

## **York Creative District Advisory Board Minutes February 28, 2024**

The meeting was published in the York News Times on February 21, 2024 in compliance with the Open's Meeting Act.

Present: Clark Roush, Sue Crawford, Elise Owens, Madonna Mogul, Lisa Hurley, Karen Harris.

Absent: Becky Stahr, Bob Sauter Absent: Annie Redfern, Kirby Crawford

The key agenda item for the meeting was a meeting with Eric Eckert to discuss a digital media strategy for the Creative District. The discussion included use of the Team Up calendar as a base and discussion of the ways that the partner organizations would contribute to the digital strategy. The Creative District will enter a contract with Eric for the first phase of the digital strategy. The contract was reviewed by the District administrator (Clark Roush) and Rachel at NAC. Sue Crawford will sign the contract for the city.

### Committee Reports:

Event's committee is planning the cultural event for September 8<sup>th</sup>. This connects with the existing YorkFest festival.

The Music Committee plans to continue music events started last year including concerts at the Farmer's market and performances at Sip and Stroll.

The Theater Committee meets next week. The group discussed answers to some of the questions from the Theater Committee chair about goals for their committee. The discussion stressed raising the visibility and collaboration of theater arts in the community.

The Visual Committee met and spent considerable time reviewing lessons for large mural projects with an expert and discussing next steps for a larger mural project in the Creative District. The Lux project was discussed as a model. The possibility of an art alley in Wall Street alley was discussed. The committee will start on the pop art project when the weather improves.

The Involvement Committee will meet at the end of March to review the website draft and discuss other ways to engage new people in all of the Creative District activities.

The next round for grants begins in April. Cheree Folts has been working on quotes for auditorium improvements to help that building be used more effectively for the arts. [The Museum sponsored the Nebraska Volunteer Brass Band, a Civil War re-enactment band at the Auditorium in February and had a great turnout.]