

11-2-2023 @ 10:30am.

Accepted by Presiding Officer  
Pursuant to Rule 11(c)

\*Distributed\* *public  
comment*

MEASURE P COMMENTS 11 1 23

**For Measure P vote at Fresno City Council on November 2, 2023**

**HUGO MORALES comments** (3 minutes maximum)

**Thank you** for this opportunity to weigh in again on the Measure P Guidelines. T

This is an extremely significant opportunity for the arts ecosystem in Fresno and it's important that we try our best to get it right from the beginning.

I have **three concerns** that can be easily addressed with simple changes to the guidelines (as indicated in my handout). These are:

- 1) The current guidelines don't emphasize the **central purpose of Measure P which is to increase access to arts and culture**. The narrative application fails to ask the applicant who is their audience is and how they plan to increase it. Without knowing who the current audience is how will we know if Measure P had any impact?

If you don't know where you are starting from (the baseline) how will we know if access has been expanded? And this expanded access is the heart and central purpose of Measure P. It's what the taxpayers voted for.

By putting emphasis in the application materials and in the review process, on the importance of increasing and expanding access, it focuses the applicant on the central mission of the program, and gathers needed evaluation data to demonstrate impact.

- 2) A second concern is around equity, specifically **are enough funds designated to allow for small budgeted organizations and start-ups to participate fully**. Happily the emerging organizations category has been added and I would suggest that these applicants be required to fill out the full application.
- 3) The third concern is that organizations are currently allowed to apply for both general operating support and specific project funds. This feels a bit like double dipping, since an organization's projects are a part of its overall budget. My issue here is that this double dipping will draw down the funds available for the smaller organizations not eligible for general operating support. **My request is that applicants must choose either general operating support or specific project funding.**

**Thank you for your attention to these concerns.**

## **Memo**

Date: November 1, 2023

To: Fresno City Council

From: Hugo Morales, Executive Director  
Radio Bilingüe, Inc.

RE: Recommended Changes to Measure P Guidelines for the  
"Expanded Access to Arts and Culture Fund"  
Up for approval on November 2, 2023

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I am herewith reiterating a request made in writing on October 3, 2023. This request asks that information about an applicant's current audience be included in order to create baseline data to measure whether its audience expanded and thus enable the Fresno Arts Council to track the impact of Measure P.

Included below is the current version of the narrative application followed by a version with the recommended changes highlighted in yellow (starting on page 3 below).

Two additional changes are recommended: 1) Emerging Organizations applicants should answer all questions on the application and 2) Applicants must choose between General Support Funding and Project Specific funding but should not be eligible for both.

### **CURRENT VERSION**

On pages 12 and 13 of the Guidelines (on General Operating Support Guidelines and Project Specific Grants) approved on October 16, 2023 it currently reads:

### **REQUIRED APPLICATION INFORMATION NARRATIVE QUESTIONS**

All questions should provide the reviewer with information that helps them best understand your organization. Word count is to provide enough space for you to respond as completely as possible. If you can provide enough information with fewer words, that will not be held against you.

**Emerging Organizations should only answer questions 1, 4, 5, and 6**

## **1. Organization Description**

- a. What is your mission?
- b. How does your work align with the Cultural Plan?
- c. Describe how your organization evaluates the quality and success of your programs.
- d. How do you engage in planning (i.e., who is involved in planning, how far in advance do you plan your programming, do you have a strategic plan or a set of overarching goals)? If so, upload your most recent planning documents.
- e. How does your organization intend to make use of General Operating Support funds if awarded?

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## **2. Programming**

Share what the review panel should know about the organization's arts and cultural programs.

Consider the following questions to help shape your narrative:

- a. What are the primary activities of the organization? Describe the major programs open to the public.
- b. Describe key exhibitors/presenters, artists, and other collaborators.
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- e. If arts and culture are not the mission of the organization, describe your arts and cultural programming, and describe how it fits within your larger organizational work.

750 words

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- a. List of arts and cultural activities FY 2022-23 (1 page PDF)
- b. List of arts and cultural activities FY 2023-24 (1 page PDF)

## **3. Cultural equity and inclusion statements and policy**

- a. Does the organization have an equity statement or other formalized diversity, equity, and inclusion efforts? If so, please upload any relevant documentation.
- b. What are the organizations perceived needs and or plans for increasing diversity in board, staff, programming, and audiences over the next year?
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**4. Organizational Challenges**

- a. What do you identify as your greatest challenges?
- b. Describe how you will address these challenges.
- c. Describe how these grant funds would be used to help address these challenges.
- d. What do you perceive as barriers to your organization increasing access to arts and culture?

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**5) Proposed Impact and Outcomes (organizational and community) Consider the following:**

- a. What work is the organization most proud of?
- b. What outcomes are you envisioning from this grant support?
- c. How will your organization measure the impact of this award?

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**6) Governance and Administrative Structure**

- a. Describe your governance structure, including board meeting frequency, and board committee structure. Upload a board roster, include members' names, occupation if known, and any other demographic information that you would like considered.
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### **5) Proposed Impact and Outcomes (organizational and community) Consider the following:**

- d. What work is the organization most proud of?
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From Page 8 - 9 of the Guidelines, with recommended changes in yellow.

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~~Eliminate: "Applying for this grant does not restrict an organization from applying for other project-based grants". Change to: "General Support Grant recipients are not eligible for project specific grants."~~

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## Mary Quinn

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**From:** Caleb Helsel (Caleb Helsel) [REDACTED] >  
**Sent:** Wednesday, November 1, 2023 11:59 PM  
**To:** Clerk  
**Subject:** Public Comment, Palestine Solidarity

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

External Email: Use caution with links and attachments

Dear Fresno City Council,

My name is Caleb Helsel. I am writing this comment to express my support for the motion for the city of Fresno to officially stand with Palestine against genocide and ethnic cleansing at the hands of Israel. Since the October 7, Hamas attacks on Israel, the Gaza Strip has been subject to a brutal and inhumane siege that threatens the lives of 2 million people. They have cut off food, water, fuel, and Internet to the people of Gaza in the name of destroying Hamas. This is collective punishment, a war crime under the Geneva Conventions. They have bombarded them constantly for a month, rendering the majority of the population homeless and killing over 8,000 people, with half of them being children.

The Gaza Strip is one of the most densely populated places in the world, with 2 million people forcibly clustered inside an area of around 140 square miles, as densely populated as London or Tel Aviv. The majority of these people are descendants of Palestinians who were ethnically cleansed from the lands during the 1948 creation of Israel. Their descendants remain trapped in Gaza today, legally barred from entering Israel, and unable to leave by sea or into Egypt since 2006. These people are defenseless and have no escape from their torment.

The Israeli government has branded Gaza's population as "terrorists" and "animals". They have declared that "a whole nation is responsible". They quote verses from the Bible calling for the total destruction of a people. This is genocide. The world has stood by and watched genocide happen before: the Armenians in WW1, the Jews in WW2, the Tutsis in Rwanda, and the native Americans in this very country and this very state. We are in a position now to break that trend, to do something different. To be better than our ancestors. And so today, I join the many people who will be there tomorrow in person to call for Fresno to follow Richmond, California's lead and pass a resolution declaring its support for Palestine against genocide. Thank you.

Sent from my iPhone