



Meeting Minutes

City Council

City Hall
601 4th Avenue E
Olympia, WA 98501

Information: 360.753.8244

Tuesday, July 17, 2018

5:30 PM

Council Chambers

Study Session

1. ROLL CALL

Present: 7 - Mayor Cheryl Selby, Mayor Pro Tem Nathaniel Jones, Councilmember Jessica Bateman, Councilmember Jim Cooper, Councilmember Clark Gilman, Councilmember Lisa Parshley and Councilmember Renata Rollins

2. BUSINESS ITEM

2.A [18-0688](#) ArCH Profile Study - Review of Recommendations

Assistant City Manager Jay Burney introduced the presenters who will be discussing the ArCH recommendations. Mr. Burney thanked staff, the Arts Commission, Heritage Committee, ArCH Resource Committee and others who contributed to the report.

Mr. Burney noted in early 2017, the City Council appropriated \$50,000 from year-end funds to conduct a review of Arts, Cultures and Heritage (ArCH) in Olympia. The specific objectives of the study were to: refresh and expand Olympia's efforts to deliver creative and effective public programs and support for ArCH, and to reach participants and supporters of ArCH who are increasingly sophisticated, mobile and diverse; ensure ArCH contributes to the City's Comprehensive Plan, Historic Preservation Plan, Downtown Strategy and Parks, Arts & Recreation Plan; grow and enrich participation of community groups, artists, historians and others in Olympia's arts, cultures, and heritage profile; establish a broader nationwide reputation for Olympia's arts, cultures, and heritage; provide analysis, clarify options and explore mechanisms for strengthening the City's commitment to ArCH.

Mr. Burney shared the goals and policies of the Comprehensive Plan and Downtown Strategy which affirm the value of arts, cultures, and heritage in the community. He noted currently the City has a total of 2.23 staff dedicated to arts, cultures, and heritage work. The City also has two Council advisory committees helping to guide ArCH-related initiatives and policy in the Arts Commission and Heritage Commission.

As of 2014, Olympia was home to 97 self-described arts, creative, and cultural organizations and businesses. Olympia has more than 400 arts-related businesses that employ 1,013 people. The City also has 771 designated historic properties, seven archaeological sites and six tribes with an interest in Olympia.

Mr. Burney shared core themes that emerged from conversations with the Resource Committee and Resource Group.

Contractor from the Athena Group, Kendra Dahlen discussed the evaluation of the ArCH programming and practices in 19 communities to see best and promising practices, structure of the programs within those cities, funding roles, businesses, government and supporting foundations. The evaluations helped develop keys of success and contribute greatly to the recommendations in the report.

Mr. Burney shared the report recommendations:

1. Create a new ArCH structure within City government.
2. Demonstrate synergy between ArCH through branding, programming, and services.
3. Leverage the City's commitment to ArCH through strategic partnerships throughout the community.
4. Make Olympia a regional center for ArCH.
5. Expand and improve available space for ArCH.
6. Grow local resources to support ArCH.
7. Develop metrics to measure performance and track ArCH in, of, and for our community.

Thurston Economic Development Council Director Michael Cade shared regionally there are 400 ArCH related businesses that employ approximately 100,000 people. He noted an extensive economic analysis based on the Creative Vitality Index was completed as part of this study. Mr. Cade described the economic benefits of ArCH investment range from expanded visitor potential, expanded access to funding opportunities through partnerships, increased attractiveness for private investment, and increased utilization of existing resources.

Local historian Shanna Stevenson discussed the importance of heritage and a connection to Olympia's past. She noted there is not currently a museum for Olympia history.

Former Washington State Arts Commission Executive Director Kris Trucker discussed community benefits of arts and history. She shared an interactive tool that gives data and best practices in arts and cultures in communities.

Mr. Burney shared next steps which includes referrals to the Finance Committee and General Government Committee and for the City to apply for Creative District Designation through ArtsWA.

Councilmembers asked clarifying questions.

Councilmembers agreed to bring forward a resolution to begin the application process for an Arts District designation.

The study session was completed.

3. ADJOURNMENT

The meeting adjourned at 6:32 p.m.