7.A **Funding & Advocacy:** Jerry, Jill, Marie
First Friday Art Walk: Erin, Jill, Brian
City Art Collection/Public Art: Jerry, Alex, Jeff

Awards & Distinction: Jeff, Marie, Alex

Ellensburg Creative District: Jeff, Alex, Brian, (Staff led)

8. **Citizen Comment**
9. **Staff Update/Discussion Items**
10. **Commission Representative Update**
11. **Adjournment**



For more information on the Ellensburg Arts Commission, contact Arts & Economic Development Manager Kelle Vandenberg at 509-962-7149.

The Contents of this agenda have been photocopied on recycled paper.



CITY OF ELLENSBURG

Meeting Date of Meeting

Time of Meeting

Place of Meeting

Minutes of Arts Commission, Retreat

February 13, 2025

4:05 PM

Council Conference Room, City Hall

1. Call to Order and Roll Call of Members

- 1.A Chair Eyre, Commissioner Marchand, Commissioner Dougherty, Commissioner Oostra, Commissioner Snedeker, Commissioner Kooser, Council Member Miller

Welcome any guests. Jerica Pascoe

Absent: Commissioner Scheffer

Guest: Jerica Pascoe, Director of Finance, City of Ellensburg

2. Approval of Agenda

Motion to approve February 13, 2025, Arts Commission meeting agenda.

By: Commissioner Snedeker

Seconded: Commissioner Dougherty

In Favor: All in favor

Opposed: None

Abstain: None

Motion Carries

3.

- 3.A Approval of Minutes

Motion to approve January 9, 2024, Arts Commission meeting minutes as presented.

By: Commissioner Marchand

Seconded: Commissioner Oostra

In Favor: All

Opposed: None

Abstain: None

Motion Carries

4. Budget/Financial Report

- 4.A Proposed 2025 Arts Commission Budget

Staff gave brief overview of 2025 Arts Commission budget in agenda packet.

Discussion regarding American for the Arts subscription.

Action item: Staff: Research/secure new membership for American for the Arts and/or update existing membership.

5. New Business

5.A Shakespeare in the Park Sponsorship Discussion

Staff reviewed the meeting/project with Commissioners. Commissioners request that staff will set up meeting with between Project lead, Director of Parks and Recreations, and the Arts Commissioners to discuss project further.

Action Item: Staff: Set up meeting as noted above.

6. Unfinished Business

6.A City Arts Policy: Determine Plan for Updating

Discussion on how to edit the City Arts Policy. This update does not yet have a timeline established for completion. This will be an ongoing 2025 project and once completed, will go to City Council for recommendation and approval.

Edits will be as follows:

Review/update policy by corresponding subcommittee:

Focus Area 1: Public Art: Will be reviewed by: Jerry Dougherty, Jeff Snedeker, and Alex Eyre.

Focus Area 2: Community Engagement: This section is a combination of Art Walk, Advocacy, and Awards & Distinction. Will be reviewed by: Marie Marchand, Jill Scheffer, Jerry Dougherty, Jeff Snedeker and Erin Oostra.

Focus Area 3: Arts Enrichment: Grants Funding: Marie, Marchand, Jerry Dougherty, and Jill Scheffer.

Focus Area 4: Ellensburg Creative District: Staff will add Focus Area 4: Ellensburg Creative District. Once written, this will be reviewed by Brian Kooser, Jeff Snedeker, and Alex Eyre.

Staff will review/update entire document.

Action items:

- **Staff** build action notes
- **Chairs of subcommittees** set up subcommittee meetings to review document/edits between now and March 13, 2025, Arts Commission meeting.
- **Staff** will review entire document and create a redline version for editing.
- **Staff:** Subcommittee edits will be compiled into the Master document by staff.

- 6.B Admission Tax Presentation-Update: Commissioner Dougherty and Director of Finance, Jerica Pascoe.

Commissioner Dougherty gave presentation on the Admission Tax adopted by City Council in 1994.

Commission discussed process/presentation. Director of Finance, Jerica Pascoe offered comments to assist with discussion.

Question from Commissioner Dougherty What can we do to make it easier for people to collect it/pay it?

Action Item: Staff: Is the Admission Tax information outlined in the Special Permit Application process?

Action Item: Chair Alex Eyre: Discuss with community organizations to gather information and input.

7. Subcommittee Business:

- 7.A 1. Funding & Advocacy: Jerry/Jill/Marie

Action Item: Need to identify different levels/categories for advocacy and align with correct subcommittee and/or representative.

Chair: Jerry

2. First Friday Art Walk: Jill/Erin/Brian

Chair: Erin

Art Walk Maps needs to be reprinted and redistributed. Erin is requesting \$500.00 for printing.

Motion to approve \$500.00 for printing of the art walk map and poster from the Creative District budget.

By: Commissioner Marchand

Second by: Commissioner Kooser

In Favor: All

Opposed: None

Abstain: None

Motion Carries

3. City Art/Public Art: Jerry/Jeffy/Alex

Chair: Alex No report given

4. Awards & Distinctions: Marie/Jeff/Alex

Chair: Marie Report given on updated Poet Laureate program

5. Ellensburg Creative District: Jeff/Brian/Alex

Chair: Jeff Report given on Creative District activities: Summit and Wayfinding.

6. Programs & Marketing: Staff/Jeff

Chair: Staff Report given on SM and Programming calendar

8. Citizen Comment

No citizen comment

9. Staff Update/Discussion Items:

9.A. Review Action Items from Jan. 9, 2025, Arts Commission Meeting:

i. Staff: Schedule CD Summit Meeting—Held Feb. 5, 2025

ii. Staff: Schedule an ECD Onboarding meeting with commissioners.

Scheduled: Mon. Jan. 27th at 4:00 pm Alex/Jeff were in attendance.

iii. Staff: Schedule meeting with CWU Provost and Dept. Heads to introduce Ellensburg Creative District. Meeting with Patrick Pease held Jan. 29, 2025

Meeting with Dean's Council: Held Feb. 11, 2025

10. Commission Representative Update-No report given

11. Adjournment Time 5:24 pm

	A	B	C	D	E	F	G	H
1	PROPOSED	2025 EAC Spending Plan		2025 BUDGET	2025 ACTUALS	Balance		NOTES
2		REVENUES:						
3								
4		100-162-308-41-00-000-000	Beginning Fund					
5								
6								
7								
8		100 162 347 90 00	Artwalk					
9			The Clymer Art Gallery	\$ 50.00				Invoices went out 3/3/25 to all venues
10			D&M Coffee Downtown	\$ 50.00				
11			Ellensburg Rodeo Hall of Fame	\$ 50.00				
12			Gallery One	\$ 50.00				
13			Gard Vintners	\$ 50.00				
14			Kittitas County Historical Museum	\$ 50.00				
15			The Mule	\$ 50.00				
16			NuWave Gallery	\$ 50.00				
17			The Palace Gallery	\$ 50.00				
18			Hotel Windrow	\$ 50.00				
19			The INK	\$ 50.00				
20			Pearl Street Books	\$ 50.00				
21			The Studio by EDE	\$ 50.00				
22			Valo Cellars	\$ 50.00				
23			The Fitterer's Blding/Woodin Enterprises	\$ 50.00				
24								
25								
26								
27								
28		TOTAL REVENUE		\$ 750.00				
29					\$ -			
30								
31								
32		EXPENDITURES:			2025 ACTUALS			
33		100 162 573 20 31	Operating Supplies					
34			Artwalk Annual meeting supplies	\$ 100.00		\$ 100.00		
35			Arts Treasure Award Engraving/Art Plaques	\$ 200.00	\$ 43.44	\$ 156.56		Engraving services
36			Treasure Award Ceremony Supplies	\$ 75.00		\$ 75.00		
37			Arts Treasure Award	\$ 250.00		\$ 250.00		
38			Arts Treasure Stipend	\$ 500.00		\$ 500.00		
39								
40								
41			Poet Laureate Supplies	\$ 1,500.00		\$ 1,500.00		
42								
43								
44								
45			Total Operating Supplies	\$ 2,625.00	\$ 43.44	\$ 2,581.56		
46								
47		100 162 573 20 41	Professional Services					

	A	B	C	D	E	F	G	H
48			Americans For the Arts membership	\$ 50.00		\$ 50.00		(reached out to get invoice for payment)
49								
50								
51								
52								
53								
54								
55			Total Professional Services	\$ 50.00	\$ -			
56								
57		100 162 573 20 43	Professional Development-Travel					
58			Conferences-Travel					
59								
60		100 162 573 20 49	Professional Development-Misc					
61		100 162-573-20-44-013	Admin Services	\$ 13,000.00		\$ 13,000.00		
62			Total Professional Development	\$ 13,050.00	\$ -	\$ 13,050.00		
63								
64		100 162 573 20 44	Advertising					
65			NPR- for contract year	\$ 1,920.00		\$ 1,920.00		
66								
67			Total Advertising	\$ 1,920.00	\$ -	\$ 1,920.00		
68								
69			Ellensburg Creative District					
70								
71		100-162-558-70-31-558-000	Ellensburg Creative District Supplies	\$ 9,500.00	\$ 496.27	\$ 9,003.73		Art Walk Maps and Posters
72								
73		100-162-558-70-35-558-000	Ellensburg Creative District-Small Tools/Eqpmt	\$ 500.00		\$ 500.00		
74								
75		100-162-558-70-41-558-000	Ellensburg Creative District-Prof. Services			\$ -		
76								
77		100-162-558-70-42-558-000	Ellensburg Creative District-Communication & Marketing			\$ -		
78								
79			Total Ellensburg Creative District	\$ 10,000.00	\$ 496.27	\$ 9,503.73		
80								
81			TOTAL EXPENDITURES	\$ 27,645.00	\$ 539.71	\$ 27,105.29		
82								
83			Grant Dispersement	2025 BUDGET	2025 ACTUALS	Balance		
84		100 162 573 20 40	2025 Art Grants					
85								
86		ECR	Gustfest	\$ 2,500.00		\$ 2,500.00		
87		Gallery One	Artist in Action in the Park	\$ 2,500.00		\$ 2,500.00		
88		PIE	Poetry in Ellensburg	\$ 2,500.00		\$ 2,500.00		
89		Valley Theatre Company	Rising Star Productions: Disney's Frozen Jr.	\$ 2,500.00		\$ 2,500.00		
90		EDA	Busker's in the Burg	\$ 2,500.00		\$ 2,500.00		
91		Ellensburg Dance Ensemble	A Charlie Brown Christmas	\$ 2,500.00		\$ 2,500.00		
92		Michael Gallagher	Tiny Stage Concert Series	\$ 1,000.00		\$ 1,000.00		
93		Robin Mayberry	Pyrocene-Visual Arts	\$ 1,000.00		\$ 1,000.00		
94		KCHM, Inc	Display of Historic Epherma in KCHM Collection	\$ 2,500.00		\$ 2,500.00		

	A	B	C	D	E	F	G	H
95		Make Music Ellensburg	Strum-Along	\$ 2,500.00		\$ 2,500.00		
96		Discovery Lab of Ellensburg	Strub Steppe Musical	\$ 2,500.00		\$ 2,500.00		
97								
98								
99								
100		Total Art Grants		\$ 24,500.00	\$ -	\$ 24,500.00		
101								
102		Capitol/Public Art		2025 BUDGET	2025 ACTUALS	Balance		
103		100 162 573 20 40	Capital/Public Art					
104			City Permanent Acquisition	\$ 2,500.00	\$ 500.00	\$ 2,000.00		1-27-25: Bus Shelter Call for Artist Pay Out: Jane Orleman
105								
106			Poet Laurate	\$ 2,500.00		\$ 2,500.00		
107								
108		Total Capitol/Public Art		\$ 5,000.00	\$ 500.00			
109								
110		Total Budget	\$50,000.00	\$ 57,145.00	\$ 1,039.71			
111								
112			UNITY PARK PAYMENTS:					
113			Art Aquisition Payments:	\$ 45,000.00	\$ 10,000.00	\$ 35,000.00		
114		Beginning Fund Balance						
115		\$58,353						
116		(as of Dec. 2024)						
117								
118								

Proposal for Shakespeare in the park in Ellensburg

Rice Majors, March 2025

Overview

Free outdoor productions of Shakespeare are very common and are an excellent way to bring the community together for cultural enrichment. The recent reimagining of Unity Park, with its well-designed amphitheatre, makes this the perfect year to launch an annual tradition of outdoor Shakespeare performances – while making the downtown corridor a destination for several weeknights during August.

We would operate under the name **Ellensburg Shakespeare Project** to produce *A Midsummer Night's Dream*, a comedy with parts for 12-20 actors.

As this will be a new event for Ellensburg, we will focus on streamlining things to increase our chances of success. The production would be very actor-driven, requiring less on the technical theatre side of things (sets, props, stage lighting) and allowing us to set up and take down everything for each performance.

Impact

There are many positive dimensions of an outdoor Shakespeare production.

Such a production would bring people downtown on evenings they might not otherwise go out. It would highlight the beautiful renovation of Unity Park. It would bring cultural enrichment to the audience – and for free, which would differentiate it from all other theatre offerings (and many other cultural offerings!) in Ellensburg.

It would provide enrichment to those who get involved in the production as well, as they would learn more about theatre, acting, and Shakespeare through the rehearsal process. Auditions would be open to everyone 14 years old and older, so it would also provide opportunities for intergenerational collaboration. There may also be community members who would choose to get involved in an outdoor Shakespeare production who aren't as interested in the existing opportunities Ellensburg has.

Co-sponsorship

We are seeking co-sponsorship from The Ellensburg Arts Commission which would help us in many ways:

- Hal Holmes Center will waive rental fees (for rehearsal space) for city-sponsored events

- The imprimatur of co-sponsorship may help us to reserve other spaces (for when Hal Holmes is unavailable) and/or obtain other forms of in-kind support (e.g., borrowing sound equipment from Ellensburg School District)
- Assistance promoting the performances through The Arts Commission's normal communications channels

Production details

We have suggested (to Parks & Recreation) that performances be at Unity Park on August 12, 13, and 15 at 7pm (concluding by 9pm).

Midsummer would be produced without stage lighting and with minimal props or sets. We would plan to use a single backdrop to create a backstage area for actors not in a particular scene. Most costumes can be actor-provided, with a few very specific items needing to be borrowed, purchased, or created. All materials for the production would be brought in and taken away again for each performance. Midsummer has no stage combat or other elements that would indicate any significant risk to the actors or audience.

We would hope to use amplified sound for the actors' voices, with the intention to borrow or rent wireless microphones from other organizations in town. We would have a few songs in the production, hopefully with an acoustic guitarist among the actors. We would hope to have a power source at Unity Park therefore.

We would set up a simple table (folding table or similar) for handing out programs and greeting (and gathering zip codes of) the audience. Programs might be printed on fans so the audience has a ready-made option to cool off.

The production would be directed by Rice Majors, with Shakespeare acting workshops (for the actors) led by David Connolly, and other production staff to be determined. Rice has experience with directing Shakespeare (most recently at The Masquers Playhouse, in Richmond, California), with outdoor Shakespeare productions, and with local theatre including Valley Theatre Company and Ellensburg High School's winter musical program.

Budget & financial organization

While we aren't asking for financial sponsorship, we are sharing the contours of our budget so you can have confidence in our chances of success.

Printing (programs, scripts)	\$150
Marketing	\$250
Sound	\$600
Costumes	\$250

Set	\$250
<u>Rehearsal space rental</u>	<u>\$500</u>
Total budget	\$2,000

We don't expect difficulties fundraising this amount (and we have identified some individuals who are willing to contribute start-up money to see this happen). For context, Valley Theatre Company gets about \$200-250 in ad sales per show, and often also gets \$1200-2000 in sponsorship (e.g., "9 to 5 is sponsored by KVH") per show.

Parks & Recreation have signalled that a certificate of insurance might not be necessary for this production. No royalties are needed for Shakespeare, whose works are entirely in the public domain. And we would operate with an all-volunteer team for 2025.

Based on the success of our 2025 production of Midsummer, we would plan either to form a not-for-profit organization or be included under the umbrella of an existing one. Productions in 2026 and beyond would probably have a somewhat larger budget as we work to raise our production values over time.



Celebrating community through the arts.

First Friday Art Walk Subcommittee

The **First Friday Art Walk Subcommittee** is dedicated to fostering a thriving, inclusive, and engaging arts scene in Ellensburg. This committee works to enhance the visibility, accessibility, and impact of the monthly Art Walk by supporting participating artists, galleries, and businesses. Through strategic planning, community partnerships, and promotional efforts, we aim to create a sustainable and vibrant art experience that benefits local creatives and the broader community.

Our key objectives include:

- **Engaging local businesses** to encourage sponsorships and participation in Art Walk events.
- **Promoting public awareness** through marketing strategies, including social media, print, and word-of-mouth outreach.
- **Enhancing visitor experience** by organizing interactive elements such as guided tours, artist talks, live painting, and performance art.

Subcommittee Chair Selection

The **First Friday Art Walk Subcommittee** will be chaired by **Erin Oostra**, bringing expertise in arts administration, curation, and marketing. Erin's leadership in the local arts community, combined with her role as a business owner and artist, will ensure a well-rounded approach to strengthening and expanding the Art Walk.

Preliminary Agenda & Scope of Work

The subcommittee's work will focus on the following key initiatives:

1. **Community & Business Engagement**
 - Strengthen relationships with local businesses to encourage participation.
 - Organize cross-promotional efforts with restaurants, wineries, breweries, and other local attractions.
 - Hand out maps and brochures so businesses can promote each other.
2. **Marketing & Publicity**
 - Develop a consistent branding strategy for the Art Walk. This was started last year with the art walk map design.
 - Work with local news outlets, blogs, and tourism boards to enhance media coverage.
 - Create and distribute print and digital promotional materials.
 - Improve signage, maps, and wayfinding tools for easier navigation.



Celebrating community through the arts.

3. Evaluation & Growth

- Develop feedback mechanisms for artists, venues, and attendees.
- Research successful Art Walk models in other cities to implement best practices.

By implementing these strategies, the First Friday Art Walk Subcommittee aims to create an immersive and memorable experience that supports artists, enhances community engagement, and solidifies Ellensburg's reputation as a vibrant arts hub



Celebrating community through the arts.

Funding & Advocacy Subcommittee City of Ellensburg Arts Commission

Subcommittee Description

The Funding & Advocacy Subcommittee of the City of Ellensburg Arts Commission is dedicated to securing financial support and strengthening advocacy efforts for the arts within the community. This subcommittee focuses on identifying and pursuing funding opportunities, including grants, sponsorships, and partnerships, to enhance arts programming and accessibility. Additionally, the subcommittee will work to promote the value of the arts in Ellensburg through public engagement, policy recommendations, and collaboration with local, regional, and state organizations.

Subcommittee Chair

(JERRY??) will serve as the chair of the subcommittee, leading efforts in strategic planning, outreach, and coordination with stakeholders to advance the mission of the subcommittee.

Preliminary Agenda & Scope of Work

The Funding & Advocacy Subcommittee will undertake the following activities:

1. **Grant Research & Writing** – Identify available grants for arts funding at the local, state, and federal levels and prepare applications to support arts initiatives in Ellensburg.
2. **Sponsorship & Fundraising Initiatives** – Develop strategies to engage local businesses, organizations, and individual donors in financially supporting arts programs.
3. **Public & Legislative Advocacy** – Advocate for policies and funding that support the arts, including participation in city and state arts policy discussions.
4. **Community Outreach & Engagement** – Organize events, campaigns, and public meetings to raise awareness of the importance of arts funding and cultivate community support.
5. **Collaboration & Partnerships** – Work with local arts organizations, educational institutions, and other city commissions to align funding priorities and maximize impact.
6. **Annual Funding Report** – Develop a report summarizing progress, funding secured, and advocacy achievements to be presented to the Arts Commission and City Council.

This subcommittee will meet regularly to discuss progress, evaluate opportunities, and refine its strategies to ensure long-term sustainability for the arts in Ellensburg.



Celebrating community through the arts.

CITY ARTS POLICY: 2025 REVIEW & UPDATE PLAN

1. Review/update policy by corresponding subcommittee:

- Focus Area 1: Public Art: Will be reviewed by: Jerry Dougherty, Jeff Snedeker, and Alex Eyre.
- Focus Area 2: Community Engagement: This section is a combination of Art Walk, Advocacy, and Awards & Distinction. Will be reviewed by: Marie Marchand, Jill Scheffer, Jerry Dougherty, Jeff Snedeker, and Erin Oostra.
- Focus Area 3: Arts Enrichment: Grants Funding: Marie, Marchand, Jerry Dougherty, and Jill Scheffer.
- Focus Area 4: Ellensburg Creative District: Staff will add Focus Area 4: Ellensburg Creative District. Once written, this will be reviewed by Brian Kooser, Jeff Snedeker, and Alex Eyre.

Staff will review/update entire document.

2. Next Steps:

- a) Chairs of subcommittees set up subcommittee meetings to review document/edits.
- b) Staff will review entire document and create a redline version for editing.
- c) Staff: Subcommittee edits will be compiled into the Master document by staff.

3. Proposed Timeline:

March-June:	Subcommittees and staff edit document(s) and get all edits to staff.
July:	Staff will compile all edits into one document for Commission review.
August-Sept.	Finalize all edits.
Oct.-Nov.	Recommend for Council review and approval.