

## **Cultural Affairs Commission Meeting**

### **April 4, 2022**

**Attendees:** M Cajigas, P. Dunn, A Guzhnay, L. Gold, A Norcott

**Absent:** H. Chávez, J. Hameen, R. Immer. B. Schaffer, F. Vignola

**Staff:** A. Jefferson, K. Futrell

4:35pm meeting called to order by P. Dunn

#### **I. Minutes**

P. Dunn called for a motion to approve. Minutes motion by L. Gold, seconded by A. Guzhnay

#### **II. Directors Report**

A. Jefferson updated membership on the department's programs and services.

**Unapologetically Radical Conference** over 1000 participants for virtual event. Tamika Mallory was the keynote speaker. The conference went very well and has received positive feedback. Anticipate 2023 will be in person event. Staff is examining the role cultural tourism could play in the 2023 planning.

**Creative Entrepreneur Decoded** (former Entrepreneur Decoded). Geared to artists/creatives who want to develop their practices into businesses. In 2021 close to 40 individuals participated in the program. At the end of the program training 10 individuals were selected to receive a \$1,000 grant to support business needs. This year the program is being rebranded to focus more on business marketing and branding and additional partnerships. Staff anticipates having 40 participants again this year. A voucher program will be offered to allow recipients to receive technical assistance, marketing, etc. from a consultant versus receiving a \$1,000 award.

#### **Creative Sector Relief Fund**

Began in 2020 in collaboration with the Arts Council of Greater New haven in direct response to the impact of COVID on local artists and creatives. To date the program has distributed 500 grants. The Arts Council serves as the lead administrator of the fund. The program has been reimagined to closer align with the city's Cultural Equity Plan and now support Greater New Haven black and brown creatives. All funding for the fund is raised via fundraising. Applications are accepted on a rolling deadline. 15 black and brown New Haven artists have received support through revised program.

#### **The Artist Shop**

Supported by ARP funding via a RFP for youth arts and entertainment training. The arts and entertainment academy led by The Breed Academy will train youth in all aspects of the music entertainment industry. Free 6 month accelerated artist development program. Music production, copywriting. Artists will put on a showcase at the end of the process. Workforce development and engagement

#### **Underpass Murals**

Three murals are being developed in New Haven underpass locations via funding from CT DOT and IKEA. Staff is working with NuSprial Collective, an artist collective responsible for the community outreach, artist selection and administrative process. The first mural will be at Whalley and Pond Lily

Avenues (under Route 15) is being painted by artists Jesse Wolf and Marsh. The artwork will be completed by May 31. Two additional murals are slated for the Fair Haven area this summer.

### **Cultural Equity Plan**

The plan has been released and many organizations and individuals are taking steps to implement some of its findings. Staff has consulted with Thabisa Rich to assist as a coordinator of the plan outreach, works and discussions. Currently five (5) different events are being developed to discuss and delve deeper into plan implementation.

### **COVID-19 Memorial**

developed by a group of Yale Architecture Students – Design Brigade.

### **Neighborhood Cultural Vitality Grant Program**

The grant program is currently being realigned to incorporate elements of the Cultural Equity Plan. Award scale modifications are possible. Hope to share outline of revisions in the upcoming weeks.

### **Event Sponsorships**

The department offers support to various events upon request.

### **Additional ARP funding (awaiting approval)**

A Jefferson shared a presentation detailing a request for an additional 3.5 million dollars for the Creative Ecosystem of Support. Programs include the Creative Sector Relief Fund, the Creative Workforce Pipeline and Creative Market Places and Cultural Districts. Creative Workforce Pipeline that would allow for 20 arts organizations to receive \$40k for temporary full or part time staff support for their organizations. Creative Market Places and Cultural Districts offering would allow for up to six grants of \$83k for strategically placed pop-up shops in neighborhoods/districts.

L. Gold advised the importance of defining success, qualifications of the applicants and long-term impact. Staff hopes to gain a temporary special fund position to assist with the management of the program. P. Dunn like the partnerships so hopefully when fund. The need for metrics and measures of success was noted by members. Additionally, L. Gold cautioned about training for jobs that do not yet exist.

ARPA – public art, organizational support,

### **Avelo Airlines – Cultural Tourism**

Opportunity to think about the authentic, organic programming that is happening in the city and how it could be marketed to some of their service states. CT has some of the best laws regarding the LGBTQ community. Puerto Ricans United (PRU) Festival brings participants from all over the region and beyond. Is possible to have marketing possibilities at the airport. Members discussed potential marketing opportunities particularly if Avelo has its own inflight magazine as it could be a method of marketing to special interest groups, etc.

M. Caijas expressed interest in obtaining an Avelo contact for community engagement and potentially invite to a future meeting. A. Jefferson will reach out to partners in Economic Development to obtain contact information.

## **III. Old Business**

P. Dunn recently met with a potential partner in fundraising for a public art maintenance fund.

It was noted that Monday, May 2 conflicts with Community Foundation of Greater New Haven annual meeting. New meeting date Tuesday, May 3.

P. Dunn called for motion to adjourn. L. Gold motioned. M Caijas seconded. Motion unanimously passed.

**IV. Public Comment**

none

**ADJOURNMENT**

Meeting adjourned at 5:44 pm

**NEXT MEETING MAY 3, 2022, due to a conflict with the Community Foundation for Greater New Haven Annual Meeting.**