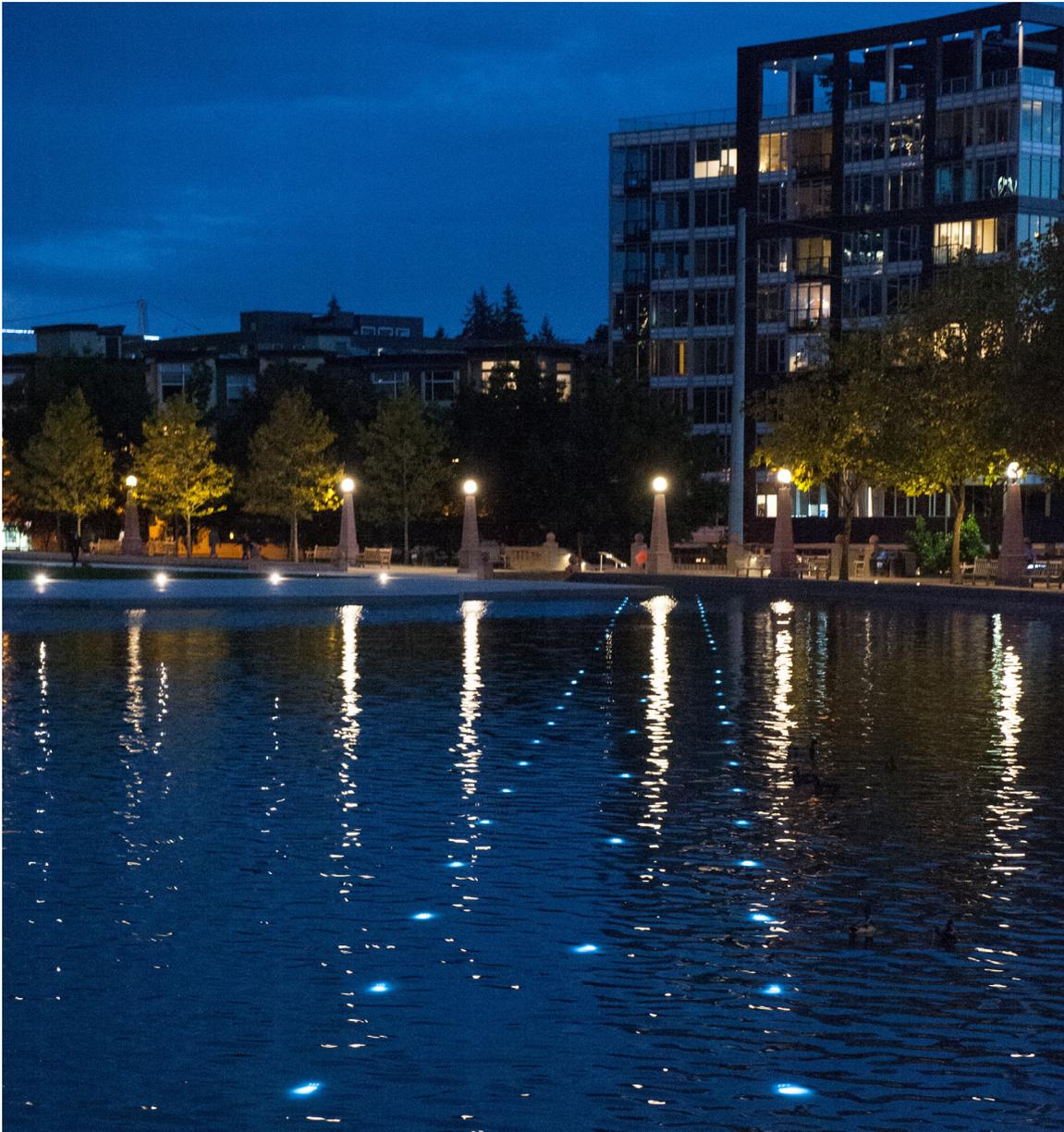


City of Bellevue  
**ARTS**  
program

**BELLEVUE ARTS COMMISSION**



Artist Iole Alessandrini created Underwater for this year's Bellwether.

COMMUNITY DEVELOPMENT DEPARTMENT

**November 6, 2018**  
**REGULAR MEETING**



“The arts are an important expression of how people think of and experience the city and each other. Bellevue seeks to foster a strong arts and cultural community chiefly supported through a wide range of artists, art and cultural institutions, and arts groups offering a variety experiences to an engaged audience.”

*-City of Bellevue, Comprehensive Plan, Urban Design & the Arts Element*

Department of Planning and  
Community Development

# Agenda

# Agenda

Tuesday, November 6, 2018  
Meeting: 4:30 p.m.  
Bellevue City Hall, 1E-109

Bellevue Arts Commission  
Commission Staff Contact: 425.452.4105

- 
1. **CALL TO ORDER** 4:30  
Chair Manfredi will call the meeting to order.
  2. **APPROVAL OF AGENDA AND MINUTES** 4:30 – 4:35
    - A. Chair Manfredi will ask for approval of the agenda.
    - B. Chair Manfredi will ask for approval of the September 2018 regular meeting minutes.
  3. **ORAL COMMUNICATIONS** 4:35 – 4:40  
Chair Manfredi will entertain oral communications limited to three minutes per person or five minutes if representing the official position of a recognized community organization for other than main agenda items and public hearing subject. A maximum of three people are permitted to speak to each side of any one topic.
  4. **ACTION ITEMS AND DISCUSSION ITEMS**
    - A. Power Up Program Update 4:40 – 5:10
    - B. Bellwether Program Update 5:10 – 5:40
    - C. Project 42 5:40 – 5:50
  5. **COMMISSION QUICK BUSINESS** 5:50 – 5:55
  6. **REPORTS** 5:55 – 6:00
    - A. Commissioners' Committee and Lead Reports
    - B. Project Updates from Staff
  7. **CORRESPONDENCE, INFORMATION** 6:00– 6:05
    - A. Written correspondence (if any)
    - B. Information
      - i. Committees
  8. **ADJOURNMENT** 6:05  
Chair Manfredi will adjourn the meeting.

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Bellevue Arts Commission meetings are wheelchair accessible. Captioning, American Sign Language (ASL), or language interpreters are available upon request. Please phone at least 48 hours in advance 425-452-6168 (VOICE) for ADA accommodations. If you are deaf or hard of hearing, dial 711 (TR). Assisted listening devices are available upon request. Please contact the Arts Program at least two days in advance [jheim@bellevuewa.gov](mailto:jheim@bellevuewa.gov) ▪ 425-452-4105 (Voice) ▪ Please dial 711 for assistance for the hearing impaired.

**ARTS COMMISSION MEMBERS**

Paul Manfredi, Chair  
Philip Malkin, Vice Chair  
Ashmita Gulati  
Trudi Jackson  
Maria Lau Hui  
Rebecca Lewis  
Carl Wolfteich

**COUNCIL LIAISON**

John Stokes

**STAFF CONTACTS**

Joshua Heim, Arts Program Manager, 425-452-4105  
Scott MacDonald, Arts Program Coordinator, 425-452-4852

Department of Planning and  
Community Development

# Minutes

BELLEVUE ARTS COMMISSION  
REGULAR MEETING  
MINUTES

September 4, 2018  
4:30 p.m.

Bellevue City Hall  
Room 1E -109

COMMISSIONERS PRESENT: Commissioners Jackson, Lau Hui, Lewis, Malkin  
COMMISSIONERS ABSENT: Chairperson Manfredi, Commissioners Gulati, Wolfteich  
STAFF PRESENT: Joshua Heim, Manette Stamm, Department of Planning  
and Community Development  
OTHERS PRESENT: Paul Marioni, artist; Kurt Kiefer, Sound Transit  
RECORDING SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 4:45 p.m. by Commissioner Malkin who presided. All Commissioners were present with the exception of Chairperson Manfredi and Commissioners Gulati and Wolfteich, all of whom were excused.

2. APPROVAL OF AGENDA AND MINUTES

A. Approval of Agenda

**Motion to approve the agenda was made by Commissioner Lewis. The motion was seconded was by Commissioner Jackson and the motion carried unanimously.**

B. Approval of Minutes

**Motion to approve the July 10, 2018, minutes as submitted was made by Commissioner Lewis. The motion was seconded was by Commissioner Lau Hui and the motion carried unanimously.**

3. ORAL COMMUNICATIONS

Ms. Devon Powell and Ms. Brittan Drake introduced themselves as being with Meydenbauer Center Theater. Mr. Drake noted that Ms. Powell is the booking manager and that he serves as the production manager. He added that steps are being taken to curate the theater lobby as an art gallery, possibly showcasing some local artists.

Ms. Drake said the theater is looking at presenting a couple of its own works during the coming season.

Answering a question asked by Commissioner Malkin, Mr. Drake said the intent relative to displaying art was to begin with using the wall space in the upstairs mezzanine lobby for from eight to ten works. He said he was open to including sculptural works as well.

Ms. Salyna Gracie introduced herself as the operations manager for the new Brio Art Center, a John Su Development project that is currently under construction and set to open in mid- to

late-2019. She said it will be a multifaceted venue that will include art making space and art studios as well as a gallery exhibition space. She voiced her interest in making connections to learn what the Bellevue artist community needs relative to resources in moving toward finalizing plans for the 8000-square-foot venue.

#### 4. ACTION ITEMS AND DISCUSSION ITEMS

##### A. StART East Link Rail Art Presentation

Kurt Kiefer with StART allowed that Sound Transit is actively working on the East Link project. The South Bellevue station is well underway, and the 112th Avenue SE corridor is under construction as well. The tunnel near the East Main station is nearly complete. The alignment after City Hall crosses over I-405 before turning north to run along the Eastside Rail Corridor and then turning east again to pass through the Spring District moving toward 130th Avenue NE in Bel-Red and Overlake Village in Redmond and the Redmond Technology Center.

With regard to the Downtown station art project, Mr. Kiefer reminded the Commission that originally there were two artists assigned to the project, Paul Marioni and the Ball-Nogues Studio team. He noted that Mr. Marioni has been focused on the north platform wall and the floor for the east entrance. The Ball-Nogues project for the portal wall grew increasingly complicated as the design work continued, and the decision was made by StART not to pursue it any further. As an alternate, Mr. Marioni's contract was extended, allowing him to expand on his existing project to the eastbound platform and the portal wall.

Mr. Marioni said he initially traveled to Los Angeles to meet with the Ball-Nogues team, not to collaborate with them but to gain an understanding of their project. He said now that their project has not worked out, his focus is on expanding his artwork to complete the station. He shared with the Commission his *Woven Light* design for the north-facing wall utilizing individual panels to cover the space ten feet high and 154 feet long. Unlike wall paper, the weave pattern will change throughout the length of the platform. For the east entrance, the terrazzo floor as proposed includes a simple design in gray involving concentric ripples moving outward, much like dropping a pebble into a pond. Most terrazzo floors are highly polished, but he said the design he has proposed is for more of a semi-gloss finish to avoid creating a glare. The simple and fundamental design will appeal to a broad swath of the public. He said he was seeking to avoid creating a standalone artwork like a sculpture or a painting on a wall. He said he prefers to create an environment that is welcoming. Many do not have a vocabulary for art and thus immediately turn it off in their minds and do not even look at it. There will be those who will not see anything but a nice floor and a wall of woven light.

Continuing, Mr. Marioni said *Woven Light* will work in any light situation, bright or cloudy. Each section will catch the available light like a magnifying glass and project it onto the south wall. The concept is simple. The window over the tunnel will tie the works together by including a bit of the woven wall with some clear glass space between *Light Rain*. He said he has asked to include two cedar trees in planters outside of the station, first in remembrance of Bellevue's past as a cedar forest, and second as a commitment to an environmental future for the citizens of Bellevue. The fundamental concept is moving light, which will bring the artwork to life.

Commissioner Malkin asked about general maintenance of the glass. Mr. Marioni said the insulated units will involve a quarter inch glass surfaces that will be relatively easy to clean. He said in all there will be 114 panels and added that he would make a few extra in the event any get broken. For safety reasons, the panes will need to be either laminated or tempered.

Commissioner Lau Hui asked if the panels could be dispersed up the stairs to provide for some connectivity between the entry and the platform. Mr. Marioni said the north wall initially had a \$300,000 budget. The fabricator came in with an estimate of \$297,000. Mr. Kiefer stated that while it would be technically feasible to make the connection, there are budget constraints. Mr. Marioni added that another glitch is the fact that the glass, all of which has been purchased, was manufactured by Spectrum Glass in Woodinville, which has since gone out of business. No one else makes the same glass. The rain drops in the *Light Rain* work will use glass from the same fabricator, and each drop will be made by hand. He said he was confident all of the work can be done within budget.

Commissioner Jackson asked Mr. Marioni why he chose not to use color in the panels. His response was that clear glass is both timeless and elegant. As tastes change over time, the panels will continue to be relevant. The project is all about capturing and moving light through the artwork. Glass is the only materials that captures and manipulates light.

#### B. 2018 Bellwether Program Update

Mr. Heim reminded the Commissioners that Bellwether would officially begin on September 14 and would run for only ten days through September 23. The event includes a focus on the Grand Connection and engaging those who live and work in the downtown. The opening party on September 14 will be at the Bellevue Arts Museum and will include no host drinks and a food truck. The first two performance art-based experiences will be at Compass Plaza on September 15 from 5:00 p.m. to 9:00 p.m., followed the same evening with a big event with Guillermo Gómez-Peña at the Bellevue Arts Museum; the artist will conduct a four-hour workshop on his methods the following day, September 16. The following weekend there will be another set of performance art-related projects in Downtown Park, and there will be a poetry reading as well at the Bellevue Arts Museum.

While the event has typically been a sculpture show utilizing city properties, including city hall and Downtown Park, the focus has shifted to include property owners and facilities along the Grand Connection to host Bellwether projects. The Bellevue Arts Museum is a good example of a community partner embracing the program as both a partner and a host. The entire second floor of the museum will be open and the entire museum will be free from September 14 through September 23.

Mr. Heim said two reviews had already come out, one in *City Arts* magazine and one in *Crosscut*. A second article will run in *Crosscut* after the first week of the event. Additionally, Bellwether has its own website at [www.bellwetherartsweek.org](http://www.bellwetherartsweek.org), and the event has both a marketing and social media strategy. The Bellevue Downtown Association is partnering with the event and will serve in real time as social media brand ambassadors on the streets. He shared with the Commissioners a social media tool kit developed by the consultants for the Commissioners to use in promoting Bellwether as arts leaders in the city, and said a listserv has been created to help spread the word via email.

#### C. King County 4Culture Cultural Health Study

Mr. Heim said the new executive director for 4Culture is Brian Carter, a Bellevue resident and one of the Allocations Committee members. The idea behind the cultural health study is to determine the cultural health throughout the county, with assessments to be done by city, beginning with the largest city in each of the King County Council districts. Bellevue is one of the cities will be first up. A listening session has been scheduled for 5:30 p.m. on September 25 at the Crossroads Community Center. The city will serve as a partner and the host, but

4Culture will ask all of the questions. One anticipated outcome is a resource for funders throughout the region.

Commissioner Malkin asked if the work done by Arts Space could be made available to 4Culture as an asset to the study. Mr. Heim said that certainly could be done along with the Creative Edge research.

Mr. Heim said he wanted a member of the Commission to sit in on the listening session. Commissioner Lau Hui volunteered to attend.

## 6. REPORTS

- A. Commissioners' Committee and Lead Reports – As Noted
- B. Project Updates from Staff

Mr. Heim reported that the Grand Connection consultants will be in town September 10 and 11 hosting a series of stakeholder workshops. An arts and culture workshop has been slated for September 10 from 11:00 a.m. to 12:15 p.m. that will focus on cultural identity related to the cultural corridor. Specific sites for significant art installations will be identified and written into the design guidelines. Folks from the Bellevue Arts Museum will participate along with representatives of the Eastside Heritage Center, 4Culture and the Bellevue Diversity Advisory Network. Commissioner Lau Hui volunteered to attend as a representative of the Commission.

Mr. Heim informed the Commissioners that *Life Cycle* has been installed at Chism Beach Park.

The Commissioners were told that staff would be mailing out on September 5 the first email to all grantees announcing the grant cycle.

The [www.bellevuewa.gov/arts](http://www.bellevuewa.gov/arts) website has been completed updated. It includes access to the Creative Edge final reports, the Grand Connection project, and the Cultural Compass. The grants page has been updated to include the application process, including the application requirements and guidelines. A link has also been added to the cultural resources map.

## 7. CORRESPONDENCE, INFORMATION

- A. Written Correspondence

Mr. Heim said he would send out new dates for the boards and commissions diversity training sessions.

- B. Information
  - i. Committees – As Noted

## 8. ADJOURNMENT

Commissioner Malkin adjourned the meeting at 6:12 p.m.

Department of Planning and  
Community Development

# Action & Discussion

# Action and Discussion

Tuesday, November 6, 2018  
Meeting: 4:30 pm

Bellevue Arts Commission  
Action and Discussion

## Power Up Bellevue Program Update

Recipients of 2018 Power Up capacity building grants will provide project updates and staff will present the 2019 program proposal for feedback and discussion.

### BACKGROUND

In 2017, over 20 nonprofit arts leaders were asked to identify the type of support from the City that was most meaningful to their organization. Sustained support in the form of Eastside Arts Partnership grants was identified as the priority followed by capacity building. Capacity building describes the process of developing the ability of organizations to deliver its mission effectively now and in the future by changing what the organization can do. Arts Program staff developed a new capacity building program called Power Up Bellevue to help leaders of arts and cultural nonprofits reach the next level of organizational development. We are currently in the pilot year of the program and testing the project grant module with five organizations at various levels of organizational budget and capacity.

### PROGRAM OVERVIEW

**Problem:** Most of arts and heritage nonprofits participating in the City's funding programs are either undercapitalized (not producing an annual budget surplus or maintaining adequate cash reserves) or space insecure (lack of reliable access to affordable space that meets their needs) to meet the needs of Bellevue's growing and diversifying cultural needs.

**Solution:** Power UP Bellevue helps arts and heritage nonprofit leaders and artists reach the next level of organizational development through structured support and targeted resources. Rooted in Bellevue's unique cultural landscape and community assets, the time-limited program provides project funding, a learning community, and technical assistance to existing and recent Eastside Arts Partners.

### Program elements:

1. **Power Up grants** for organizations who demonstrate readiness and commitment to implement a capacity building project that will increase their ability to serve Bellevue residents.
2. **Learning community** of organizational staff and board leadership to explore and develop solutions to critical issues facing arts, culture, and heritage organizations in the post-recession economy.
3. **Network** of supports including volunteers recruited from Bellevue's business and technology community, colleges who provide technical expertise and assistance and other vital connections to help evolve sustainability.

**Outcome:** Increased sectoral capacity and impact.

**Indicator:** The capacity to innovate, provide public benefits, and grows local arts and heritage offerings and creative enterprises.

**Metric:** Track responses to the survey question: "I have the resources and partnerships to evolve my art form or creative enterprise, subsidize free programming or services for underserved people, and expand the reach of my work to new audiences or markets?"

## 2017-2018 POWER UP BELLEVUE

### Goals

1. Provide an open, community-focused education series for arts and heritage nonprofit leaders and artists.
2. Increase access to organizational capacity building information for first time nonprofit leaders and volunteers from non-traditional backgrounds.
3. Help leaders understand the changes in community needs, civic priorities and the arts and heritage funding environment for long term success.

### 2017 Power Up Workshop

Presentations on the critical capacity building issues in Bellevue by capacity building experts:

- CAPITALIZATION: Jim McDonald, Grantmakers in the Arts;
- SPACE SECURITY: Katie Oman, KO Projects;
- SKILLED VOLUNTEERS: Jan Burrell, 501 Commons.

### 2018 Power Up Grants

<b>Bellevue Youth Symphony Orchestra</b> For a website redesign to engage donors, improve social media presence, grow the volunteer program, and increase outreach to new and diverse students and audiences.	<b>2018 Budget:</b> \$527,368 <b>Project Budget:</b> \$15,000 <b>Power Up Award:</b> \$5,000 <b>Status:</b> completed
<b>Emerald Ballet Theatre</b> For a storytelling project to produce three professional stories focusing on education, performance, and outreach in print, video and slide show formats.	<b>2018 Budget:</b> \$164,166 <b>Project Budget:</b> \$10,250 <b>Power Up Award:</b> \$5,000 <b>Status:</b> completed
<b>Evergreen City Ballet</b> For strategic planning to update the mission, vision and core values, and re-branding and website redesign.	<b>2018 Budget:</b> \$699,800 <b>Project Budget:</b> \$16,000 <b>Power Up Award:</b> \$5,000 <b>Status:</b> in process
<b>Music Works Northwest</b> For a communications plan that integrates the website, email, social media platforms, and communications strategies into a coherent whole.	<b>2018 Budget:</b> \$1,072,762 <b>Project Budget:</b> \$12,840 <b>Power Up Award:</b> \$5,000 <b>Status:</b> completed
<b>Tasveer</b> For a 5-year strategic plan to define the roles of the board and develop a road map for day-to-day operations during this time of organizational expansion.	<b>2018 Budget:</b> \$175,000 <b>Project Budget:</b> \$12,840 <b>Award:</b> \$5,000 <b>Status:</b> in process

### 2017-2018 Budget

ITEM	BUDGET	ACTUALS	NOTES
Instructors (5x)	\$7,500	\$1,450	\$750/session
Materials development	\$1,500	\$0	Graphic design; translation
Supplies & Refreshments	\$1,500	\$250	Print outs
Volunteer support	\$3,000	\$0	Recruitment and training
Demonstration grants	\$15,000	\$25,000	5 grants at \$5,000 each
Contingency	\$1,500	\$0	
Total	<b>\$30,000</b>	<b>\$26,700</b>	



12310 NE 8<sup>th</sup> St, #201  
Bellevue WA, 98005  
(425) 467-5604  
info@byso.org

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Bellevue Arts Commission  
City Of Bellevue Arts Program  
P.O. Box 90012  
Bellevue, WA 98009-9012

Dear Bellevue Arts Commissioners,

I want to thank you on behalf of the Bellevue Youth Symphony Orchestra, our musicians, parents, and community for the Power Up grant we received for 2018. This grant enabled us to develop a new, modern website that provides an immeasurably better experience to everyone who visits the site.

The website launched in May, and immediately was tested by handling online registration and payments for our summer camps. Everyone was able to navigate the website and submit their forms easily. An even bigger test came recently, when we had to register 560 students and sort them into 32 audition groups. Again, it went without a hitch.

Since the new website incorporates adaptive design, visitors are able to access all elements of the site on their cellphones and tablets as easily as from a desktop computer. This had been a sore point with our old website.

The volume of phone calls to our office has significantly decreased, allowing our staff to focus on improving our performance rather than just responding to phone calls.

This Power UP grant truly achieved its objective of building capacity. Thanks to the e-commerce features of our website, we no longer have to take credit card numbers by phone, improving security while reducing phone time. The easy navigation and clear visuals enable most visitors to answer all their questions. Being able to have visual links to videos of each of our ensembles enables musicians, teachers, and the community to experience the musicianship of our wonderful students.

Our most sincere thanks,

A handwritten signature in black ink that reads "Trudi Jackson". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Trudi Jackson  
Executive Director

## 2019 DRAFT PROGRAM PROPOSAL

### 2019 Goals

- Build a strong, interconnected network of local arts leaders and organizations.
- Build nonprofit leadership and organizational capacity through training, peer learning and applied practice.
- Connect arts leaders to industry experts and resources.

### 2019 Capacity Building Learning Cohort Program

The City of Bellevue's POWER UP program strengthens our arts partners to help increase their abilities and impact with capacity building funding and assistance. In 2019, Power Up Bellevue will explore the power of convening participants in a uniquely tailored capacity building program designed for Bellevue's arts nonprofits. Above and beyond funding for a capacity building project, learning cohort participants can:

- Expand and build network of arts leaders.
- Engage in peer learning and with experts on capacity building best practices.
- Participate in additional relevant, self-opt trainings & resources such as: Strategic Planning, Fund Development, Budgeting & Financial Planning, Leadership Development, Board Development, Executive Director & Management Training and more.

### 2019 Workplan

- **January:** Solidify program calendar and curriculum.
- **February:** Launch cohort of 10 organizations (grant awardees from 2018 and 2019).
- **March-August:** Monthly or Bi-monthly cohort convenings, trainings and networking opportunities.
- **September:** Power Up Conference.

### 2019 Budget

EXPENSE	AMOUNT	SOURCE
Power Up Grants	\$10,000	2019 4Culture Grant
Kaya Strategik: Cohort coordination and technical assistance	\$2,500	2019 4Culture Grant
Cohort activities: Meetings, trainings, and speakers	\$2,500	2019 4Culture Grant
<b>TOTAL</b>	<b>\$15,000</b>	<b>2019 4Culture Grant</b>

# Action and Discussion

Tuesday, November 6, 2018  
Meeting: 4:30 pm

Bellevue Arts Commission  
Action and Discussion

## 2019 Bellwether Program Update

At today's meeting arts program staff will present the evaluation results of the Bellwether 2018 program and request feedback from the Arts Commission on these results. The Arts Commission will also be asked to provide feedback on the 2019 Bellwether program guidelines and work plan items.

### BACKGROUND

Held September 14–23, 2018, Bellwether was reimagined as a 10-day curated multidisciplinary arts festival. This idea surfaced as part of the arts and cultural planning process for the Grand Connection project lead by the artist group SuttonBeresCuller. They worked with the Arts Commission to develop a vision and strategy for arts and culture in the grand connection that includes the concept of a cultural corridor and opportunities to align the Bellwether program to this new vision. These recommendations were based on the following opportunities identified in the Grand Connection Arts and Cultural Element:

- Reimagine Bellwether as an annual 10-day curated multi-disciplinary exhibition and festival.
- Encourage deep and meaningful partnerships with Bellevue's cultural institutions.
- Rely on well-respected local and international curators to develop a broad and diverse visual and performing arts program.
- Pursue special projects and collaborations.

### BELLWETHER ART + EXPERIENCE

Bellwether is a free, annual, multi-disciplinary arts exhibition and festival produced by the City of Bellevue in collaboration with Bellevue's arts community. For ten days and nights, Bellevue acts boldly with vision, imagination, enthusiasm, and ingenuity; pushing the creative limits of the city through a series of contemporary arts experiences.

### Mission

The name Bellwether was chosen as a symbol of the overarching mission of this festival: to showcase Bellevue's cultural and creative future and that future into reality.

### Goal

Bellwether got its start as a biennial sculpture exhibition in 1992. Now in its 14th series, the event has evolved to encompass new forms of art and culture. Starting in 2018, Bellwether will be held every year to harness the city's growth to sustain a lively and diverse arts scene and support artists year-round.

### Objectives

- Build the arts community of artists, organizations, and stakeholders along the Grand Connection route to coordinate and share resources.
- Heighten awareness –of and make connections between activities along the entire route.
- Promote tourism and grow new audiences that are increasingly diverse, highly educated, and international.
- Cultivate a more active and interesting night life, especially for Downtown residents and employees.
- Enliven and enhance the streetscape and public spaces as active and stimulating places to be.
- Encourage experimentation, innovation, and risk-taking with an emphasis on diversity, technology, and community building.
- Support local and regional artists in the creation and presentation of new works.

## 2018 PROGRAM REPORT

64 Artists, \$97,167 (Art: \$65,109 + Experiences: \$34,083), \$31,879 Installation

### Art

Bellevue Arts Museum	37 Artists, \$45,390	Accomplishments
	Art: \$29,682 Live art: \$2,450 Performances: \$7,025 Opening Party: \$3,258 Space fee: \$5,000	<ul style="list-style-type: none"> <li>• Opening Night Party</li> <li>• New audiences in museum</li> <li>• Guillermo &amp; Balitronica program</li> <li>• Mural in parking area – building improvement</li> <li>• Exhibition &amp; featured art objects</li> <li>• Managed at a very busy time</li> </ul>
City Hall	4 Artists, \$8,307	Accomplishments
	Art: \$7,357 Live art: \$950 Performances: \$0	<ul style="list-style-type: none"> <li>• Outside mural</li> <li>• Interactive for staff</li> <li>• Dragon panels part of collection</li> </ul>
Compass Plaza	21 Artists, \$25,657	Accomplishments
	Art: \$11,550 Live art: \$6,200 Performances: \$700 Video: \$7,207	<ul style="list-style-type: none"> <li>• Video projections</li> <li>• Agreement with site owner; easy</li> <li>• Flag project</li> <li>• Marquee</li> <li>• Investment in infrastructure</li> </ul>
Downtown Park	15 Artists, \$22,813	Accomplishments
	Art: \$9,313 Live art: \$12,200 Performances: \$1,300	<ul style="list-style-type: none"> <li>• Number of art installations</li> <li>• Daily performers</li> <li>• Large increase in performers</li> <li>• Weekend patrons &amp; performances</li> <li>• Night performance – 18/30 total Bellevue specific</li> </ul>

### Experiences

9/14 Opening Party @ BAM	445 checked in
9/14-9/23 Bellwether @ BAM	1,471* (not including Opening Party)
9/15 Compass Plaza event	scarce (bad weather)
9/15 Gomez-Peña performance @ BAM	108
9/16 Gomez-Peña Workshop @ BAM	11
9/22 Poetry Reading @ BAM	44
9/22 Downtown Park event	scarce (bad weather)
Daily Performances	unknown

\*For reference, 2017 attendance during that same period was 887.

## 2018 MARKETING REPORT

The marketing campaign for Bellwether performed very well, in many areas above expectations. Having a professional website and partners like Bellevue Arts Museum and the Bellevue Downtown Association were crucial in elevating the event and reaching new audiences. Our artists and curators did a phenomenal job in activating their networks, and facilitating that process really paid off. We did very well with engaging Seattle communities but need to keep working on reaching Bellevue audiences. Expanding partnership efforts, doing more community/influencer outreach, and evolving Bellwether's social and digital presence will be important steps towards that goal.

### Results: 5 Emails

- Open rates: 27.3% - 47.6% (industry average: 26.3%)
- Email list growth: 62% (401 to 652 subscribers)

### Results: 12 Media Coverage

4 Major reviews & articles	Notable mentions	Media Sponsors
<ul style="list-style-type: none"> <li>• City Arts Magazine: Art Intervention!</li> <li>• Crosscut.com: Can this festival bring Bellevue the arts cred it craves?</li> <li>• King5 New Day Northwest</li> <li>• Bellevue Reporter: Biennial Bellwether brings changes to Bellevue</li> </ul>	<ul style="list-style-type: none"> <li>• Bellevue.com</li> <li>• Bellevuedowntown.com</li> <li>• DOWTOWNBELLEVUE.COM</li> <li>• Patch.com</li> <li>• Nextdoor.com</li> </ul>	<ul style="list-style-type: none"> <li>• 425 Magazine</li> <li>• crosscut.com</li> <li>• KBCS 91.3</li> </ul>

### Results: Paid Advertising

Digital Platform	Reached	Engagement	Clicks
CityArts Facebook	1,990	40	45
Seattle Times Facebook	39K		598
425 Magazine Facebook	1,641	94	40
CityArts: Instagram	13,345	124	5
Seattle Times Digital Ads	49K	40	.08% CTR
425 newsletter ads (3x)	4,647	25	1.1%-5.1% CTR
Thestranger.com digital ads	2,180	106	4.86% CTR
Seattle Magazine Newsletter ad (2x)	7,956	9	.22%
Crosscut.com/KCTS9.com digital ads	180,000	74	0.04% CTR
Crosscut.com/KCTS9.com newsletter ads			169

## RESULTS: SOCIAL MEDIA

	AUDIENCE GROWTH, AUG-SEPT		BDA POSTS SEPTEMBER 6-27			
	New Likes	Total Likes	Posts	Ave. Reach	Ave. Likes	Ave. Actions
Instagram	134	197	422	422	422	422
Facebook	118	925	422	422	422	422

### Results: Video

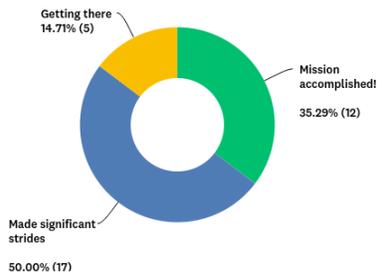
- You Tube: 422 views; Social: 3,253 views

### Results: Website

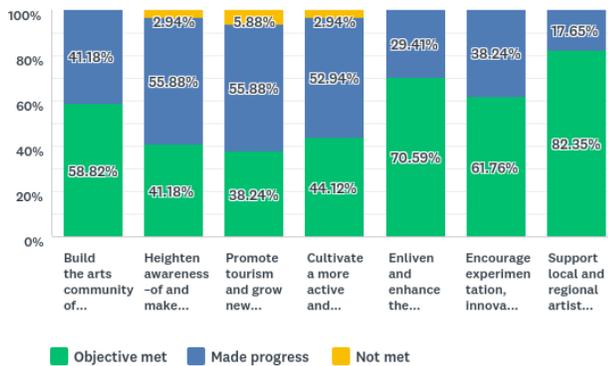
- 3,931 users; 5,452 visits; 15,070 pageviews
- Referrals: Seattle Times, Google, bellevuearts.org, facebook.com, thestranger.com
- Audience: Seattle - 55%, Bellevue - 27%, Redmond/Kirkland - 11%, Other - 7%

## 2018 RETROSPECTIVE

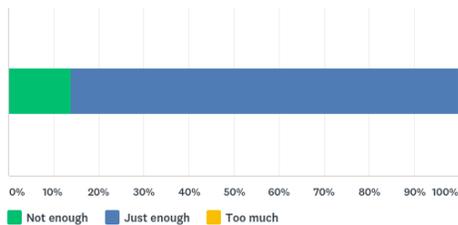
Q2 Did we advance our mission and achieve our goal this year?



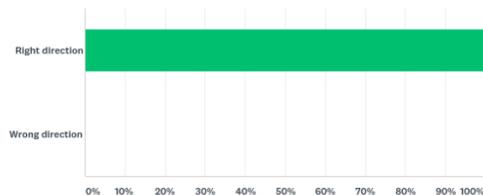
Q4 Did we meet our program objectives?



Q13 How do you feel about the level of innovation and risk taking?



Q15 Do you feel like Bellwether is moving in the right or wrong direction?



## 2019 RECOMMENDATIONS

**What should we be sure to retain?**

- At least as many artists/disciplines
- Interactive, events-based artworks and installations
  - Opening party for program launch
  - Live/performance elements
  - Unexpected/different elements
- Curator role
- Multiple sites
- Timing/timeframe: mid-September

**Where should we shift or change?**

- Building awareness of events
- More even distribution of artworks throughout the locations
- Event times should be during the workweek and work evenings
- Plan earlier
- Marketing timeline
- Involve partners earlier
- Artwork proposals due date earlier
- Improve diversity of artists

**What could we expand or add?**

- Expand partners and spaces
  - Spaces will change the kind of program we have.
  - Corporate sponsorship: Every year it needs to get bigger
  - Post event storytelling to connect with new partners
  - Need a critical mass of activities
- Develop programs for the general public
  - Food, music, and family programs supported by marketing
  - Expanded programming supported by multiple curators
- More Bellevue artists (only 1/64 artists this year)
- Guided walking tours/BAM docents
- Engage downtown employers – for audience capture
- Leverage other events leading up to it, do more
- Add sites: Meydenbauer Park, MB theatre, BDA ideas, KQ, library
- Engage Visit Bellevue
- Art market component

## 2019 BELLWETHER PROGRAM GUIDELINES

### Creative Director scope of work

- Align with the vision and values of the Public Art program.
- Express the mission and meet the objectives of the Bellwether program.
- Select ideas as identified in the “Gran Connection Arts and Cultural Master Plan” and implement them.
- Explore an artistic and interpretive response to the topic of “\_\_\_\_\_”.

### Curators’ scope of work

- Contextualize the response within relevant regional, national, and/or international conversations.
- Contribute to or advance an aspect of Bellevue’s art and cultural history.
- Support local and regional artists in the creation and presentation of new works.
- Allocate a program budget for curatorial projects including events and public programs.
- Include a mix of artists including:
  - Different arts mediums and genres;
  - Diverse age, ethnic, and gender perspectives;
  - At least one artist who has not shown in public in Washington State;
  - Local, regional, national, and/or international origins; and
  - International artists must have citizenship in countries with a current tax treaty with United States as listed in the IRS Publication 901 US Tax Treaties.

## 2019 BELLWETHER TEAM

**Creative Director:** Identify opportunities in the Grand Connection Arts and Cultural Master Plan to implement in 2019 and 2020, develop a Creative Brief that responds to the 2019 Bellwether Program Guidelines and outlines organizing themes and major art opportunities, build and manage the 2019 curatorial team, and collaborate with the marketing team on brand development and marketing strategy.

### Curatorial Team

- **Pop Up and Portable Curator:** Develop an interpretive strategy for pop up exhibitions and the City’s portable art collection at sites such as City Hall and the Bellevue Arts Museum. Develop an artist roster and make artist selection recommendations. Collaborate with artists on project proposals.
- **Open Air Curator:** Develop an interpretive strategy for projects sited outdoors including light-based installations and projections, murals, and sculptures at sites such as Downtown Park, Compass Plaza, and the Grand Connection. Develop an artist roster and make artist selection recommendations. Collaborate with artists on project proposals.
- **Experience Curator:** Develop an interpretive strategy for time-based installations and events including live art, performances, social practice art, special events such as the opening party, and education programs such as talks and tours. Develop an artist roster and make artist selection recommendations. Collaborate with artists on project proposals.

### Marketing Team

- **Marketing Coordinator:** Develop and implement a marketing strategy including advertising, public relations, social media, and outreach. The coordinator will create toolkits for artists and stakeholders to use to self-promote programs and events.
- **Graphic Designer:** Develop and implement a brand and design strategy including visual identity development, website design, publications, and print materials.
- **Brand and Social Media Ambassador:** On-the-street ambassador to interact face-to-face with pedestrians, create curiosity, and drive attendance to programs and events. The ambassador will manage Bellwether’s environmental marketing profile in the Downtown and social media channels during the run of the exhibition and work with artists and event partners to share posts and create buzz.

## BUDGET

PROGRAM	2018 Actuals	2019 Estimated
Creative Director		\$ 3,000
Curator	\$ 10,000	\$ 5,000
Art	\$ 57,902	\$ 50,000
Advisors, Partners, Fees	\$ 5,000	\$ 5,000
Engineering & Permits	\$ 842	\$ 1,500
Installation & De-installation	\$ 31,879	\$ 32,000
Sub total	<b>\$ 105,622</b>	<b>\$ 96,500</b>

REVENUE	2018 Actuals	2019 Estimated
COB	\$ 186,301	\$ 193,500
Grant: Port	\$ 22,500	\$ 20,000
<b>Total</b>	<b>\$ 208,801</b>	<b>\$ 213,500</b>

EXPENSES \$ 208,801 \$ 213,500

POP UPS & PORTABLE WORKS	2018 Actuals	2019 Estimated
Curator		\$ 3,000
Art		\$ 10,000
Video	\$ 7,207	\$ 7,500
Production		\$ 3,000
Sub total	<b>\$ 7,207</b>	<b>\$ 20,500</b>

EVENTS & EXPERIENCES	2018 Actuals	2019 Estimated
Curator		\$ 5,000
Announcement Party		\$ 1,500
Opening Party	\$ 3,258	\$ 3,500
Live Art	\$ 21,800	\$ 10,000
Performances	\$ 9,025	\$ 10,000
Event Production		\$ 2,500
Rentals & Supplies		\$ 1,000
Refreshments	\$ 400	\$ 1,000
Sub total	<b>\$ 34,483</b>	<b>\$ 34,500</b>

MARKETING & INTERPRETATION	2018 Actuals	2019 Estimated
Communications Consultant	\$ 14,940	\$ 15,000
Graphic design	\$ 15,000	\$ 15,000
Photography	\$ 2,828	\$ 3,000
Photography & Video	\$ 1,500	\$ 1,500
Paid Advertising	\$ 10,300	\$ 11,000
Social Media Ambassador (BDA)	\$ 4,425	\$ 4,500
Social Media Boosts	\$ 115	\$ 225
Printing: Banners, Labels, Signs	\$ 3,530	\$ 3,500
Postage	\$ 4,300	\$ 4,500
Catalogue	\$ 4,327	\$ 3,650
Website fees	\$ 224	\$ 125
Sub total	<b>\$ 61,489</b>	<b>\$ 62,000</b>

## **BELLWETHER 2019 TIMELINE**

### **Build the Team by December 15**

- Confirm Creative Director, Graphic Designer, Marketing Consultant **October 24**
- Confirm partners and sites **October 31**
- Advertise for curator(s), new site partners, and sponsors **November**
- Select curator(s), new site partners, and sponsors **December 15**
- Curator(s) on contract if needed **December 31**

### **Set Strategy and Scope by December 15**

- Draft Plan: approach, scope, sites, budget, funding & sponsors **November 6**
- Action Planning Workshop **November 15**
- Finalize Plan: approach, scope, sites, budget, funding & sponsors **November 30**
- Creative Brief **December 15**

### **Develop the Interpretive Plan by March 15**

- Curatorial statements and approach; Charrette **January 15**
- Submit site opportunities and artist rosters **February 1**
- Artist selection **February 15**
- Artist confirmation and project budgets set **March 1**
- Interpretive Plan **March 15**

### **Complete Design by May 31**

- Site investigation begins; Announcement party **March 1**
- Project concepts due **March 15**
- Project proposals due **April 1**
- Determine feasibility: site manager and permit review **April 15**
- Final project proposals due; submit permits **May 1**
- Final design due including installation procedures; draft site plans **May 15**
- Final exhibition list, performance schedule, permits, site plans **May 31**

### **Contracts and Notice to Proceed by May 31**

- Advertise for installer **May 1**
- Select installer; Draft site agreements and artist contracts **May 15**
- Complete all contracts; Send notice to proceed to all artists **May 31**

### **Produce and deliver artworks by August 30**

- Artwork fabrication begins **June 3**
- Artist information due (bio, artist statement, label text) **June 3**
- Draft text due **June 14**
- Final text due **June 28**
- Complete artwork production/delivery **August 15-30**

### **Operations**

- Artwork installation begins **September 3-12**
- Bellwether 2019 **Sept 13-22**
- Artwork de-installation **September 23-27**

## **Marketing & Engagement**

- Advertise for marketing and engagement team
  - Marketing and engagement team selection
  - Update brand & graphic identity
  - Draft marketing & engagement plan
  - Final marketing & engagement plan
  - Complete all media buys/confirm all partnerships
  - Engagement strategy: Volunteer, docent/tours, and education
  - Advertising production begins
  - Interpretive media production begins
  - Interpretive material produced (brochures, website, etc.)
  - Marketing campaign begins
  - Bellwether preview party
  - Bellwether opens
- February**  
**March**  
**April 15**  
**May 15**  
**June 15**  
**June 30**  
**July 15**  
**July 15**  
**July 15**  
**August 15**  
**September 1**  
**September 12**  
**September 13**

# Action and Discussion

Tuesday, November 6, 2018  
Meeting: 4:30 pm

Bellevue Arts Commission  
Action and Discussion

## Project 42

At today's meeting arts program staff will present an exhibition proposal for artwork to be displayed at Bellevue City Hall for the purposes of recognizing November as Transgender Awareness Month and commemorate November 20<sup>th</sup> as the Transgender Day of Remembrance. The Arts Commission will be asked for their recommendation one exhibiting the artwork.

### **ACTION**

Endorse the exhibition proposal, *Project 42*, for display at Bellevue City Hall.

### **POLICY CONSIDERATIONS**

#### **Bellevue Art Collection Mission Statement**

The City of Bellevue seeks to be a vital platform for cultural exchange and creative inspiration. The City turns to artists to enrich the collective experience of Bellevue's public places through permanent commissions, temporary programs, and a growing collection of moveable artworks funded through the Public Art Program. A segment of the collection is devoted to artworks that raise the discourse on the defining aspects of Bellevue's civic life, exploring the diverse identities of our residents, converging cultures, international connections, technological currents and interplay between nature and the urban experience that make Bellevue's environment unique. Bellevue's art collection helps document the dynamic moments and complexities of Bellevue's cultural life and is an important resource for future generations.

#### **Comprehensive Plan**

UD-14. Support and encourage development, display and performance opportunities for a wide range of artistic expression throughout the city.

UD-17. Support and encourage a variety of artwork in public places, such as parks, public buildings, and plazas.

#### **Diversity Advantage Plan**

Cultural Competence in the Community-2. Support and produce special events, art exhibits and performances, educational materials, festivals and public information that increase opportunities for cultural interaction and education.

Cultural Competence in the Community-10. Coordinate with local community groups and organizations dedicated to issues of diversity and culture.

### **BACKGROUND**

Bellevue City Hall has been a prominent venue for art and the activities of the arts program since opening in 2006. The Arts Program has used City Hall for the indoor portion of the biennial Bellwether exhibition, as well as intermittent exhibitions such as the 2015 Asian Pacific American month exhibition. Staff proposed a new annual exhibition program aimed at turning Bellevue City Hall into a consistent cultural forum with a focus on the newly adopted themes of Bellevue Art Collection (above) and relevant art portions of the City's Diversity Advantage Plan (above). This exhibition is proposed as a second project in the pilot year to test the new annual exhibition program idea, budget assumptions, project timeline, and partnership agreement with local arts and community groups as a main feature of the production process.

## **EXHIBITION PROPOSAL**

### **Sponsoring City departments**

LGBTQIA ERG (City Manager's Office); Community Development Department (Arts Program)

### **Purpose**

The goal of Project 42 is to provide a touchstone for employees and visitors at City Hall during Transgender Awareness Month which is November and the Transgender Day of Remembrance which is November 20, which is a day dedicated to the lives of transgender people who have been lost in anti-trans violence. The Bellevue LGBTQIA Employees Resource Group (ERG) will celebrate these events with activities and the exhibition will provide a non-confrontational opportunity to pull people into this complex conversation about how to welcome differently gendered people at the City.

### **Description**

Project 42 was launched in 2012 and will continue until 42 separate memorial garments and collaborations have been completed. Like the concept of rebirth through dance, the number 42 is a symbolic number that represents the short life expectancy of transgender individuals in the USA. The purpose for selecting this specific age is to elevate the discussion about the life expectancy of transgender individuals in the USA versus cisgender individuals and to add visibility to the role that violence against transgender individuals plays in that life expectancy.

Each piece in the project starts with the creation of a garment that begins as a screen shot capture from Google Earth of a location where a murder of a transgender individual has taken place. This screen shot is then manipulated in Photoshop to create a colourful and abstract pattern that is turned into fabric through digital printing. In 2018 Project 42 was presented to the public in a major exhibition at Seattle Art Museum. This opportunity was the result of receiving the prestigious Betty Bowen Award. Her accompanying exhibition was reviewed in the Seattle Times, City Arts magazine, and media works discussing the show included articles in *Them* magazine and the Surface Design Journal.

### **Artist**

Jono Vaughan (b. 1977 London, UK) holds a BFA from the School of Visual Arts in New York City and a MFA from the University of South Florida in Tampa, Florida. Her work has been exhibited nationally and internationally in solo and group exhibitions, including the exhibitions MOTH and Chris E. Vargas Present: Trans Hirstory in 99 Objects at the Henry Art Gallery at the University of Washington and We the People at the Minnesota Museum of American Art. Vaughan was the recipient of the Betty Bowen Award for 2017 and her exhibition Jono Vaughan: Project 42 was exhibited at Seattle Art Museum in 2018. Vaughan has received grants from Art Matters Foundation, Visual Artists Network, the Pollination Project, and the Hillsborough Arts Council. Her work has been featured in The Advocate, Surface Design Journal, City Arts Journal, Tampa Bay Times, and New American Paintings. Vaughan is currently an Assistant Professor of Art at Bellevue College in Bellevue, Washington.

### **Artworks to be exhibited**

The exhibition features a dress created by Jono Vaughn in collaboration with Lesley Dill, Debra Baxter, and DB/CD Jewelry. Jono is an assistant professor of art at Bellevue College, and the work consists of a dress garment, dress form, and platform. Please see the attached photo on the following page.



*Project 42: Lorena Escalera Xtravaganza, 43 Furman Avenue in Bushwick, Brooklyn, NY*  
 Inkjet printed textiles, silkscreened fabric, muslin, antique lace, antique dress form, cotton piping, wallpaper, and bronze and quartz crystal necklace.  
 82" x 124" x 384"

<b>BUDGET</b>	<b>AMOUNT</b>	<b>NOTES</b>
Artist	\$2,000	Prepare artwork and materials, write text, artist talk
Installation	\$0	City staff to provide
Materials	\$0	No additional materials needed
Production	\$500	Photography, language translations
Printing	\$0	LGBTQIA ERG budget
Marketing	\$0	LGBTQIA ERG budget
Public programs	\$0	LGBTQIA ERG budget
Refreshments	\$0	LGBTQIA ERG budget
<b>Total</b>	<b>\$2,500</b>	

<b>TIMELINE</b>	
November 9	Artwork delivery and prep
November 13	Artwork Installation
November 14	Exhibition Opens
December 14	Exhibition Closes

# Quick Business

Tuesday, November 6, 2018

Bellevue Arts Commission

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- 1.
- 2.
- 3.

Department of Planning and  
Community Development

# Reports

## PROJECT UPDATES

### PUBLIC ART

#### Bellwether 2018: Exhibition & Art Walk

**Update, November 6, 2018:** An update will be provided at today's meeting.

#### East Link Public Art

**No updates to report.**

#### Grand Connection

**No updates to report.**

#### Lattawood Park

**No updates to report.**

#### Meydenbauer Bay Waterfront Expansion

Artworks are in the process of installation. Three artworks have been completed: the tile mural on the beach house by Laura Brodax, the sculptures on the pier by Stuart Nakamura, and the view point guard rails by Adam McIsaac. The oar gateway by Stuart Nakamura will be installed this week, and the bronze salmon sculpture by Adam McIsaac will be installed by early December.

#### 130<sup>th</sup> Streetscape Public Art

**No updates to report.**

#### Downtown Park Public Art

**No updates to report.**

#### Portable Art Collection

**No updates to report.**

#### Public Art Collection & Maintenance

**No updates to report.**

#### Life Cycle Replacement:

**This project is completed.**

### OTHER PROJECTS AND PROGRAMS

#### BelRed Streetscape Plan Update

**No updates to report.**

#### Artspace Affordable Housing Feasibility Study

No updates to report.

Bellevue Creative Edge

No updates to report.

Cultural Compass

No updates to report.

Funding, 2018

No updates to report.

Power Up Bellevue

**Update, November 6, 2018:** An update will be provided at today's meeting.

Department of Planning and  
Community Development

# Information