



Ocala City Council Minutes

Thursday, May 16, 2019

Work Session

110 SE Watula Avenue
Ocala, FL 34471
www.ocalafl.org

Angel B. Jacobs
(352) 629-8266

1. Call to Order

The Ocala City Council held a meeting at the Ocala City Hall on Thursday, May 16, 2019 at 12:00 PM.

Attendee Name	Title	Status	Arrived
Reuben Kent Guinn	Mayor	Present	
Jay A. Musleh	Pro Tem	Present	
Justin Grabelle	Council Member	Present	
Brent R. Malever	Council Member	Present	
Matthew Wardell	Council Member	Present	
Mary S. Rich	Council President	Excused	

Municipal Officers/Others Present: City Manager John Zobler, Deputy City Manager Sandra Wilson, Assistant City Manager Bill Kauffman, Assistant City Manager Ken Whitehead, City Clerk Angel Jacobs, Senior Planner/GIS Analyst David Boston, Internal Auditor Randall Bridgeman, Assistant Finance Director Peter Brill, Director of Parks & Recreation Kathy Crile, Budget Manager Tammi Haslam, Marketing & Communication Manager Katie Hunnicutt, Assistant Director Recreation & Parks Julie Johnson, Multimedia & Communication Coordinator Lee Kramer, Strategic Business Administrator Jeannine Robbins, Director of Human Resources & Risk Management Jared Sorenson, Cultural Arts & Sciences Division Head Laura Walker, Community Engagement Coordinator Ramona Williams, Cultural Arts Supervisor Jennifer Normoyle, Administrative Specialist II Tijuana Woods, IT Representative and other interested parties.

2. Public Notice

Public Notice for the May 16th, 2019 City Council Work Session was posted on May 8, 2019

3. Public Comments - None

4. Topics for Discussion

a. Cultural Arts Master Plan

Presentation by Ms. Walker and Ms. Baillie

Cultural Arts & Sciences Division Head Laura Walker provided background on the Cultural Arts Master Plan.

Introductions by Laura Walker and Jaye Baillie. Executive Director of Marion Cultural Alliance, Ms. Baillie, thanked Council for commissioning a Cultural Arts Master Plan. The Master Plan will be a 10-year road map of the development of the Arts and Cultural community.

Ms. Baillie discussed the Americans for the Arts economic and prosperity study. Ocala was a part of the study and was one in a group of 341 communities. The study shows a \$56 million economic impact locally for the non-profit art organizations, including 1,422 jobs. For every \$1 invested in arts, there is a \$3 yield. The planning considerations shows cultural arts can spur activity in underutilized areas resulting in improvements, civic pride and economic investment, including development of vacant lots. Ocala is rich in cultural assets, with 231 identified assets. Horse Fever was a catalytic project for our community.

Ms. Walker stated during the planning process, it was observed that community placemaking, through free and low-cost events, helps build the community. She spoke about the increase in demand for premium art experiences. STEM to STEAM; Science, Technology Engineering, Art and Math, is based on the belief that arts and design will transform the 21st Century as science and technology did the 20th Century.

Ms. Baillie spoke about arts tourism, which shows these tourists stay in the community longer, stay in a hotel and spend more money in Ocala. The average expenditure for an Ocala resident to go, for example, to the Pacific Theatre is \$31.51, not including the price of a ticket. The average tourist will spend \$64.48 for the same event.

Ms. Walker discussed three strategies determined during the planning process:

- a) Improve long term sustainability of Arts & Culture in Ocala
 - a. This includes building the capacity of Ocala's non-profit cultural arts organizations working with Ocala Municipal Arts Commission (OMAC), Marion Cultural Alliance (MCA) and the community foundation and collaborating with stakeholders to evaluate solutions to dedicated arts funding.
- b) Reposition the City from an extensive event provider to a policy maker and technical resource
 - a. This includes supporting MCA's role as an arts leader and resource in our community, as well as creating a separate Cultural Affairs Department at the City. The City will seek partners to coordinate events such as Harvest Fest, and corporate partners and/or grants to offset Discovery Center costs. The City will also coordinate with OMAC on the development and implantation of a public art policy.
- c) Create signature places and programs that celebrate the authentic past, present and future of Ocala
 - a. This includes diversification of arts and cultural programming in content and

location; the concept of establishing three cultural nodes within the city: Downtown/Midtown; East, including Appleton and Civic Theaters; and West, including the MLK complex.

Ms. Walker next spoke about recommendations under the observations. The City will continue to work with Marion County on investing in the arts. Planning considerations include further development of the three cultural nodes in Ocala.

Director of Recreation & Parks Kathy Crile discussed the City's role in the arts. She reviewed the cultural arts organization chart. The development of a public art policy with the Ocala Municipal Arts Commission will help plan where art is needed and how it will be maintained and funded. One strategy is the City potentially moving forward with a Cultural Affairs Department. She thanked the Marion Cultural Alliance and the National Endowment for the Arts for their contributions. She also thanked Ms. Walker and Ms. Baillie for their efforts.

Council Member Wardell questioned the City of Ocala's investment per capita is higher than other communities. Ms. Crile spoke about the number of events the City puts together based on Council's directive. A lot of money on producing events is being spent at the City level, which effects the per capita spending. She explained the cultural arts community is looking for a dedicated funding source, which would help take the burden off the City.

Council Member Wardell supports the plan but would like to look at the budget over the next few years.

Council Member Musleh questioned how realistic an alternative funding resource for these programs is. Council Member Wardell explained there are some that are built into the budget from the State and National Endowment for the Arts (NEA). Ms. Baillie mentioned other communities have a variety of alternative funding sources, which Marion Cultural Alliance will explore. One example may be from percentage of a hotel occupancy tax or similar, as has been done in Houston.

Pamela Calero 910 SE 2nd Street thanked Council for allowing Ocala Municipal Arts Commission participation. She appreciates making the Cultural Arts Master Plan a priority for the City of Ocala. She commented on the large number of people invested in the arts community and how this plan will benefit everybody.

Jennifer Fryns 11764 SW 57th Terrace, representing the College of Central Florida and Appleton Museum of Art. She discussed the importance of arts education in the City. She believes the plan is very well written and the primary focus remains on securing stable funding for the Appleton Museum of Art.

Council Member Wardell asked if there are any plans to continue to support CF's efforts to find a dedicated source of funding. Ms. Crile responded the legislature has increased funding for the arts, and there are recommendations in the plan.

Lonnie Hooks questioned if there are plans to include African festivals and arts. Ms. Walker responded in the affirmative, citing the Ocala Black History mural as an example.

Lisa Midgett 140 E Fort King Street, member of MCA, is excited the plan connects north, south, east and west Ocala. She expressed the need for funding.

David Ritter 6758 Cherry Road, board member of FAFO and OMAC, feels the plan is very well researched. He expressed FAFO's support and suggested using award money to attract bigger artists and shows.

Pat Taylor 2405 NE 2nd Street expressed the need for an arts plan in the City of Ocala. He suggested a focus on new and small organizations be considered. He also suggested the plan helps increase diversity for minority groups and those with disorders.

Council Member Wardell commented on Mr. Taylor's feedback, and spoke about how the arts are attracting minority communities and would like to continue to see that.

Frank Tovar 563 Marion Oaks Trail asked how the community is involved in developing the arts. He feels that 10% of revenue from sales should be much higher.

Paula King 1238 SE 5th Street commented on the funding per capita. She stated that other cities have a powerful funding partner, which lowers that city's per capita cost. She suggested a better comparison would be the funding per capita of the arts by all parties as a whole. She thanked the City for all their support in the arts.

Council Member Musleh thanked staff and the panel for the presentation.

City Manager Zobler thanked Council for their support and funding the plan. The Plan will be placed on the May 21st Council agenda as a consent item.

Council expressed their support for the Cultural Arts Master Plan.

Council Member Musleh thanked those in attendance for being involved in the discussion.

5. Adjournment

Adjourned at 12:52 p.m.

Minutes

Mary S. Rich

Council President

Angel B. Jacobs

City Clerk