



**Special Meeting Agenda**  
**Monday, July 24, 2017, 7:00 p.m.**

1. Call to Order and Roll Call
2. Public Presentation  
*This portion of the meeting is reserved for persons to address the Cultural Commission on any matter on the agenda. The law does not permit Cultural Commission action on, or extended discussion of, any item not on the agenda except under special circumstances. Commissioners or the staff liaison may briefly respond to statements made or questions posed and may request staff to report back at a subsequent meeting. Please limit your remarks to 3 minutes.*
3. Objective and Approach (3 min)
  - A. Objective and outcomes: Strategic Plan, Work Plan, Calendar, For 2018-2019, Next Steps
  - B. Approach
4. Available Budget for FY 17-18 (5 min)
5. What are inputs and conditions to consider: (Internal and External) (SWOT) (10 min)
  - A. Add across all events where possible
    - i. Marketing Event Kit
    - ii. Maximizing use of our marketing channels and tools
    - iii. Commemorative Months
    - iv. Art Bus and Interactive Activities
    - v. Changes to city charter, e.g. Voting
    - vi. Additional stakeholder contacts, e.g. OQRA business group
    - vii. Collecting Information at every Event: Email: Attendees, Volunteers,
  - B. Community Input: More Diversity, More Programs, Later Hours, Engagement
  - C. Community Mixer: Proposed Fall Event at City Hall w/ Placemaking organization
  - D. Concerts in the Park: Longer hours logistics, investigate Sunday optimal hours and/or venue
  - E. Proposed December Event with Parks & Rec @ ice rink
  - F. Participation in other events
  - G. Meeting with Council
  - H. Marketing Website
  - I. Venue Options
6. Perform Strategic Planning Activity: (Vision, Values, Priorities, Goals) (45 min)
7. Perform Analysis: Current Budget and Resources 2017-2018 (45 min)
8. Build Work Plan (30 min)
  - A. Selection of items to discuss at next planning meeting
  - B. Draft Calendar for 2017-2018
  - C. Program Scope/Updates

- i. International Village
  - ii. Concerts in the Park
  - iii. Chalk Art Program
  - iv. Community Mixers
  - v. Halloween Contest
  - vi. Friday Night Live
  - vii. Beautification: Utility Box and Water Tower
  - viii. Sculpture Exhibit
  - ix. Street Dance
- D. Programs to prepare for in 2018-2019
  - E. Tools/Resources needed
  - F. Needs and Requests of Staff for Council, Parks and Rec, Other Staff
9. Next Steps 3 min
- A. Schedule next planning meeting
  - B. Scheduling Round table with relevant staff and commissions
  - C. Other
10. Adjournment to Next Meeting: August 7, 2017 at 7:00 p.m.