

**Wake County Board of Commissioners  
Arts and Culture Committee  
September 28, 2016  
10 a.m.  
C-170 Wake County Justice Center**

**Commissioners Present:**

Betty Lou Ward, Chair  
Sig Hutchinson, Vice-Chair  
Matt Calabria  
James West

**Wake County Staff Present:**

Johnna Rogers, Deputy County Manager; Bill Greeves, CIO; Chris Dillon, Intergovernmental Relations Manager; Yvonne Gilyard, Deputy Clerk; Denise Foreman, Assistant to the County Manager; Denise Hogan, Clerk to the Board; Kerry McComber, Communications; Eric Staehle, Wake County Facilities and Construction; Andy Kuhn, Executive Assistant; Ken Murphy, Assistant County Attorney; and Matt Roylance, Community Services.

**Others Present:**

Eleanor Oakley, United Arts

**Meeting Called to Order**

Commissioner Ward called the meeting to order at 10 am.

Each attendee introduced themselves.

Ms. Johnna Rogers, Deputy County Manager, gave an update of Board Goals and Objectives.



She said the desired outcome of the meeting was to update the 2017 goals and to get feedback about other objectives that should be added.

She shared information about the Board Goals Committee Work.

- Approved by the Board November 2015
- 9 Goal Areas to track and monitor progress of the Board Goals
- Plan to update and revise goals annually
- 2016 updating process to begin through work in committees
- Desired outcome: update 2017 goals in order for departments to consider as they develop FY2018 budget requests

She shared the goals for the Committee

- Focus on outcomes – what are we trying to achieve?
- Review progress on goals
- Determine if goal / objective:
  - Has been achieved / “Done”?
  - If the goal still applicable?
  - Need to be continued / modified?
    - Revise goal wording?
    - Revise / add objectives?

Ms. Rogers shared an action plan for the meeting.

- Goal Core Team members review each goal
- Discuss in groupings as follows:
  - Arts: PAC 1.1 and PAC 1.2
  - Parks, Open Space: PAC 2.1, 2.2 and 2.3
- Discuss desired outcomes
  - How will we know if we’ve been successful?
- Update objectives and initiatives

## PEOPLE, ARTS AND CULTURE ACTION PLAN

*Goal: Apply an interdisciplinary approach to seek out and harness the strengths of our diverse community and develop policies that reflect positive values, enhance our cultural activities, support artistic expression, and improve the quality of life.*

<b>Outcome:</b> What is desired outcome? How will we know we've been successful? How can we measure success?		
OBJECTIVE	INITIATIVE	Complete/Modify/Delete/Replace
PAC1. Collaboratively work with public and private stakeholders to enhance, promote and appreciate Wake County's arts and culture.	PAC1.1. Through a coordinated process together with those creating arts and cultural programming, develop a unifying, countywide brand for the promotion of arts and culture through joint marketing, calendaring and other means.	
	PAC1.2. Foster collaboration with and within the arts and other cultural agencies to increase awareness of and increase opportunities for artistic and cultural activities.	
PAC2. Develop parks, recreation, open space and greenway opportunities for Wake County residents and visitors.	PAC2.1. Work with WCPSS to open school grounds and share recreational activities or public community access.	
	PAC2.2. Evaluate County-owned open space property for passive recreational activities or public access, while maintaining the intent and goals of the open space program.	
	PAC2.3. Partner with municipalities to expand the greenway systems.	

Page 1 of 1

She said the goal would is to determine what success looks like for the committee and setting the tone for future work. She said an outcome focus will help for achievement of initiatives.

She shared the People, Arts, and Culture Board Goal.

**Goal:** Apply an interdisciplinary approach to seek out and harness the strengths of our diverse community and develop policies that reflect positive values, enhance our cultural activities, support artistic expression, and improve quality of life.


Commissioner West asked the group if interdisciplinary aspects of the plan of the Raleigh Arts Commission are progressing.

Ms. Eleanor Oakley, United Arts Council, said that the relationship with the Raleigh Arts Commissioner is a partnership focused on three or four key areas. She said that there is a collegial attitude and that there is an on-going process with the Raleigh Arts Groups to provide opportunity.

Commissioner Ward said the Raleigh Arts Commission was the only program for years that it has had a sustained effort and that Wake County's partnership with Raleigh Arts is a great thing. She said there are more and more opportunities for partnership as the

county continues to grow. She says that art makes people happy and it contributes to the quality of life of citizens.

Mr. Bill Greeves, CIO, shared the objective definition and milestones.



**Objective PAC 1:** Collaboratively work with public and private stakeholders to enhance, promote and appreciate Wake County's arts and culture.

**PAC 1.1:** Through a coordinated process together with those creating arts and cultural programming, develop a unifying, countywide brand for the promotion of arts and culture through joint marketing, calendaring and other means.

- Established an Arts & Culture Board Committee
- The Commissioners continue to invest in Wake County's arts and culture assets by contributing \$1.16 million to partner agencies (an increase of nearly \$200,000 since FY 2014.)


Agency	Program/Service	Actual FY14	Actual FY15	Adopted 2016	Adopted 2017	4 Year Change
NC Symphony	Offers 10 free concerts and corresponding curriculum to 14,000 WC students	27,604	50,000	80,000	100,000	72,396
United Arts Council	Artists in schools program; yearlong arts projects in schools; arts programs in eastern WC; and minority arts programs	284,161	284,161	345,000	411,364	127,203
Marbles	Provides innovative hands on programs for children and families	650,000	650,000	650,000	650,000	--
<b>Subtotal – Arts &amp; Culture Agencies</b>		<b>961,765</b>	<b>984,161</b>	<b>1,075,000</b>	<b>1,161,364</b>	<b>199,599</b>

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Mr. Greeves said that over the last four years funding has been increased by \$200,000.

Ms. Rogers said that the chart only includes operating impacts, but in the budget there are county responsibilities that are being met with Marbles Kids Museum and other entities that contribute to the overall objective. Commissioner Hutchison agreed that efforts certainly meet the arts objective.

Mr. Greeves shared objective PAC 1.

 Objective PAC 1: Collaboratively work with public and private stakeholders to enhance, promote and appreciate Wake County's arts and culture.	
PAC 1.2: Foster collaboration with and within the arts and other cultural agencies to increase awareness of and increase opportunities for artistic and cultural activities.	<ul style="list-style-type: none"><li>• United Arts Council continues to be the lead agency to identify opportunities in this space</li></ul>

He said Wake County funds a portion of United Arts.

Ms. Oakley shared information on initiatives undertaken by the United Arts Council.

**United Arts Council of Raleigh & Wake County/County  
Commissioner Goals  
September 28, 2016**

Collaboratively work with public and private stakeholders to enhance, promote and appreciate Wake County's arts and culture.

Through a coordinated process together with those creating arts and cultural programming, develop a unifying, countywide brand for the promotion of arts and culture through joint marketing, calendaring and other means.

**The United Arts Council of Raleigh and Wake County works with the Greater Raleigh Convention & Visitors Bureau (CVB) on two initiatives, one being a jointly sponsored county-wide arts calendar that resides on the VisitRaleigh.org website. United Arts and the Office of Raleigh Arts annually split the cost of paying Classical**

Voice of North Carolina (CVNC) to share their Wake County arts calendar data with the CVB on a daily basis. CVNC is a grantee of both co-sponsors and has the most complete arts calendar data (theirs is a statewide arts calendar); United Arts and the City saw no reason to re-invent the wheel for a new arts calendar and recommended the shared data arrangement. Any Wake arts group entering their data into the CVNC calendar automatically has it shared to the CVB site.

United Arts helps publicize this calendar, as well as paying for upgrades that become necessary.

The second initiative is participation in the CVB's Cultural Presenters Forum, which meets at least quarterly and seeks joint projects that can lift all Wake presenters' boats. An example in 2015 was the *Wherefore: Shakespeare in Raleigh* branding of a collection of Shakespearean-related productions anchored by two at the NC Museum of History, including a reading of 38 plays in 5 days reading marathon, coordinated among area theatres. CVB used this as a marketing tool in their Greater Raleigh promotions. In October, the Forum is set to review another co-branding idea for 2017.

United Arts thinks with the arrival of more arts centers in Wake municipalities, the opportunities for this type of cross-county branding and promotion will increase.

Foster collaboration with and within the arts and other cultural agencies to increase awareness of and increase opportunities for artistic and cultural activities.

**29 arts and cultural organizations, plus three municipalities, are receiving programming grants from the United Arts Council of Raleigh and Wake County this fiscal year, with grants totaling \$193,900:**

African-American Cultural Festival  
Artspace  
Arts Together  
Burning Coal Theatre Company  
Cary Playwrights' Forum  
Cary Visual Art  
Chamber Music Raleigh  
Community Music School  
Concert Singers of Cary  
Contemporary Art Museum  
Diamante  
El Pueblo  
Holly Springs Arts Council  
Hum Sub

Indian Classical Music & Dance Society  
Kidznotes  
North Carolina Arts in Action  
NC Museum of History Associates  
North Carolina Theatre  
North Raleigh Arts and Creative Theatre  
Performance Edge  
Philharmonic Association  
Raleigh Boychoir  
Raleigh Little Theatre  
Raleigh Symphony Orchestra  
Theatre Raleigh  
The Justice Theatre Project  
Towne Players of Garner  
Visual Art Exchange

**Town of Apex**  
**Town of Knightdale**  
**Town of Wake Forest**

**Ten schools also received arts project grants totaling \$40,630:**

Brassfield Elementary  
Bugg Elementary  
Dillard Drive Elementary  
Durant Road Elementary  
Garner High  
Hunter Elementary  
Joyner Elementary  
North Forest Pines Elementary  
Wendell Elementary  
Zebulon Elementary

**Additionally, United Arts is spending \$114,833 this year on 343 Artists in Schools events in 126 schools. United Arts will spend another \$12,000 on bluegrass bands in schools this September and October, and \$30,000 more on Artists in Schools events for Wake schools with high rates of low-income students, bringing the total number of schools reached by these artists close to 150.**

**United Arts is in its second year of co-sponsoring the Arts Learning Community for Universal Access, a joint project with the Office of Raleigh Arts. The Learning Community consists of arts organizations that collaborate to advocate for and improve access to the arts for people with disabilities.**

**This collective, funded in part by the City of Raleigh Arts Commission and United Arts, kicked off its program in August 2015 with the Leadership Exchange in Arts and Disability Conference hosted by the John F. Kennedy Center in Washington, D.C. The group also attended the 2016 conference.**

Collective (which meets monthly) members:

Arts Access- Betsy Ludwig

Arts Together- Carly Jones

Artspace- Megan Sullivan

Cary Visual Art- Catherine Howard

CAM Raleigh- Gab Smith

International Focus- Ella Fang

NC Arts Council- Emily Catherine Meador

NCSU Gregg Museum- Hilary Kinlaw

NCSU Theatre- Mia Self

North Carolina Museum of Natural Sciences, Liani Yirka

PineCone- Courtney Worthen, Jamie Katz Court

Sertoma Art Center- Julia Meder

Visual Art Exchange - Brandon Cordrey

Collective Coordinators: Sarah Corrin, Office of Raleigh Arts and Ragen Carlile, United Arts Council

**One goal this year is to present the Triangle's first interactive arts and information event focused on accessible cultural opportunities:**

**WE ARE HERE! Accessible Cultural Opportunities in the Triangle  
Sunday, October 16, 2016, 1:00 - 4:00 pm  
Five Points Center for Active Adults, 2000 Noble Road, Raleigh NC  
27608**

**Meet more than 20 arts organizations focused on including people with disabilities in their programming. American Sign Language translation and audio description services will be available; other assistance may be arranged by request.**

**On September 16, United Arts launched one of its two newest initiatives: the Wheels on the Bus fund. With County funding (and help from two corporate partners, Bank of America and Duke Energy), we announced that the 42 Title 1 elementary schools in Wake are eligible to apply for funds to move one entire grade level of their choice to any of 20 potential arts and cultural facilities. As of today, 18 of the 42 have applied. The deadline is mid-December**



**for the applications. The field trips themselves may occur through May 2017.**

**Our other new program was launched 10 days ago: an Artist-to-Business Directory, listing offerings for companies from ten artists on topics ranging from bonding through conflict, wellness, conflict resolution, finding your voice, better communication skills, etc.**

**To view the directory, go to our website, [unitedarts.org](http://unitedarts.org), then click on the Resources tab at top right of page. Select Artist-to-Business directory from the list, use `uacsupporter` as the password. During this pilot year, we are offering this list to our boards and funders.**

**United Arts offers other arts ed programs, particularly teacher training and training opportunities for the arts community, but what I've described above is the most significant part of how our work relates to the Commissioners' goals.**

There was discussion about the joint effort for creation of an art based events calendar for all of Wake County. Ms. Oakley said all agencies are invited to add events and that there is a desire to create a unified calendar but there are logistical roadblocks. Commissioner Calabria asked what barriers exist to all of the municipalities participating. Ms. Oakley said she was unsure, but that many of the communities are still developing their arts based initiatives and identity and that as they become more developed there will be greater participation. Commissioner Calabria said that encouraging mayors and municipal leaders to use the calendar seems like a good idea for all parties. Mr. Chris Dillon, Intergovernmental Relations Manager, asked if the roadblock was a question over territory or programming knowledge. Ms. Oakley said programming knowledge is the roadblock but as organizations grow there will be increased participation.

Commissioner West asked if there could be an inventory of artists and groups throughout the county to better identify opportunities for involvement. He said Mr. Otis Allen could be a contact for Ms. Oakley to help begin that inventory.

Commissioner West left the meeting at 10:39 a.m.

Ms. Foreman said that cultural promotion opportunities also exist for all county owned operated facilities (e.g. Marbles, OakView, BlueJay Point).

Commissioner Hutchinson asked what steps are being taken to reach out to those schools who have not responded. Ms. Oakley said there is an effort to reach out to all schools who were contacted for arts programming and that there is hope to get as many schools as possible to participate. She said that at least 32 to 34 schools are participating this year.

Commissioner Ward asked what roadblocks exist for those schools yet to participate. Ms. Oakley said there are many factors per school and that United Arts will follow up with schools that have not participated and fill gaps as necessary.

Ms. Oakley said there are numerous programs that are also offered through United Arts and community partners and that all efforts mentioned have direct application to the goals set forth by the board.

Commissioner Ward thanked Ms. Oakley for her work and said that United Arts is a great community partner.

Ms. Rogers shared a review of PAC 1.

- Focus on outcomes – what are we trying to achieve?
  - What will success look like?
  - Can we measure it?
- What objectives and initiatives will help us achieve the desired outcomes?
- Determine if objective/initiative:
  - Has been Achieved / “Done”?
  - Is still applicable?
  - Needs to be continued / modified?
    - Is a new objective/initiative needed?

Commissioner Hutchinson said he would like to see agencies work to assist the artists themselves. He said he feels the County doesn’t do enough to empower the true artists of the community. He said that fostering artistic expression empowers individuals and that this goal should be encouraged. He added that there is not enough physical evidence of what a great artistic community Wake County has. He said that commissioning a mural in cooperation with the City of Raleigh and other partners is in development.

There was discussion of how to remove barriers within communities, to encourage mural creation, and how there can be incentives created to encourage mural creation throughout the county.

Commissioner Hutchinson posed two specific ideas:

1. How can we create more murals that highlight our creative community?
2. Is there interest in doing a mural festival that highlights the artists themselves

Commissioner Ward suggested a sales tax or another funding mechanism be used to develop a capital project that is art focused. Ms. Rogers said there are already efforts being furthered to incorporate art into county funded projects. She said the goal is to present information on that development at the November work session. Commissioner

Hutchinson suggested that the project be completed during Commissioner Ward's tenure.

Commissioner Calabria said it is important to include the municipalities in this endeavor. He said that the county serving as incentive provider for all municipalities could be helpful. He said that artists in residence programs have been successful in Indianapolis and that this is something that could be incorporated into the community.

There was a discussion of Artist in Residence programs already at work in Wake County through the schools. Ms. Oakley said that the program in North Carolina during the 1960's and 1970's was a model for the rest of the nation. She said that the community colleges received many residents and the mission of improving and increasing arts programs in the county was highly successful. She said the failure to continue the program has been an issue within the arts community but that there is an effort to restart the program within Wake County with Piedmont Regional partners sharing the artist through various events. Commissioner Calabria said this is a project many partners would enjoy and that the idea is worth further development.

Commissioner Hutchinson asked Ms. Oakley if there are immediate needs for United Arts that can be addressed. Ms. Oakley said the arts funding increases are largely going to schools and not the non-profits or cultural groups who are also in need. She said that empowering arts programming in municipalities is a focus area moving forward. She also said there is a need for funding for an artist's education program and that parameters and funding structures need articulation.

Mr. Dillon asked if there is a way to encourage municipalities to invest in arts programs in order to receive grants. There was discussion about how to encourage municipalities to participate moving forward. Ms. Foreman said identifying other avenues that create initiatives and assist in development of strategies to encourage individual artists will be needed.

Ms. Rogers said active engagement and empowering this committee is a goal moving forward. Ms. Oakley said community partners need to be heard and that Work Sessions are an effective way to activate the committee.

Commissioner Ward said it would be ideal if there was a county staffer dedicated to the arts and working with staff from United Arts to assist those artists in the schools.

Commissioner Ward asked if there was ever discussion of adding a staff liaison to support the arts. Ms. Rogers said empowering United Arts would be in the best interest of all parties until there could be more research performed.


Ms. Foreman recapped by saying the goals from the discussion included refining objectives 1.1 and 1.2 and include a third to include individual artists empowerment.

Commissioner Calabria asked if it would improve engagement if all artist activities were collected on a shared community board. There was discussion about the VisitRaleigh calendar and its inclusion of municipalities and their events. Ms. Oakley said the visitor bureau (CVB) works hard to include municipalities and that barriers to all municipalities inputting events onto the calendar are being addressed.

There was discussion about inclusion of other municipalities in the event calendar and how citizens access that calendar.

Commissioner Hutchinson said working with municipalities should be a focus moving forward.

Mr. Chris Dillon shared objective PAC 2.1

 Objective PAC 2: Develop parks, recreation. Open space and greenway opportunities for Wake County residents and visitors.	
PAC 2.1: Work with WCPSS to open school grounds and share recreational resources for broader community access.	<ul style="list-style-type: none"><li>• Wake County and WCPSS continue to discuss joint use of school grounds</li><li>• BOC approved \$226,000 for construction of park amenities at the future Bryan Road Elementary School site on July 18, 2016</li></ul>

There was discussion about the percentage of facilities that are joint use.

He shared objective PAC 2.2



Objective PAC 2: Develop parks, recreation. Open space and greenway opportunities for Wake County residents and visitors.

PAC 2.2: Evaluate County-owned open space property for passive recreational activities or public access, while maintaining the intent and goals of the open space program.

- Approved funding to build Phase I of Turnipseed Nature Preserve on July 18, 2016
- Acquired multiple open space properties in 2016 that are contiguous to Robertson Millpond Preserve and Turnipseed Nature Preserve to allow future expansion
- Applied for PARTF grant funding for Phase II construction at Robertson Millpond Preserve and Turnipseed Nature Preserve

There was discussion about the interlocal agreement and planning work at Proctor 2 Nature Preserve.

Mr. Dillon presented objective PAC 2.3



Objective PAC 2: Develop parks, recreation. Open space and greenway opportunities for Wake County residents and visitors.

PAC 2.3: Partner with municipalities to expand the greenway systems.

- Approved greenway partnership agreements with Apex, Wake Forest, and Cary. Partnership agreement with Rolesville is pending.
- Draft Greenway System Plan complete. Includes over 270 miles of proposed greenways throughout the county to create a regional greenway network.

Ms. Rogers shared information on focus of the committee and asked about outcomes to focus on moving forward.

- Focus on outcomes – what are we trying to achieve?
    - What will success look like?
    - Can we measure it?
  - What objectives and initiatives will help us achieve the desired outcomes?
  - Determine if objective/initiative:
    - Has been Achieved / “Done”?
    - Is still applicable?
    - Needs to be continued / modified?
      - Is a new objective/initiative needed?
  - Are there other desired outcomes related to this Board Goal that we’re missing?
    - Focus on outcomes – what are we trying to achieve?
- What will success look like?
- Can we measure it?
- What objectives and initiatives will help us achieve the desired outcomes?

Commissioner Ward said that it is important to ensure the school system agrees on efforts moving forward and maintaining communication with principals to ensure efforts continue will be needed.

Commissioner Hutchinson said that the Wake County Parks Master Plan will be released and that there should be an effort to look at park plans and expansions. Mr. Eric Staehle, Facilities, Design, and Construction, said that there is some overlap between the goals of this committee and the Growth and Sustainability Committee goals. Ms. Rogers said parks and greenways are more related to quality of life and participatory activities. Ms. Foreman said staff should examine objectives and movement of specific objectives to different objectives in different committees.

There was discussion about goals that exist in both initiatives and which objectives should remain in multiple categories.

Commissioner Hutchinson exited the meeting at 11:20 a.m.

Ms. Rogers said she and Ms. Foreman will re-draft some of the objectives that were addressed and will resubmit them for consideration by the committee.

Commissioner Ward said empowering United Arts moving forward should be a primary objective.

## **Adjourn**

Commissioner Ward concluded the meeting at 11:52 a.m.

Respectfully submitted,

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Andy Kuhn  
Executive Assistant to the Board of Commissioners