



Eureka Cultural Arts District Leadership Council, Strategic Visioning Part 2

Friday, November 14th, 2025

12:00 p.m. to 5 p.m.

Eureka City Council Chambers

531 K St. Eureka, 95501

Accessibility Notice: The meeting room is wheelchair accessible, kindly enter through the double doors facing K street. This Agenda and other materials are available in alternative formats upon request.

Land Acknowledgement: The land that the Eureka Cultural Arts District rests on is known in the Wiyot language as Jaroujiji. Past actions by local, State and Federal governments removed the Wiyot and other indigenous peoples from the land and threatened to destroy their cultural practices. The Eureka Cultural Arts District acknowledges the Wiyot community, their elders both past and present, as well as future generations. This acknowledgement demonstrates the Eureka Cultural Arts District commitment to dismantle the ongoing legacies of settler colonialism.

Meeting Minutes

1. Roll Call:

Leadership Council Members:

Michelle Vassel, Ben Brown, Amanda Kruschke (present, left 3:15 pm), Tamara Cervenka (present), Sarah West, Leslie Castellano (present), Cati Gallardo (present), Elizabeth Hassler (present), William Dirks, Wil Gibson, Jemima Harr (present, left at 4 pm), Jenna Catsos, Erika Wright (present). Jennifer Be (present), Jazz Lopez (present), Corin Balkovek (present), Jamie Sanford (present), Swan Asbury (present, proxy for Sarah West)

Staff:

Matthew Morasutti (present), Sage Juarez (present)

Co-faciliators: Sarai Bordeaux (present), Melissa Meiris (present)

Members of the Public Present:

Derek Sanford, Greta Fennelly

Roll Call:

The meeting was called to order by Cati Gallardo at 12:40 pm. At 12:45 pm the Leadership Council moved into Strategic Visioning.



AGENDA

Eureka Cultural Arts District Strategic Visioning - Session 2

Friday, November 14, 2025 - 12pm-5pm

Eureka City Hall - City Council Chambers

Purpose: Support the Eureka Cultural Arts District Leadership Council to articulate their long-term strategic vision and next steps for supporting future sustainability.

Desired Outcomes:

By the end of this meeting, we will have:

- Continued to build connection with each other;
- Reviewed progress from the last meeting;
- Revisited priorities generated at last meeting and chosen 2-3 as focus areas for our work in the next 3 years;
- Generated and prioritized objectives for each of our priorities;
- Clarified roles and volunteer service on the Leadership Council.

Pre-read/scan:

- [Notes from 10/17](#)
- [Next Five Years Report](#)
- [Governance Documents](#)

Activity	Description	Time
Lunch & Reconnecting		12:00-12:30 (30)
Opening & teambuilding	• Welcome • Who's in the room - brief introductions • Teambuilding warm-up in groups of 3 (come back prepared to summarize) ◦ <i>Talk about an artist or piece of art that has had a profound impact on your life. How does this translate to your work with ECAD?</i> ◦ Any sharebacks or takeaways	12:30-1:00 (30)
Review & Grounding for Today	• What we did last time (incl. group agreements) • Today's agenda • Context - budget updates & parameters for our visioning/existing requirements • Q & A	1:00-1:30 (30)



Priorities	● In small groups - revisit priorities (note additions of baseline/required work/projects) ○ <i>What stands out to you?</i> ○ <i>Anything that should be combined or separated?</i> ○ <i>For folks who couldn't attend in October: anything that should be added?</i> ● Group report back & discussion ● Re-vote - <i>In addition to fundraising/revenue generation, what should be our top 2 areas of focus in the next 3 years?</i>	1:30-2:00 (30)
	BIO BREAK	2:00-2:15 (15)
Priority 1 - Revenue Generation	● Reminder: stay practical/realistic; requirements will stay as primary objectives; decisions are not about “me” but focus on “us” (the broader community); we are the people who will be implementing! ● <i>What does this work look like? What should we focus on doing/making happen? Especially consider connections/skills you bring that could help with these efforts, and emphasize those.</i> ○ On your own, jot down ideas ○ Small groups, generate up to 3 objectives/post-its ○ Gallery tour - review objectives on your own ○ Large group discussion on takeaways, ideas, etc. ○ Vote on your top 2 objectives	2:15-2:55 (40)
	STRETCH BREAK	2:55-3:00 (5)
Additional Objectives	● Reminder: stay practical/realistic; requirements will stay as primary objectives; decisions are not about “me” but focus on “us” (the broader community); we are the people who will be implementing! ● <i>Within each additional priority, what does the work look like? What should we focus on doing/making happen? Put a * next to any idea that overlaps with revenue generation.</i> ○ On your own, jot down ideas ○ Small groups, generate up to 3 objectives/post-its per	3:00-4:00 (55)



	priority ○ Gallery tour - review objectives on your own ○ Large group discussion on takeaways, ideas, etc. ● Vote on 3 objectives per priority ● Discussion as needed on last 2 rounds of voting	
	BIO BREAK	4:00-4:10 (10)
Leadership Council Role & Volunteer Service	<i>How will Leadership Council members be involved in implementing this vision outside of meetings?</i> ● Anticipated needs (Matthew & Leslie) ● Large group discussion - <i>How should Matthew request help when he needs it? What can we all commit to on a quarterly or annual basis?</i> ● Generate post-its in 2 categories ○ What I can do on my own ○ What I would like to do in collaboration with others (team or committee) ○ Include: Objective #, your name, action	4:10-4:50 (40)
Closing	● Evaluation (note card) ● Next steps (notes & draft Vision doc to Matthew by 12/5) ● Scheduling - Next Leadership Council Meeting (December?) ● Appreciations	4:50-5:00 (10)

Community Agreements

- **Consideration**- pause before responding, breathe, reflect – WAIT (why am I talking/not talking?)
- **Compassion**- for yourself as well as others; question ideas, not people
- **Cultural humility**- self reflection, personal critique, acknowledgement of our biases, genuine curiosity; we are all learners, always; our way is not the only way
- **Cognitive dissonance** - when new information challenges our long-held beliefs, take time to reflect
- **Confidentiality** - what is shared here stays here, what is learned here is shared
- **Commitment** - to addressing tensions and/or having conversations around privilege, race, and culture
- Compassionate curiosity
- Connectedness & confidence



- Heart centered silly play
- Creativity & problem-solving
- Creation of intentional culture
- Solution-based thinking
- Communication
- Process-oriented (non-closure is a thing, but we can still invest in the work being done)
- Decisions are not about “me” but focus on “us” (the broader community)
- Humility & integrity - collective agreement to show up prepared and understanding the job/role we signed up for
- Be willing to ask for what you need