

AGENDA

CITY OF BOTHELL
BOTHELL ARTS COMMISSION
January 9, 2020 - 6:00 pm
City Hall, 18415 - 101st Ave NE
Conference Room 101

CALL TO ORDER

ROLL CALL

APPROVAL OF AGENDA IN ORDER AND CONTENT

PUBLIC COMMENTS

Attachment A

SPECIAL PRESENTATION

BUSINESS ITEMS

1. Consideration of December 12, 2019 Meeting Minutes
Attachment B
2. Council adoption of the Cultural Plan
Attachment C
3. Implementation of Phases 3 and 4 of the Cultural Plan
Attachment D

COMMENTS FROM COUNCIL LIAISON

REPORTS FROM STAFF

REPORTS OF COMMISSION MEMBERS

1. General Comments and Reports
2. Setting Future Meeting Agendas

ADJOURNMENT

Attachment A

Visitor Comments Protocol

Each person has three minutes to speak unless additional time is requested and approved by the Chair. Comments from the public occur during this time only and at no other time during the remainder of the meeting. The commission may engage in conversation with visitors during this time; however, citizen complaints, concerns, or questions will be encouraged to refer the matter to staff, or asked that the matter be placed on a future arts commission meeting with the appropriate background information provided.

Attachment B

Bothell Arts Commission December 12, 2019 Minutes

Call to order

The meeting was called to order at 6:00 pm.

Present: Kelly Atkinson, Chair; Roy Wilkinson, Vice Chair; Katrina Sather; Liz Byrne; Ann Lewis; Mike Doane

Council Liaison: Tom Agnew

Staff: DeNae McGee; Kellye Mazzoli

Approval of Agenda

Wilkinson moved to approve the January agenda; Byrne seconded; Motion passed unanimously.

Public Comments

There were no audience members present.

Special Presentation

There were no special presentations.

Business Items

1. Wilkinson moved to accept the December minutes; Lewis seconded; Motion passed unanimously.

Comments from Council Liaison

Councilmember Agnew had no updates, but did respond to a question regarding the election of a new major which occurs in January by a vote of the council.

Reports from Staff

1. Staff presented the completed Cultural Plan. Staff asked BAC to review the plan in December and return in January to officially encourage Council to adopt the plan. The likelihood of Council adopting the Cultural Plan is higher if BAC recommends that they adopt it. This plan will be the strategy that guides BAC moving ahead. The plan reads:
How will we ensure that arts and cultural positively impacts quality of life and economic vitality in the city of Bothell?
We will address our contradictions and advance our community's direction by:
 - Publicly demonstrating the importance of art;
 - Nurturing and promoting our artist community;

- Regularly engaging and responding to our community;
 - Developing a sustainable arts infrastructure
2. Staff announced that the deadline for the 2020 4Culture Creative Consultancy grant proposal is January 31. If awarded, the proposal will provide the funds needed to hire Consultant Una McAlinden again to guide us in Phases 3 and 4 of the Cultural Plan. Staff will be following up at January's meeting with an Agenda Bill (AB) outlining the recommended timeline for both phases.

Reports of Commission Members

1. General Comments and Reports
 - a. Creative Consultancy – No updates
 - b. Gallery Committee – No updates
 - c. Bothell Film – No updates until Phase 3 of the Cultural Plan is in progress
2. No items were recommended to be added to December's agenda.

Adjournment

Wilkinson moved to adjourn; Byrne seconded. Motion passed unanimously.
The meeting adjourned at 7:27 pm.



Report to the Arts Commission

To: Bothell Arts Commission (BAC)
Date: January 9, 2020
From: DeNae McGee, Tourism Manager
Subject: Recommending that Council adopt BAC's Cultural Plan.

ISSUE: Should BAC recommend to Council that they adopt the Cultural Plan so it can be incorporated into the city's program of work across all affected departments.

CONSIDERATION: A Council adopted Cultural Plan will provide a roadmap for Council as they set goals, budgets, and ongoing arts/cultural programming for the Bothell community.

BACKGROUND: BAC was created by Council in April, 2017 to act as advisors to City Council in the areas of public art and arts/cultural programming. The City Manager provided 30% staff assistance toward this endeavor. A 1% for Public Art program was established in 2009 to hire artists to incorporate art into city owned public structures and locations such as buildings and parks. Funds from the 1% for Public Art program cannot be used for programmatic spending. General fund dollars for other arts programming was not provided in 2017 or 2018, aside from 30% staff time. In 2018, Council dedicated \$21,080 from the city's general fund for 2019 programmatic spending, and \$22,200 for 2020. Since BAC is a newly formed entity, BAC determined that a Cultural Plan, where input from the Bothell community occurs, is imperative for future strategic planning and ongoing funding both from the city's general fund and outside granting entities such as 4Culture.

A total of four community stakeholder meetings took place throughout the summer and fall of 2019 where, on average, 20 community participants at each of those meetings weighed in on their vision and priorities for arts/cultural in Bothell. From there, anywhere from 20 to 30 people making up the Art Leadership Team met on three occasions to synthesis the community visions into the development of four strategic directions.

DISCUSSION: Now that the Cultural Plan is complete, it is time to present the findings to City Council, other city managed boards/committees, city staff, and Bothell residents. With this plan in place, BAC and staff will be better prepared to collaborate and plan strategically and, perhaps most importantly, economically, in other areas of city management such as planning, parks development and parks activities, volunteerism, and communication.

RECOMMENDED MOTION: Recommend to Council that they adopt the Cultural Plan.

ATTACHMENTS:

1. Completed Cultural Plan with vision, framework, contradictions, and strategic direction.
2. Community Stakeholder Visions and Art Leadership Team synthesis of those visions.



How will we ensure that arts & culture positively impact quality of life and economic vitality in City of Bothell?

Community Vision:
By 2029, as a result of arts & culture...

Bothell residents are inspired to regularly engage in creative endeavors

Bothell has a diverse artist community; living, working & thriving throughout the city

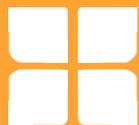
Bothell is a community where people want to live because of the creative & engaging quality of life

Bothell communities are connected with each other

Bothell is known regionally as a premier artistic/cultural destination

Bothell blends arts & business as an economic driver to attract business

Bothell has a strong identity reflecting its history, diversity & inclusivity



Process designed & facilitated by
Una McAlinden
November 2019

Practical Framework: Three years from now, we see in place:

Central & integrated platform for arts & cultural communication & marketing-SD #1/3

A supportive & effective regulatory environment for process, policies, personnel-SD#2/3

Increased, visible public art in key locations throughout the city-Strategic Direction #4

Dynamic annual art/cultural event that attracts tourist-SD #4

New, creative locally focused programming & events-SD #3/4

Enhanced visibility of the arts in existing community events-SD #1/4

A city-led artist recognition program-SD #2/4

An established network of local artists and innovators-SD #2

Expanded multi-strand revenue streams for the arts-SD #3

Underutilized spaces providing a venue for the arts-SD #2/3

Underlying Contradictions: Patterns that Impede our vision:

Conflicting perceptions of the value of arts leads to fragmented support-SD #1/4

Undefined ownership & responsibilities to drive the implementation plan-SD #3

Our perception that the pace of government inhibits progress-SDirection #1/2/3

Limited awareness & disjointed communications curtail participation-SD #1

Incomplete understanding of what community wants limits ability to attract them#1

Our inability to be creative about funding options is hampering development of new programs-Strategic Direction #3

Insufficient affordable space discourages /prevents establishment of an artist community-Strategic Direction #2

Concerns about liability exposure limits innovative programs & opportunities-SD#2/3

Competing priorities are causing limited capacity & resources-SD#3

Strategic Directions:

We will address our contradictions & advance our community's vision by:

1. Publicly Demonstrating the Importance of Art

2. Nurturing & Promoting our Artist Community

3. Regularly Engaging & Responding to our Community

4. Developing a Sustainable Arts Infrastructure

Attachment 2

BOTHELL Community Vision | By 2029, as a result of arts & culture...

... Bothell residents are inspired to regularly engage in creative endeavors	... Bothell has a diverse artist community: living, working & thriving throughout the city	... Bothell is a community where people want to live because of the creative & engaging quality of life	... Bothell communities are connected with each other	... Bothell is known regionally as a premier artistic/cultural destination	... Bothell blends arts & business as an economic driver to attract business	... Bothell has a strong identity reflecting its history, diversity, & inclusivity
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Across the four community sessions, this is demonstrated by participants' enthusiasm for:

<ul style="list-style-type: none"> ➤ Arts/culture education programs ➤ Artistic recognition & support ➤ Diverse & inclusive practices ➤ Opportunities/spaces to create close to home 	<ul style="list-style-type: none"> ➤ Affordable housing & work spaces ➤ Attending events & buying artist work ➤ Funding opportunities for emerging & established artists 	<ul style="list-style-type: none"> ➤ Offering art in unexpected places throughout the community ➤ Activating space in creative ways to bring people together ➤ Providing a variety of seasonal arts & cultural events ➤ Creating beautiful public spaces 	<ul style="list-style-type: none"> ➤ Flexible indoor/outdoor community celebration space ➤ Places for artists & musicians to perform ➤ More gathering spaces for arts & culture ➤ Workshops & classes 	<ul style="list-style-type: none"> ➤ Festivals & annual events ➤ Spontaneous pop-up events ➤ Multi-disciplinary, diverse events ➤ Arts district (structure) 	<ul style="list-style-type: none"> ➤ New, diverse small businesses ➤ Creative corporate partnerships ➤ Programs to engage businesses in beautification of storefronts ➤ Local musicians in restaurants 	<ul style="list-style-type: none"> ➤ Celebrating the diversity of the community through public art & events ➤ Holding & providing grants for arts & cultural events in neighborhoods ➤ Honoring our native & cultural history ➤ Visual display of public art
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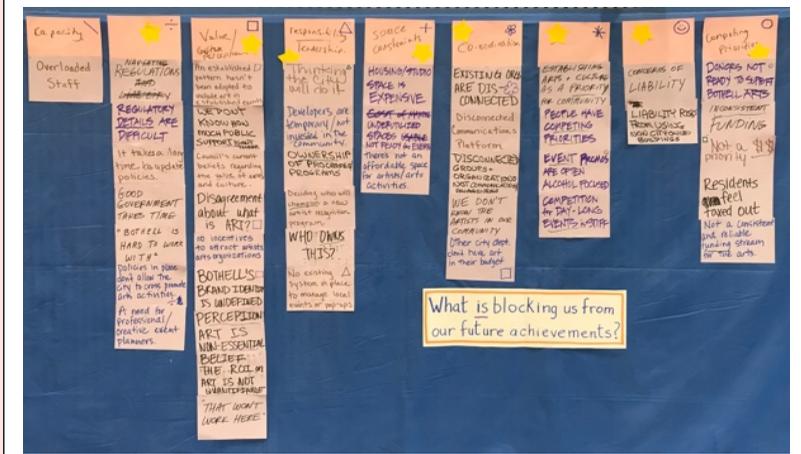
BOTHELL Practical Framework | Three years from now, as a result of our actions, we see in place:

Central & integrated platform for arts & cultural communication & marketing	A supportive & effective regulatory environment for process, policies, and personnel	Increased, visible public art in key locations throughout the city	Dynamic annual art/cultural event that attracts tourists	New, creative locally focused programming & events	Enhanced visibility of the arts in existing community events	A city-led artist recognition program	An established network of local artists and innovators	Expanded multi-strand revenue streams for the arts	Underutilized spaces providing a venue for the arts
<ul style="list-style-type: none"> -- City of Bothell online arts/culture calendar updated regularly -- Integrated marketing communication of Bothell arts -- Identify and inventory current Bothell art offerings -- Update City of Bothell brand/website -- Weekly "fresh sheet" arts activities 	<ul style="list-style-type: none"> -- Improved permit process to encourage community ownership of events -- Streamlining special event permit process -- Create/update criteria for adopting public art -- A dedicated fulltime staff person for Arts Commission -- Affordable artist housing/work spaces is written into comp plan -- BAC, econ dev, planning staff working together to engage businesses with arts/parks activities -- Racial/social justice impact statement/commitment for City of Bothell (& arts/culture plan) 	<ul style="list-style-type: none"> -- Temporary art installations throughout city -- Gateway art/improved landscaping that is inviting -- Art & interpretive signs along trails & streets -- Contemporary public art balances out historical art -- Display case for 3D art in city hall 	<ul style="list-style-type: none"> -- Annual around-the-world festival sharing cultural foods, music, sports, traditions -- Arts events that can leverage tourism \$\$ into overnight stays -- Dynamic annual festival featuring art/food/music to promote Bothell tourism -- Collaboration w/ tourism on marketing targeting visitors (50 miles) -- Annual arts/culture festival at Bothell Landing -- Cultural film festival 	<ul style="list-style-type: none"> -- Pop-up art on trails & in neighborhoods, passed by Arts Commission -- Quarterly pop-ups scheduled -- Local artwork displayed in Bothell's top 10 employers -- Regular art walks supported by UWB, CC, and Chamber -- Mobile arts program in community -- Monthly art walk main street -- New multi-gen programming in arts -- City-wide weekly coordinated arts & business Saturday in Bothell -- Annual local Art in the Park event -- Create a community art project 	<ul style="list-style-type: none"> -- Bothell parade featuring artists -- Block parties supported by city and/or businesses 	<ul style="list-style-type: none"> -- Mayor's Awards to recognize artistic excellence & achievement -- Annual juried art show 	<ul style="list-style-type: none"> -- Creative change-makers gatherings/networking events -- Arts Council, supportive group 	<ul style="list-style-type: none"> -- Public arts & programming for private built public spaces -- Establish 1% for Art for private development -- Grants for local artists & cultural programs 	<ul style="list-style-type: none"> -- Activating unused space for arts activities -- Inventory of potential space for community gathering -- ID performance venues already existing within Bothell -- Quarterly events held in identified spaces -- Arts education programs in underused public buildings (like N. Creek Schoolhouse)



BOTHELL Underlying Contradictions | The blocks that will prevent us achieving our goals are:

Conflicting perceptions of the value of arts leads to fragmented support	Undefined ownership and responsibilities to drive the implementation plan	Our perception that the pace of government inhibits progress	Limited awareness & disjointed communications curtail participation	Our incomplete understanding of what community wants limits our ability to attract them	Our inability to be creative about funding options is hampering development of new programs	Insufficient affordable space discourages /prevents establishment of an artist community	Concerns about liability exposure limits innovative programs & opportunities	Competing priorities is causing limited capacity & resources
<ul style="list-style-type: none"> -- An established pattern hasn't been adopted to include art in established events -- We don't know how much public support is out there -- Council's current beliefs regarding the value of arts & culture -- Disagreement about what is art? -- No incentives to attract artists, arts organizations -- Bothell's brand identity is undefined -- Perception art is non-essential -- Belief the ROI on art is not quantifiable -- "That won't work here" 	<ul style="list-style-type: none"> -- Thinking the city will do it -- Developers are temporary/not invested in the community -- Ownership of programs & processes -- Deciding who will champion a new artist recognition program -- Who owns this? -- No existing system in place to manage local events or pop-ups 	<ul style="list-style-type: none"> -- Navigating regulations -- Regulatory details are difficult -- It takes a long time to update policies -- Good government takes time -- "Bothell is hard to work with" -- Policies in place don't allow the city to cross promote arts activities -- A need for professional/creative event planner 	<ul style="list-style-type: none"> -- Existing orgs are disconnected -- Disconnected communications platform -- Disconnected groups & organizations, not communicating/awareness -- We don't know the artists in our community -- Other city departments don't have art in their budget 	<ul style="list-style-type: none"> -- Establishing arts & culture as a priority for community -- People have competing priorities -- Event promos are often alcohol focused -- Competition for day-long events is stiff 	<ul style="list-style-type: none"> -- Donors not ready to support Bothell arts -- Inconsistent funding -- Not a \$\$ priority -- Residents feel taxed out -- Not a consistent and reliable funding stream for the arts 	<ul style="list-style-type: none"> -- Housing /studio space is expensive -- Underutilized spaces not ready for events -- There's not an affordable space for artists/arts activities 	<ul style="list-style-type: none"> -- Concerns of liability -- Liability risks from using non-city owned buildings 	<ul style="list-style-type: none"> -- Overloaded staff



Bothell Cultural Plan STRATEGIC DIRECTIONS

What **creative innovative actions** can we take to advance our vision and overcome our blocks?



UPGRADE WEBSITE CONTENT + SEO (A)

A. Inform the community about the arts.
 Create central web presence
 Gather stories about the impact of arts from community
 PUBLISH WEEKLY 'BOTHELL BEAT' NEWS/BLITZ/OPEN EVENTS
 DESIGN CENTRAL WEBSITE FOR ARTS EVENTS - INCLUDE ARTIST SPOTLIGHTS
 CREATE AND MARKET A CONSISTENT BRAND IDENTITY
 CREATE A CENTRALIZED WEBSITE FOR ARTS INFO. CALENDAR

B. regularly engage key community leaders.
 Put ARTS strategies especially affordable space, on DESAC's agenda
 COLLABORATE WITH CHAMBERS OF COMMERCE TO DO ART TO PUBLIC EVENTS (STREET MURALS)
 EDUCATE COUNCIL AND CHAMBER ABOUT THE VALUE OF ARTS IN THE COMMUNITY
 Present Monthly arts updates to City Council

I. listen to our Community
 Survey Comm. to determine wants/needs
 Hold face-to-face community meetings with BAC for community input
 Use Bothell website to gather community input.

REGULARLY ENGAGING AND RESPONDING TO OUR COMMUNITY 1

H. Provide assistance
 Educate the process to ensure safe community gatherings
 Create an Arts Incubator Program
 Develop Arts District/studios in unused buildings (business parks)
 Provide Checklist for liability considerations
 Build policies for pop ups
 IMPLEMENT ARTS SPECIFIC PERMIT - fast-track
 Buy an old building to renovate for ARTS studios
 RENOVATE USED BLDG TO BE SUITABLE FOR ARTISTS

E. create an arts network.
 Create a formalized arts networking group
 Create Independent Artist Alliance
 Create Arts Council to connect artists/community
 Partner with other cities to unify arts programs efforts/resources
 Visit existing Art Commissions for guidance.

2
NURTURING AND PROMOTING OUR ARTIST COMMUNITY

D. identify arts assets
 MAP OUT WHERE ART IS IN THE CITY AND IDENTIFY ASSETS
 Develop an arts roadmap for walking/driving tours.
 Create internal audit of available spaces ripe for activation
 Spaces ripe for activation
 Create a roster of city/private owned property for artists' use.
 Identify spaces for opportunities to house artists + their workspaces.

PURCHASE AND POPULATE A CRM
 Build directory of local artists, galleries, etc.
 Identify 3-6 pop-up locations in community + build art spaces

G. grow arts funding
 IMPLEMENT 1% ART FEE IN PRIVATE DEVELOPMENT
 IMPLEMENT A \$1 fee ARTS VOUCHER PROGRAM
 Create an arts incentive program to show Bothell needs to work w/orgs, artists
 Include ART + cultural programs as option for public space in lieu fees
 SUBMIT GRANTS FOR FUNDING

C. increase staff/possement capacity
 HIRE MORE CITY STAFF
 Hire full-time staff for ownership of arts/kultra
 Divide tasks among volunteers and staff.
 WRITE JOB DESCRIPTION FOR A VOLUNTEER ARTS COORDINATOR
 ADOPT ARTS SPECIFIC DEPARTMENTAL PRIORITIES IN CITY
 LEVERAGE EXISTING ARTS RESOURCES TO IMPLEMENT ARTS INITIATIVE

3
DEVELOPING A SUSTAINABLE ARTS INFRASTRUCTURE

F. increase public art visibility
 BUILD AN ARTISTIC ENTRANCE TO THE CITY
 Create "ART" PUBLIC ARTS AT EACH SIDE OF TOWN (BOSTON @ 537)
 Show art quickly "Get 'em talking (mural, sky writing, art, rain art)"
 Establish Bothell brand identity

4
PUBLICLY DEMONSTRATING THE IMPORTANCE OF ART

Bothell Arts Leadership Team: How the realization of our Community's Vision for Arts & Culture will advance or align with the Councils goals:

By 2025, because of arts & culture: City Council Goals for 2019-2020...	... Bothell residents are inspired to regularly engage in creative endeavors	... Bothell has a diverse artist community: living, working & thriving throughout the city	... Bothell is a community where people want to live because of the creative & engaging quality of life	... Bothell communities are connected with each other	... Bothell is known regionally as a premier artistic/cultural destination	... Bothell blends arts & business as an economic driver to attract business	... Bothell has a strong identity reflecting its history, diversity, & inclusivity
Fiscal Responsibility & Stability							
City-wide Technology Strategy							
Community Health for Those in Need							
Public Safety Strategy							
Economic Development							
Affordable Housing Strategy							
Community Connections							
Parks/Recreation/ Open Space Partnerships							
City-wide Teambuilding, Training & Org Dev							
Environmental Stewardship & Sustainability							

Bothell Arts Leadership Team: How the realization of our Community's Vision for Arts & Culture will advance or align with the Council's goals:



Trends that will Impact our Work

What do we need to pay attention to as we begin our cultural planning?

ON THE HORIZON	EMERGING	ESTABLISHED	DISAPPEARING
<p><i>Which new ideas are way out on the horizon at the edge of acceptance? What are some radical ideas we need to take a closer look at?</i></p> <ul style="list-style-type: none"> • Tuition-free college * • Corporate colleges # • Drones for food deliver • Self-driving cars/alternative transportation # • Alternative agriculture/farming* • Conversion of parking garages if they become obsolete • VR/AR virtual reality & augmented reality • Electric scooters-alternative • Altering climate/global warming * • Universal healthcare * • Genetic engineering # • Mass transit * 	<p><i>Which trends & practices are picking up momentum & gaining popularity? What are some ideas whose time has come?</i></p> <ul style="list-style-type: none"> • Moving away from single family zoning # • Electric vehicles * • Driverless cars • Infrastructure for communications/transportation • Impacts of climate change • “sustainability” fiscal, environmental • Voice recognition • Walkable neighborhoods* • How we learn anything (YouTube etc) • Healthcare reform, health of community • “instant” delivery of good & services • Communications: fast changing platforms, digital/AI/social media • Pop-ups * • Experiences over things * 	<p><i>What are “tried & true” practices that are not currently questioned? Which trends are mainstream and standard operating procedure?</i></p> <ul style="list-style-type: none"> • Self-service * • Lots of transportation options * • Online shopping * • Earbuds • Working from home/remotely * • Social media # • Streaming services: movies, music • Mobile telecommunication * • Education options * • 24/7 connectivity • Changing/diverse population * • Gift cards 	<p><i>Which trends or practices have fallen out of favor or are no longer viable? Which trend have become outdated or irrelevant in today’s lifestyles?</i></p> <ul style="list-style-type: none"> • Face-to-face interactions * # • Fax machine * • Career at one company • Low gas prices • Mail (USPS) * # • Local retail • Traditional TV • Taxi service • Brick & mortar stores # • Payphones * • Newspapers # • Townhall meetings * # • Affordable housing # • Manufacturing jobs # • Economy (current) <div data-bbox="1545 1256 1976 1474" style="border: 1px solid black; padding: 5px;"> <p>Key GREEN/* = welcome/pleasing RED/# = resisting/grieving BLUE * # = both responses BOLD = more than 1 card on topic</p> </div>

Understanding Trends that will Impact our Work

What do we need to pay attention to as we begin our cultural planning?

Trends we can leverage for the benefit of our community	Trends that point to issues we need to address	Implications for our unique or particular context
<ul style="list-style-type: none"> ➤ <i>Social media</i> ➤ <i>Walkable neighborhoods</i> ➤ <i>Changing/diverse demographics</i> ➤ <i>Experiences over things</i> ➤ <i>Pop-ups</i> ➤ <i>Online shopping</i> ➤ <i>Working from home</i> ➤ <i>Mass transit</i> ➤ <i>Self-service</i> ➤ <i>How we learn anything</i> ➤ <i>Face-to-face interactions</i> ➤ <i>Small town feel</i> 	<ul style="list-style-type: none"> ➤ <i>People so caught up in social media that we can't reach/connect</i> ➤ <i>Online all the time/binge-watching</i> ➤ <i>Streamlining and movies at home</i> ➤ <i>Infrastructure – without it, traffic gets worse</i> ➤ <i>Corporate colleges: narrow career focus, away from liberal arts</i> ➤ <i>Instant gratification – leads to devalue craftsmanship & handmade goods</i> ➤ <i>Resistance to diversification, how it changes what we're used to</i> ➤ <i>Not learning about newcomers to our community</i> ➤ <i>Potential for pending recession, impact on arts</i> ➤ <i>Resistance to new taxation</i> 	<ul style="list-style-type: none"> ➤ <i>Opportunity for community learning liberal arts</i> ➤ <i>Implications/impact on our city's budget</i> ➤ <i>Opportunities for more collaboration/partnerships</i> ➤ <i>Arts brings people together</i> ➤ <i>Support walkable neighborhoods</i> ➤ <i>Connectivity between arts/parks/comp plan</i> ➤ <i>Social media gives opportunity to connect with people</i> ➤ <i>Commuters have a chance to see our city in a new way</i> ➤ <i>Central location between Woodinville/Kenmore</i> ➤ <i>Downtown redevelopment provides economic development leverage point</i> ➤ <i>Festivals/live music brings people together</i> ➤ <i>Changing demographic: more diverse arts/events/history</i> ➤ <i>Crows!</i> ➤ <i>Opportunity to diversify funding streams</i> ➤ <i>Partnerships & collaboration essential!</i>

Trends that will Impact our Work

What do we need to pay attention to as we begin our cultural planning?

What do we need to **HEED** or keep in mind as we begin our Strategic Planning?

HORIZON What is out on the horizon, not yet making waves?	GREEN BIKES & SCOOTERS	EMERGING What is emerging, a swell that's starting to be felt?	ESTABLISHED What is established, a wave at the peak of fullness?	DISAPPEARING What is disappearing, a wave washing back out to sea?			
tuition free College - Corporate colleges 😊	VR/AR virtual reality/ Augmented reality	Moving away from single family zoning 😞	walkable neighborhoods 😊	Self-service 😊	mobile telecommunication 😊	fax machine 😊	brick and mortar 😞
drones for food delivery	electric scooters - alternative	Electric vehicles 😊	How we learn "anything" YouTube etc.	Lots of transportation options 😊	Education options 😊	Career at one company	Pay phones 😊
Self driving Cars / alt transportation 😞	altering Climate/global warming 😊	Driverless cars	Health care reform - health of community	Online shopping 😊	24/7 connectivity	LOW GAS PRICES	NEWSPAPERS 😞
alternative agriculture/farming 😊	universal healthcare 😊	Infrastructure - for GUMS + transpo.	"instant" Delivery of goods and services	Earbuds	Changing/diverse population 😊	MAIL 😊	TOWN HALL MEETINGS 😞
conversion of parking garages if they become obsolete	genetic engineering 😞	impacts of climate change	communication - fast changing platforms - digital/A.I./social media	Work from home/remote 😊	Gift cards	LOCAL RETAIL	AFFORDABLE HOUSING 😞
SELF-DRIVING VEHICLES	MASS TRANSIT 😊	"Sustainability" - Fiscal - environmental	Pop-Ups 😊	Social media 😞	Streaming music/movies	TRADITIONAL TV	MANUFACTURING JOBS 😞
		VOICE RECOGNITION	Experiences over things 😊	STREAMING SERVICES	SOCIAL MEDIA 😞	TAXI SERVICE	Economy (current)

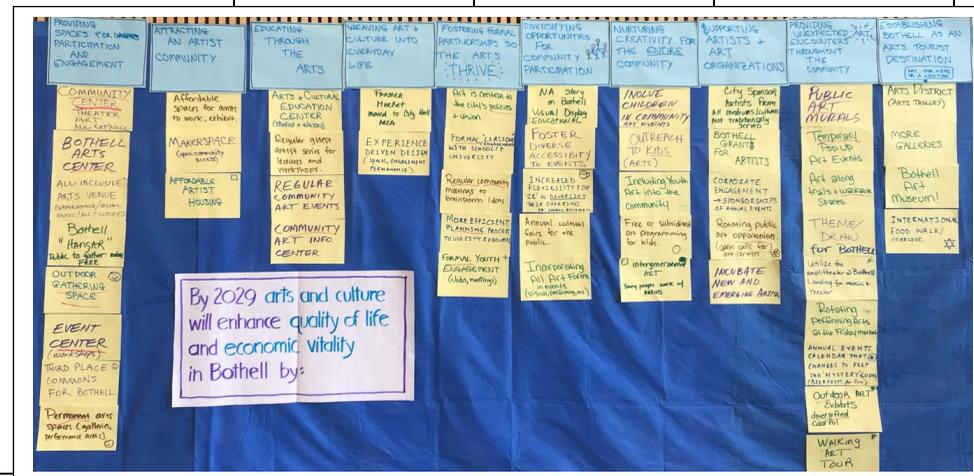
By 2029, arts & culture will enhance quality of life & economic vitality in Bothell by:

A-1	A-2	A-3	A-4	A-5	A-6	A-7	A-8	A-9	A-10	A-11	A-12	A-13
Providing space for art	Fostering an affordable artist's community	Instilling a culture of sustainability	Bringing community together	Showcasing Bothell through signature events	Inspiring creativity across generations	Promoting distinct neighborhood identities	Exploring & discovering art	Making art open & accessible to everyone	Blending arts & business as an economic driver	Creating & nurturing partnerships	Honoring our natural & cultural history	Activating space
<ul style="list-style-type: none"> -- Art/culture center -- Performing arts center -- More robust Northshore Performing Arts Center program 	<ul style="list-style-type: none"> -- Affordable artist live/work spaces -- Artists living & working in Bothell -- More Art Galleries for profit/artists collectives (First Fridays) -- Affordable & safe environment 	<ul style="list-style-type: none"> -- "Green" and clean -- Multi-day clean festivals 	<ul style="list-style-type: none"> -- Central gathering space for community events -- Community center (classes, programs, activities) 	<ul style="list-style-type: none"> -- Art, music, film festivals -- Activities that bring people back -- Garden tour with annual award -- Multiple art special events in the city -- Volunteer led programming -- Arts /Music festival -- Annual multi-disciplinary festivals 	<ul style="list-style-type: none"> -- Formal arts mentorship program -- Semi-annual children's art festival -- Inter-generational art/ music/ culture programs -- Imagination space for children -- Art exposure & education for children 	<ul style="list-style-type: none"> -- Extend arts into all of Bothell -- Hold mini events in neighborhoods -- Arts & cultural grants for neighborhoods 	<ul style="list-style-type: none"> -- Expansive definition of the arts -- Nature as art -- Spaces for new technology & art -- Connect places with history & art 	<ul style="list-style-type: none"> -- Accessibility: easy maneuverability -- Walkable urban clustering -- Art walk -- Sculpture garden -- Resident artist free classes -- Outdoor sculpture & murals -- Art decorating utility boxes -- Economic, physical & cultural access 	<ul style="list-style-type: none"> -- Brewery tasting rooms -- Farmer's market, central & accessible -- Economic vitality: art + business + revenue -- Historic home commercial district -- Coming together places -- Jazz "alleys" -- Program to engage biz in beautification of store fronts 	<ul style="list-style-type: none"> -- Regular dialogue & goal-setting with schools & senior center -- Integrate art in all events 	<ul style="list-style-type: none"> -- Restore & engage native American presence -- Bothell natural & historic museum -- Native land acknowledgement throughout city & events 	<ul style="list-style-type: none"> -- Outdoor public musical instruments -- Adult sized swings -- Chess/ checker boards -- Free recreational programming



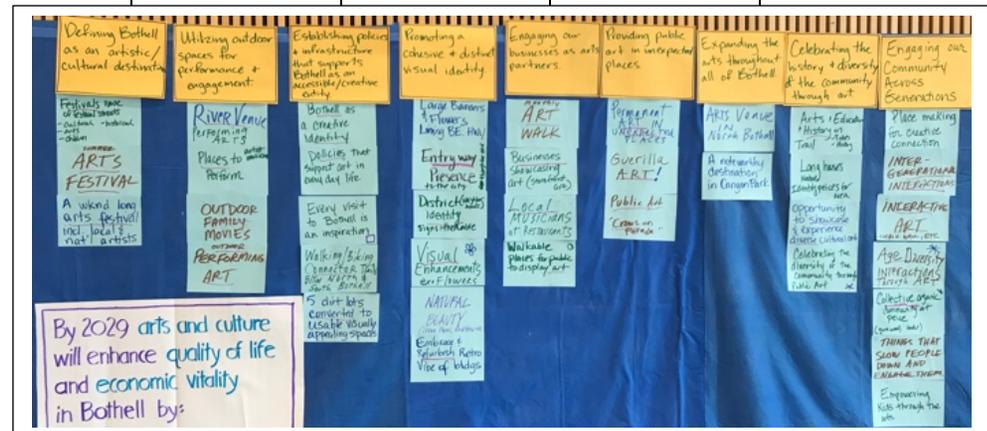
By 2029, arts & culture will enhance quality of life & economic vitality in Bothell by:

B-1	B-2	B-3	B-4	B-5	B-6	B-7	B-8	B-9	B-10
<p>Providing spaces for participation and engagement</p> <ul style="list-style-type: none"> -- Community center – theater, art, marketplace -- Bothell Arts Center -- All-inclusive arts venue: performance/visual, Music/all cultures -- Bothell “hangar” public to gather indoor free -- Outdoor gathering space -- Event center (workshops) -- Third Place Commons for Bothell -- Permanent arts spaces (galleries, performance areas) 	<p>Attracting an Artist Community</p> <ul style="list-style-type: none"> -- Affordable spaces for artists to work, exhibit -- Makerspace (open community access) -- Affordable artist housing 	<p>Educating through the Arts</p> <ul style="list-style-type: none"> -- Arts & Cultural education center (studios & classes) -- Regular guest artists series for lectures and workshops -- Regular community arts events -- Community art info center 	<p>Weaving arts & culture into everyday life</p> <ul style="list-style-type: none"> -- Farmer market moved to City Hall area -- Experience driven design (spaces, engagement, permanence) 	<p>Fostering formal partnerships so the arts thrive</p> <ul style="list-style-type: none"> -- Art is central to the city’s policies & vision -- Formal “liaisons” /engagement with schools & university -- Regular community meetings to brainstorm ideas -- More efficient planning process to use city resources -- Formal youth engagement (clubs, meetings) 	<p>Diversifying Opportunities for Community Participation</p> <ul style="list-style-type: none"> -- Native American story in Bothell, visual display educational -- Foster diverse accessibility to events -- Increased flexibility for small business to diversify their offerings -- Annual cultural fairs for the public -- Incorporating all art forms in events (visual, performing etc) 	<p>Nurturing the Creativity of the Entire Community</p> <ul style="list-style-type: none"> -- Involve children in community art events -- Outreach to kids (arts) -- Including youth art into the community -- Free or subsidized art program for kids -- Intergenerational art, young people work with artists 	<p>Supporting Artists & Arts Organizations</p> <ul style="list-style-type: none"> -- City sponsor artists from all mediums/cultures not traditionally served -- Bothell grant\$ for artists -- Corporate engagement -> sponsorship of annual events -- Rotating public art opportunities (open call for art/artists) -- Incubate new & emerging artists 	<p>Providing Unexpected Arts Encounters throughout the Community</p> <ul style="list-style-type: none"> -- Public art murals -- Temporary pop up art events -- Art along the trails & walkable spaces -- Theme/draw for Bothell -- Utilize the amphitheater @ Bothell Landing for music & theater -- Rotating performing arts at the Friday market -- Annual events calendar that changes to keep the “mystery” going (beer fest for ex) -- Outdoor art exhibits, diversified, colorful -- Walking art tour 	<p>Establishing Bothell as an Arts Tourism Destination</p> <ul style="list-style-type: none"> -- Arts District (arts trolley) -- More galleries -- Bothell Art Museum -- International food walk/corridor



By 2029, arts & culture will enhance quality of life & economic vitality in Bothell by:

C-1	C-2	C-3	C-4	C-5	C-6	C-7	C-8	C-9
<p>Defining Bothell as an artistic/cultural destination</p>	<p>Utilizing outdoor spaces for performance & engagement</p>	<p>Establishing policies & infrastructure that supports Bothell as an accessible/creative entity</p>	<p>Promoting a cohesive & distinct visual identity</p>	<p>Engaging our businesses as arts partners</p>	<p>Providing public art in unexpected places</p>	<p>Expanding the arts throughout all of Bothell</p>	<p>Celebrating the history & diversity of the community through art</p>	<p>Engaging our community across generations</p>
<ul style="list-style-type: none"> -- Festivals & use of festival streets (cultural, historical, arts, children) -- Summer arts festival -- A weekend long arts festival including local & national artists 	<ul style="list-style-type: none"> -- River Venue performing arts -- Places to perform – artists, musicians -- Outdoor family movies -- Outdoor performing art 	<ul style="list-style-type: none"> -- Bothell as a creative identity -- Policies that support art in everyday life -- Every visit to Bothell is an inspiration -- Walking/biking connector trails between north & south Bothell -- 5 dirt lots converted to usable visually appealing spaces 	<ul style="list-style-type: none"> -- Large banners & flowers lining B/E Hwy -- Entryway presence to the city -- District identity (signs & theme-able) -- Visual enhancements ex. flowers -- Natural beauty (crow tours, bridges etc) -- Embrace & refurbish retro vibe of buildings 	<ul style="list-style-type: none"> -- Monthly art walk -- Businesses showcasing art (storefront art) -- Local musicians at restaurants -- Walkable places for public to display art 	<ul style="list-style-type: none"> -- Permanent art in unexpected places -- Guerilla Art! -- Public art “Crows on parade” 	<ul style="list-style-type: none"> -- Arts venue in north Bothell -- A noteworthy destination in Canyon Park 	<ul style="list-style-type: none"> -- Arts, education, history on trail (tribes, history) -- Longhouses native identity pieces for area -- Opportunity to showcase & experience diverse cultural art -- Celebrating the diversity of the community through public art 	<ul style="list-style-type: none"> -- Placemaking for creative connection -- Intergenerational interactions -- Interactive art (chalk wall etc) -- Age diversity interactions through art -- Collective organic community art piece (gum wall, locks) -- Things that slow people down & engage them -- Empowering kids through the arts



By 2029, arts & culture will enhance quality of life & economic vitality in Bothell by:

D-1	D-2	D-3	D-4	D-5	D-6	D-7	D-8	D-9
<p>Creating dedicated space for regular arts activities</p> <ul style="list-style-type: none"> -- Flourishing visual art center -- Central performing arts center -- Provide regular opportunities to showcase performing arts -- Regular workshops for the public -- More gathering spaces for art & culture -- Flexible indoor/outdoor community celebration space 	<p>Attracting small & diverse businesses</p> <ul style="list-style-type: none"> -- Attracting small & diverse businesses -- Encourage the recruitment of unique & diverse shops -- Downtown parking garage w' housing & retail -- Use art to help alleviate our parking problems 	<p>Leveraging community partnerships & resources to maximize opportunities</p> <ul style="list-style-type: none"> -- Partnership between the city, business, UWB & artists -- UWB/CC/city Arts/culture communication, coordination -- Artist residencies @ UW & CC -- Invest in arts education across the community -- Multiple avenues to consistently access cultural arts opportunities -- Arts & culture partnerships w' UW & Cascadia -- Regular TV & social media shows featuring local artists 	<p>Enhancing the beauty of public spaces</p> <ul style="list-style-type: none"> -- A variety of public art -- Flowers/landscape beauty attraction -- Invest in beautification of public spaces -- Invest in art & landscaping/preserving natural spaces -- Incorporate color, height & art (high) at main intersection (522) 	<p>Offering a variety of seasonal cultural events</p> <ul style="list-style-type: none"> -- Nibble at Northshore, dining & art -- Create a city plaza for Arts Days -- Public art treasure hunt, self-guided -- Food/art centric festival 	<p>Preserving & honoring the history of Bothell</p> <ul style="list-style-type: none"> -- Incorporate Bothell history in sculptures etc. along trail -- Historical focus in fabric of the city -- Names of buildings, parks etc. reflect historical reference -- Install on "Wayne", hiking, art, education, history -- Historical markers naming people & places 	<p>Ensuring accessibility for all</p> <ul style="list-style-type: none"> -- Financial support for free community programming -- Free cultural events -- Expand use of amphitheater to include schools -- Block party – free Keep that parade -- Large corporate HQs are sponsoring concerts, markets, events 	<p>Establishing a reputation as a destination city</p> <ul style="list-style-type: none"> -- Pop ups – music, markets etc. -- Bothell market, art & agriculture -- Destination "troll" that says this is Bothell -- Bothell as a weekend destination of coordinated events 	<p>Celebrating Inclusivity & Diversity</p> <ul style="list-style-type: none"> -- A place for graffiti art -- Arts/culture reflects the demographics of Bothell today/future -- Spaces that encourage gatherings of all ages -- A place where everyone feels welcome -- Arts & culture across all ages -- Affordable housing for all





Report to the Arts Commission

To: Bothell Arts Commission (BAC)
Date: January 9, 2020
From: DeNae McGee, Tourism Manager
Subject: Implementation of Phases 3 and 4 of Cultural Plan

ISSUE: Should BAC implement Phases 3 and 4 of the Cultural Plan in a timely manner by contracting with consultant, Una McAlinden, prior to notification from 4Culture of grant award funding.

CONSIDERATION: Use BAC's 2020 general fund dollars, \$22,200, to begin Phase 3 in February rather than waiting until an announcement of funding from 4Culture occurs in April, 2020.

BACKGROUND: 4Culture's newly created Creative Consultancy program awards grant funding to King County based Local Arts Agencies such as BAC. BAC was awarded \$15,000 to hire certified consultant, Una McAlinden, to lead BAC and the Bothell community in the development of a Cultural Plan. The Cultural Plan is the foundation for future BAC programming. The plan was completed in November, 2019, and in the fall of 2019, BAC submitted a request to 4Culture for funding to work with Una again in 2020 to complete Phases 3 and 4 of the plan. Phase 3 is a one-day session where an Implementation Plan will be created. Phase 4 occurs approximately six months after implementation begins and is an assessment and acknowledgement of goals achieved. Staff will request \$11,000 from 4Culture's Creative Consultancy grant program for Phases 3 and 4.

DISCUSSION: As was the case in 2019, if BAC waits for notification of funding from 4Culture in April, Phase 3 will not occur until the fall, 2020. This will delay implementation for almost a year. Also, the Parks Department is a vital partner for implementation and their busiest time of the year is the spring and summer. Conducting the Implementation planning meeting with Una in February will allow for implementation of programming to begin sooner than later and also allows for parks staff participation.

RECOMMENDED MOTION: Staff recommends BAC vote to enter into a contract with Una McAlinden so Phases 3 and 4 begins in February, 2020.

ATTACHMENTS:

- None at this time