

**NASHVILLE ARTS AND ENTERTAINMENT COMMISSION MEETING  
THURSDAY, FEBRUARY 11, 2021**

Commission members present by remote access via Zoom: President Melanie Voland, Vice-President Anabel Hopkins, Secretary Andra Walters, Member Jonah Crismore (left at 11:30 am), Member Mike Hater, Member Ann McCann and Member Mark Schmidt. Commission members not present: Member Patrick Bennett and Member Cathy Martin. Also in attendance by remote access – CVB Director Jane Ellis, 360 Group Creative Director Eric Murray and Records Clerk Sandie Jones.

**COMMISSION BUSINESS**

**1) CALL TO ORDER**

Member Voland called the meeting to order at 10:04am.

**2) ROLL CALL**

Roll call by Member Voland.

**3) APPROVAL OF MINUTES – 1-14-2021 MEETING**

Secretary Walters made a motion to approve the 1-14-2021 meeting minutes as presented. Vice-President Walters seconded the motion. All were unanimously in favor.

Member Schmidt made a motion to approve the 1-28-2021 planning meeting minutes with the addition that he and Member McCann were asked to attend the meetings of the Bicycle-Pedestrian ad hoc Committee to help create the proposed crosswalks. Member Hater seconded the motion. All were unanimously in favor.

**4) ARTS VILLAGE BROCHURE PRESENTATION**

President Voland explained that last year, before the pandemic, CVB Director Ellis had presented an idea for a new Arts Village brochure of going big and going bold. She then turned over the meeting to CVB Director Jane Ellis and 360 Group Creative Director Eric Murray.

CVB Director Ellis gave a history on how the Arts and Entertainment Commission came about through the efforts of a volunteer group wanting to get the designation as a Cultural District through the State of Indiana. The Town of Nashville came to the table to form the Arts and Entertainment Commission. She explained that the 360 Group has been a part of the branding since the beginning of the Commission, conceptualizing the “Soaring” leaf sculpture downtown as well as the venue leaves and a crosswalk concept. The brochure that was created was well received and much like an art directory of all arts related businesses in town.

CVB Director Ellis wants to sell the idea of what Brown County has to offer rather than telling people where everyone is and here’s what to do. The Arts and Entertainment Commission has agreed to put \$5,000 of their grant funds towards this new brochure and the CVB will put in \$10,000. She believes this new booklet/brochure will give a good representation of arts in Brown County. CVB Director Ellis would like to show that while there is a rich art history, there is also a vibrant scene now.

Creative Director Murray gave a detailed presentation of the proposed updates to the Arts Village booklet and asked for feedback from the NAEC. He noted there will be lots of photographs in this publication. Discussion.

## **ARTS & ENTERTAINMENT COMMISSION MEETING FEBRUARY 11, 2021**

CVB Director Ellis asked if the NAEC would like to re-evaluate the leaf program and what type of venues they wanted to include. Member Hater commented that this booklet still lacks information on music and musicians. Discussion of the availability of photographs for the booklet, including increasing musical arts related photographs.

Creative Director Murray recapped the discussion:

- the 360 Group will look at putting a brief mention of the Soaring sculpture and how it relates to the leaves on businesses
- the booklet will talk about Brown County being one of ten State Cultural Districts and how Nashville is in the center between the Columbus and Bloomington Cultural Districts
- consider condensing some of the wine and beer photos and replace with more music photos and copy regarding music perhaps on the tradition pages talking about the Bill Monroe Bluegrass Festival. Secretary Walters suggested a collage of photos on the traditions page regarding art/music history
- working with Michele Wedel for professional photographs and asked for any other professional photos that might work well in the booklet to be sent to him

The NAEC commented that the booklet is beautiful and bold.

Creative Director Murray advised that the last few pages of the booklet will be listings and what they have now are the listings from the previous brochure. He asked for a definitive final listing to put in the new booklet. CVB Director will send out a word document of the previous listings for the NAEC to review and update. President Voland asked that the galleries and studios be listed first, then entertainment, public art and finally, wineries and breweries. CVB Director Ellis will meet with the NAEC marketing group review the list.

CVB Director Ellis suggested they take listings out of this booklet since they are on tight time frame for this printing. She gave a background of how the leaf program was started and she would like to see the program updated, to make being a part of the leaf program more prestigious and charge a fee to be a part of the program. Discussion.

Secretary Walters agreed they need to revisit the purpose of the leaf venue program, work with the businesses to understand the program and what is the NAEC providing to those in the program. She suggested they take the leaves off the brochures for now and maybe create a separate listing in a smaller special brochure. Discussion. Creative Director Murray suggested they refer to the CVB website for the listings of all the Arts Village locations. CVB Director Ellis noted that once the Visitors Center is back open people can use the touchscreens to print out the listings as needed.

The NAEC agreed to take the listings out of the new booklet and refer to the CVB website for listings of venues in Brown County. President Voland thanked CVB Director Ellis and Creative Director Murray for their time, their effort and approach to our beautiful village.

President Voland made a motion that regarding the new booklet/brochure to be printed in 2021, the NAEC has determined that that they will not use the leaves in the brochure in order to be more inclusive and extend the life of the brochure. Vice-President Hopkins thought there were not going to be any listings in this brochure and Secretary Walters agreed. Discussion. President Voland withdrew her motion. The leaf project was brought up again and Secretary Walters suggested they discuss this program further at next month's meeting and see how or if they want to move forward with the program. Further discussion.

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President Voland made a motion to spend the \$5,000 IAC 2020 Cultural District Grant funds to facilitate the long-term brochure being created with the CVB and the 360 Group. Secretary Walters seconded the motion. All were unanimously in favor.

CVB Director Ellis will meet with the Marketing Committee next week to review the listings on the previous brochure, including the leaf venues.

### **5) UPDATES ON GRANTS**

#### **A. IAC 2020 GRANT AND YEAR END REPORT**

President Voland reported that the 2020 IAC year-end report has been submitted.

#### **B. REGION 8 PROJECT GRANT – ANABEL**

Vice-President Hopkins reported that all the supplies for the grant have been delivered to Town Hall and she will get them to the school as soon as it is safe to do so. The students can start working on the barn quilts as soon as they have all the materials. She advised that she would submit a final grant report by the June 2021 due date.

### **6) OUTREACH COMMITTEE REPORT**

Vice-President Hopkins reported that the committee met February 5, 2021 via Zoom to discuss the 2021 Art Walk. They divided up the galleries and sponsors for people to contact to find out who are interested in participating. There will be an Art Walk meeting with the galleries on February 26, 2021 to discuss what they want to do for the Art Walk this year. Vice-President Hopkins noted that President Voland will be in charge of the Art Walk this year.

### **7) WAYFINDING COMMITTEE REPORT**

Member Schmidt advised that he and Member McCann sat in on the Bicycle-Pedestrian ad hoc Advisory Committee on February 2, 2021. The Committee asked that at least one of them attend all the Bike-Ped meetings until they have the installation of the new crosswalks at Main and Jefferson.

They have decided to take out the words “leaf motif” in the crosswalk RFPs and add in criteria for designs incorporate the use of the words “artistic and natural appeal”. Member McCann suggested the crosswalks feature other natural elements such as dogwoods or other unnatural elements such as paint brushes in other crosswalks throughout the village.

Member Schmidt asked for feedback from the NAEC on the idea of using different designs rather than just the autumn leaf design. President Voland commented that she thinks all the crosswalks should be the same because of the wayfinding, placemaking, and branding continuity and they should have some sort of consistency. Member Schmidt noted that all the crosswalk plans must include the Arts Village logo. Discussion. Secretary Walters suggested they contact the 360 Group that created the logo and brand should be consulted. Member Schmidt will contact the 360 Group.

Member Schmidt reported that the RFPs for the crosswalks are due March 8, 2021. Designs will then be review by the Bike-Ped Board. The final design will be announced by June 2, 2021 and then the installation will be completed by July 2, 2021.

President Voland asked if the Bike-Ped Board would be asking the NAEC for funding for the crosswalk project. Records Clerk Jones advised that they may ask for funds, but it is good that the Town Commissions/Boards are working together on projects.



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### 8) COMMISSION PRIORITIES

President Voland advised that she sees the Commission's immediate priorities as the brochures and the Art Walk. She asked what the NAEC thinks the next priorities should be.

Secretary Walters commented that this topic is worthy of lengthy discussion at a later meeting. President Voland noted they would discuss the commission's priorities at next month's meeting. Additionally, they could discuss the leaf project. Vice-President Hopkins suggested each committee meet prior to the Commission's March meeting and so they can bring their plans before the full Commission as well.

### 9) ANY OTHER BUSINESS TO COME BEFORE THE COMMISSION

Member Hater shared an idea to hire a Bob Ross impersonator to paint at the Village Green next year. They could hire them the same as they hire buskers and people could take pictures with him.

Vice-President Hopkins moved to spend up to \$600 out of the 250 Fund for the production and printing of the Art Walk brochure. Secretary Walters seconded the motion. All were unanimously in favor.

Vice-President Hopkins asked if they need to make a financial commitment for the Brown County ChamberFest. President Voland doesn't think they need to make a commitment at this time. At some point, Annie Hawk of the BC ChamberFest will submit a written request for funds to the Commission and at that time the Commission can decide on how to help finance the event.

### 10) ADJOURNMENT

Member Schmidt made a motion to adjourn the meeting. Member Hater seconded the motion. All were unanimously in favor. President Voland adjourned the meeting at 11:57 am.

*The audio recording made at the Nashville Arts and Entertainment Commission meeting on 2-11-2021 is retained in the office of the Town Clerk-Treasurer.*

Melanie  
Voland

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Voland  
Date: 2021.03.20 10:42:56  
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President Melanie Voland

3-20-2021

Date