



Eureka Cultural Arts District Leadership Council
2026 Quarter 1 Meeting

Wednesday, February 18th, 2026
11:30 AM to 1:30 PM.
Eureka City Hall, City Council Chambers
531 K Street, Eureka, CA 95501

Land Acknowledgement: The land that the Eureka Cultural Arts District rests on is known in the Wiyot language as Jaroujji. 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.

Agenda

1. Call to Order & Roll Call **11:30 AM-11:35 AM**

Leadership Council Members:

ECAD Partner Representatives:

Wiyot Tribe: Michelle Vassel, Ben Brown

Ink People: Leslie Castellano, Cati Gallardo

Eureka Main Street: Amanda Kruschke, Tamara Cervenka,

City of Eureka: Sarah West, Swan Asbury (proxy for Representative)

Representatives of Cultural Groups, or those representing historically excluded peoples/lifeways:

Jennifer Be, Elizabeth Hassler

Representatives of Artist Serving Groups:

Corin Balkovek, Wil Gibson, Jemima Harr

Representative of a Business Serving Group

Jazz Lopez

At-Large Members:

Jenna Catsos, Jamie Sanford, Erika Wright

Staff:

Matthew Morassutti, Sage Juarez



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Agenda (cont.)

- 2. Public Comment 11:35 AM-11:40 AM**
a. *Members of the public may address the Eureka Cultural Arts District Leadership Council on items not on the agenda. Comments are limited pursuant to the Brown Act.*
- 3. Brown Act Review (Informational Item) 11:40 AM-11:55 AM**
a. [Know Your Rights: The Brown Act and Open Meeting Rights](#) – Informational Video
b. [Robert’s Rules of Order for Public Meetings](#) – Informational Video (view excerpt)
c. General Review of Brown Act Requirements for Leadership Council Members, Staff, and Public
- 4. BREAK FOR GROUP PHOTO 11:55 AM-12:00 PM**
- 5. Consent Calendar (Voting Items) 11:55 AM-12:15 PM**
a. [Minutes: December 11, 2025 ECAD Leadership Council Meeting](#)
b. [Strategic Vision Document](#)
i. *Note:* Updated timeline (moved survey earlier), updated lead partners/committees, confirmation of timeline-tracking workbook (action item from December 11, 2025 ECAD Leadership Council Meeting)
c. ECAD “Elevator Pitch” – Proposed Process for Achieving Final Version
i. Marketing Committee to review updated Elevator Pitch with feedback from previous meeting incorporated by Matthew; Leadership Council to provide feedback and/or approval of Elevator Pitch at 2026 Q2 Meeting of the ECAD Leadership Council.
- 6. Committee Appointments and Council Organization 12:15 PM-12:40 PM**
a. Leadership Council Membership and Appointments
i. Resignation – Will Dirks (*Informational Item*)
ii. Review Leadership Council Member Attendance Requirements, Probation Thresholds (*Informational Item*)
iii. Appointed Partner Representative for the City of Eureka (*Informational Item*)
iv. New Member Pending Vote by Leadership Council (*Voting Item*)
1. Chris Chu – Eureka Chinatown Project Coordinator



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5. Committee Appointments and Council Organization (Voting Items) **12:15 PM-12:40 PM**

- b. Executive Committee – Confirm current members, appoint vacant positions
 - i. Current Members to be confirmed
 - 1. Chair/President - Cati Gallardo; 2-year term completes February 18, 2027
 - ii. Vacancies to be filled
 - 1. Vice Chair
 - 2. Treasurer
- c. Finance Committee – Confirm membership, appoint new members
 - i. Current Members to be confirmed
 - 1. Ben Brown, Leslie Castellano, Wil Gibson, Sarah West
 - 2. Staff Support from Heather Roche-Waldo (Ink People CFO)
 - ii. Leadership Council members may volunteer at this time to join the Finance Committee
- d. Marketing and Branding Committee – Confirm membership, appoint new members
 - i. Current Members to be confirmed; membership capped at 8 members
 - 1. Jenna Catsos, Cati Gallardo, Wil Gibson, Jemima Harr, Amanda Kruschke, Sarah West, Erika Wright
 - ii. Vacancies (confirm number after previous item)
 - iii. Leadership Council members may volunteer at this time to join the Marketing Committee
- e. Ad Hoc Committee – ECAD Folk Festival
 - i. Current Members to be confirmed
 - 1. Corin Balkovek, Jennifer Be, Leslie Castellano, Tamara Cervenka, Amanda Kruschke, Jazz Lopez
 - ii. Leadership Council members may volunteer at this time to join the Folk Festival Committee
- f. ROA Committee (*Discussion Item*)
 - i. *To be discussed at the 2026 Q2 Leadership Council Meeting, following designations by committees*



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6. ECAD Grants **12:40 PM-1:00 PM**

- b. Overview of Current Open Grants (*Informational Item*)
 - i. Arts Alive Grants – Seeking Applications for March, May, and June
- c. Overview of Grant Award Strategies (*Informational Item*)
 - i. ECAD Mini-Grants (maximum \$750 awards)
 - 1. 23 projects
 - 2. \$15,120 awarded
 - 3. General Overview of Mini-Grant Award Strategy
 - ii. ECAD Visionary Placemaking Grants (\$2,500 to \$20,000 awards)
 - 1. 11 projects
 - 2. \$138,658 awarded
 - 3. General Overview of Visionary Placemaking Grant Award Strategy
- d. Ratification of Grant Award Strategies by Leadership Council (*Voting Item*)
 - i. ECAD Mini-Grants
 - ii. ECAD Visionary Placemaking Grants

7. ECAD Folk Festival 2026 – September 25-27, 2026 **1:00 PM-1:10 PM**

- b. Receive an overview of the Folk Festival format, promotional strategies, and potential sources of additional funding from the Folk Festival Committee (*Informational Item*)
- c. ECAD Folk Festival (prev. “Cultural Festival”) Dates: September 25-27, 2026
 - i. Discuss any concerns on dates (*Discussion Item*)
 - ii. Discuss the name of the festival, potential new names, and vote on the name (*Voting Item*)
- d. Review Festival Coordinator Position Description and timeline for hiring (*Informational Item*, Leadership Council may provide feedback)



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- 8. Marketing & Outreach (Informational Items) **1:10 PM-1:15 PM****
- b. Street Banners
 - c. Trifold Brochures
 - d. ECAD Branded Merch/Swag
 - e. Video Content
 - f. CCRP Survey
- 9. Working Groups led by ECAD (Informational Item) **1:15 PM-1:20 PM****
- b. Tsunami Mural
 - c. Streetscaping / Placemaking Working Group
- 10. Leadership Council Member Announcements & Future Agenda Requests **1:20 PM-1:25 PM****
- b. Requests for agenda items for 2026 Q2 Meeting of the ECAD Leadership Council
 - c. Upcoming Events
 - d. Deadlines
 - e. Partnership Opportunities
 - f. Potential Grant Opportunities
 - g. Other Announcements (time allowable)
- 11. Director's Report **1:25 PM-1:30 PM****
- 12. Adjourn **1:30 PM****

Brown Act Notice: This meeting is conducted in accordance with the Ralph M. Brown Act. Agenda materials are available for public inspection at least 72 hours prior to the meeting. No action shall be taken on items not appearing on the posted agenda, except as permitted by law. Voting may not take place via email or writing; committee and time-sensitive decisions must be ratified by the Leadership Council at a duly noticed meeting. Quorum is a majority of appointed members (vacant seats do not count toward quorum).