

## **Oregon artPAC — 2016 Primaries**

**Contest:** **Portland City Council Position No. 4**

**Candidate Name:** Chloe Eudaly

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**Candidate Web Site:** [www.chloeforportland.com](http://www.chloeforportland.com)

**Date of Questionnaire Submittal:** 2/12/16

**In a 140-character “tweet” format, tell us why you are running for office.**

I'm running because we need representatives who are in touch with and will fight for the people who Portland is not working for!

**How many donors have contributed to your campaign?**

57

**How much money have you raised for your campaign?**

\$8,600

**What endorsements have you received?**

Stephen Marc Beaudoin - Executive Director of Phame Academy and MESD Board Member

Michael Bailey - Past-President National Disability Rights Network

Angela Jarvis-Holland - Executive Director of Northwest Down Syndrome Association

Kohel Haver - Partner at Swider Haver Law Firm

Jackie Peterson - Business Advisor, Small Business Development Center

Patty Merrill - Owner, Cargo

**What role do the arts and culture play in the life of our region and what do the arts personally mean to you and your family?**

Arts and culture are important to our region in a number of ways. Our vibrant and diverse cultural landscape enhances our residents' quality of life, builds community, bolsters our local economy, and significantly drives our tourist industry. Creative expression is essential to a full human life, for both creators and contemplators, and provides spaces where individuals can connect across divisions that might keep them apart in other arenas, such as race, class, and ability.

For the past 21+ years I've devoted my life to fostering and supporting Portland's local arts community through Reading Frenzy -- a mission driven bookshop and gallery that's devoted to independent, small

press, and self-published titles with a major focus on arts & culture and underrepresented voices -- such as women, LGBTQ, and POC. I've produced around 500 free and open to the public events out-of-pocket. I've collaborated with PNCA, MOCC, and PAM, served on the Multnomah County Cultural Coalition, and given numerous talks and workshops on the subjects of self-publishing and creative entrepreneurship. I also co-founded the Independent Publishing Resource Center with Rebecca Gilbert in 1998. This is all to say that the arts play a huge part in my life, they are central to my chosen community, make up the bulk of my social life, and have provided me with a living for the past two decades.

Arts and culture play an especially precious role in the life of my family, which includes my son Henry who is a bright, sweet, and funny almost-15-year-old who happens to have a severe physical disability. Henry faces multiple and formidable barriers to inclusion in many parts of our community. A casual observer may only register his long list of deficits: he uses a wheelchair, he requires full assistance with most activities, and he's non-verbal. But placed in a supportive and stimulating creative environment people get to see him in a whole new light, whether it's rocking out to his favorite bands, leading a roomful of kids in a game of Freeze Dance, or going to town on a painting project at CHAP. Henry is currently studying photography at Grant High School and is a TA in his school library. The arts provide him with meaningful opportunities to participate in school and community life and to be seen as a contributing member. Making sure arts programming is accessible across social, economic, and other barriers is a high priority to me.

**How will you address the growing affordability crisis in our region for artists, arts organizations, and small arts businesses as it relates to housing and creative space?**

Affordable housing is the most urgent issue facing our region today, few things matter more than a roof over your head. Much of our arts community is especially vulnerable to this growing crisis and I shudder to think what our cultural landscape will look like if we continue down this path with no attention or resources given to mitigating displacement and preserving affordable spaces for artists to live, create, and present their work. There is no one cause and no single solution to our housing crisis, but many of the actions currently under consideration at the state and local level will benefit artists and other vital cultural workers who earn modest incomes, along with the rest of our growing rent-burdened population, whether it's investing more public dollars in affordable housing, instituting mandatory inclusionary zoning, stabilizing rents, or increasing tenant protections. I'm concerned about how zoning changes designed to promote development in areas like inner SE will impact the existing and thriving maker community. As a commissioner I would always want to look at potential impact and methods to mitigate displacement before a green light is given to new development.

As early as 2009 I began raising concerns about how rising rents were impacting artists and creative small businesses, and I suggested exploring the option of non-residential/commercial land trusts to decision makers at the city and within the arts community. Unfortunately, little thought seems to have been given to the issue and many artists and creative small businesses have been pushed out since then. Land trusts are one promising approach to explore and we have a fantastic resource within our

community in the form of the National Community Land Trust Network. I'm also a fan of the model utilized by Carole Zoom at Zoomtopia (located on SE Belmont) which consists of a variety of types of spaces -- studios, offices, light industrial -- with shared common space and the option to buy in to the building, thereby providing longterm stability for artists and small arts organizations.

**How will you foster the growth of the creative economy in our region?**

Our creative economy is already booming in some areas -- advertising, architecture, design, TV & film, and tech to name a few. Their outcomes are generally easy to measure -- they generate jobs and wealth -- and the city in turn supports their growth (ex: zoning changes for tech companies, tax incentives for the film industry), which I support as long as potential negative impacts are being considered and addressed up front and there is a net benefit to the city.

Measuring the social value and impact of the more non-commercial side of our creative economy is trickier and often more challenging to garner public support for. Ensuring affordable housing for low income to middle earners and creating more living wage jobs will mean that more residents will have more time and disposable income to enjoy and support our arts community. Creating sustainable spaces for artists to live, create, and present their work will make Portland a more viable place for artists to live. Increasing funding for arts education and access will help foster future generations who value and support the arts.

**How will you enhance the delivery of and support for arts education in school and neighborhood settings?**

Expanding funding for arts education for all K-12 students, and building greater community support and involvement in our schools, is something I would support and work towards as a Commissioner.

My son Henry attended Boise-Eliot for 1st grade. I joined the PTO and chaired the Family Night committee, while also serving on the District Parent Involvement Committee. Over the course of the year we (the committee) drew on our community resources and hosted several large and successful family night events on a very limited budget. Each night had a creative component for the students -- making zines, learning how to DJ, or taking photographs, for example. The key to our success was dedicated family involvement and the generosity of community members.

**How will you further the values of equity and access to the arts and culture? What do you see as the biggest challenges to progress in this area?**

As detailed above, equity and access are near and dear to my heart. As someone who enjoys the full range of our cultural offerings from street art to the most shoestring budget endeavors to the Portland'5, I'd like to ensure that everyone in our community feels as welcome as I do to partake in them. The biggest challenges to progress, besides funding, may be assumptions -- assumptions about who wants access and what is affordable to them on the part of decision makers and assumptions about

who is welcome on the part of the public, many of whom may simply lack prior exposure and feel out of place in spaces that should be inviting to our whole community. One of my great hopes for the Arts Education and Access Fund is that we are raising a generation of arts enthusiasts and in the coming decades supporting, accessing, and participating in the arts will be second nature to Portlanders.

I know there are a variety of existing programs and options for low income residents to attend higher ticket exhibits and performances. I would start by ensuring that we're not creating unnecessary barriers to utilizing these programs, that participants are treated with dignity (some people might not want to flash their Oregon Trail Card in public), and that the income restrictions reflect the reality of our local economy, and not antiquated guidelines such as the Federal Poverty Line (food stamps are an extremely low threshold). One of my favorite past event was Shine A Light at the Portland Art Museum, a collaboration with the Social Practice program at PSU, which encouraged the public to engage with the museum and each other in new ways. It would be exciting to see some of our other large arts organizations come up with innovative ways to engage the public and appeal to new audiences. How about a "Pay what you can" day at the symphony, opera, or ballet?

**What other public policies would you pursue to strengthen the creative capacity of our region?**

Placemaking is a buzzword right now but a topic of vital importance to me nevertheless. As Jane Jacobs posited in "The Death and Life of Great American Cities", "Cities need old buildings so badly it is probably impossible for vigorous streets and districts to grow without them... If a city area has only new buildings, the enterprises that can exist there are automatically limited to those that can support the high costs of new construction." So many of the artists, designers, writers, musicians, performers, and creative entrepreneurs I've know over the past 30 years had one thing in common -- cheap rent in old buildings. These spaces are vanishing, and what we're losing by extension is almost unimaginable. As arts advocates we know that cultural significance is not defined by how financially viable an institution or endeavor is, but imagine for a moment what our cultural landscape would look like if that were the case. What and who would be left? Yet, that's the reality that today's generation of up and coming artists and cultural workers are up against, when so few affordable spaces to live, create, and present their work are left. So, a priority for me is historic preservation and creative reuse of existing buildings in service to fostering our arts community.

**The following question is for candidates in City of Portland contests only. Do you support the voter-approved Arts Education and Access Fund and do you commit to maintaining it? What changes, if any, would you make to improve its administration?**

Yes, I support the Arts Tax -- I participated in some of the early discussions about how to allocate the funds -- and I commit to maintaining it, however, there is room for improvement. When the Arts Tax was first announced with no income exemption this belied an unfortunate disconnect between the creators of this measure and the reality of thousands of our low-income residents. I do not believe the Federal Poverty line is a reasonable indicator of who can afford to pay this tax. Especially in the context

of today's housing crisis, when 1/4 of our residents are cost-burdened by rent, we should not be adding to the financial burden of our most low-income residents. I would raise the income exemption, but make the tax graduated based on income (ex: \$35 for every \$100K earned) in order to generate more revenue, then prioritize expanding the school funding to cover K-12 arts education and increasing funds allocated for access. An expanded PR campaign both for the Arts Tax and for the programs it supports would be helpful in improving compliance and tax payer morale. Finally, this may be an idea that would be too challenging to administrate at the city level, but I'm a fan of civic engagement and giving residents ways to engage and contribute to their communities other than writing a check, so I'd love to see a volunteer component for people who may have more time than money to give.

**The following question is for candidates in City of Portland, Clackamas County, Multnomah County, or Washington County contests only. Each year, you will have the opportunity to vote to approve a budget for arts funding through the Regional Arts & Culture Council (RACC). Do you commit to maintaining or increasing this budget allocation and funding level?**

Having never served in public office or participated in the city's budgeting process, I wouldn't be comfortable committing to increasing RACC's funding before I had a chance to dig in and consider all the budgetary demands of the fiscal year in question (which is nearly a year away). I would definitely hope to maintain the current funding level, and I certainly support arts funding and believe we can find more dollars to allocate to it. But I also recognize that the arts don't exist in a vacuum and funding for affordable housing and the creation of living wage jobs is also critical to supporting the arts. Artists need to be able to live, create, and present their work here and our residents need to have enough disposable income left over after paying rent to avail themselves of our wonderful cultural offerings.