

**NASHVILLE ARTS AND ENTERTAINMENT COMMISSION MEETING
THURSDAY, JUNE 8, 2017**

Commission members present – President Nancy Crocker, Treasurer Bob Kirlin, Secretary Anabel Hopkins, Member Jonathan Bolte (arrived at 10:12am and left at 10:57am), Member Michael Fulton and Member Cathy Martin. Commission members not present – Vice-President Michele Wedel and Member Chuck Wills. Also in attendance – Brown County Convention and Visitor's Bureau Digital Marketing Coordinator Brooke Weichselfelder, Town Manager Scott Rudd and Records Clerk Sandie Jones.

COMMISSION BUSINESS

1) CALL TO ORDER by President Crocker at 10:10am.

2) ROLL CALL all Commission members present stated their names.

3) APPROVAL OF THE MINUTES – 4-13-17 & 5-11-17 MEETINGS

President Crocker advised that the Commission had been given the draft minutes from the April 13, 2017 and May 11, 2017 meetings.

Treasurer Kirlin moved to approve the 4-13-17 and 5-11-17 minutes as presented. Secretary Hopkins seconded the motion. All were unanimously in favor however Member Fulton abstained from voting on the 5-11-17 minutes as he was not present for that meeting.

4) COMMITTEE REPORTS

A. FINANCIAL REPORT

The Commission members reviewed their budget. President Crocker advised that she needs to fill out some paperwork to get the rollover Stellar funds from the Brown County Foundation.

President Crocker reported that she has not heard from Kendall Reeves regarding the additional work he has been asked to do at the Village Green restrooms.

The Commission reviewed the 2017 budget and discussed the need for yard signs promoting the Pavilion music series. The Commission agreed to purchase four more yard signs with last year's logo. They proposed that maybe next year they will get yard signs with the new logo.

B. PAVILION MUSIC SERIES UPDATE

President Crocker encouraged all Commission members to attend the Pavilion music series if they are in town. She also asked that each member be responsible for putting up and taking down a yard sign before and after each concert.

President Crocker passed out a proposed letter to the Johnson Charitable Foundation thanking them for sponsorship funds for the Pavilion music series. The Commission members approved of sending this letter.

President Crocker estimated about 75 people came to the Pavilion music series to hear the McGuires. She commented that this was a great turnout and the new stone benches in the area were very useful.

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C. CVB COLLABORATION UPDATE

CVB Digital Marketing Coordinator Weichselfelder passed out a spreadsheet of the Facebook posts and email marketing they have done thus far. She commented that they are doing pretty well with downloads and click rates but she would like to get more links for people to click and be engaged.

CVB Digital Marketing Coordinator Weichselfelder reported the top posts are the Art Village posts and traffic is up about 6.17% from the previous month. She suggested the Commission put \$5-\$20 to boost posts. President Crocker asked if this would be an additional cost to the Commission or if this is part of the fee they already pay to the CVB. CVB Digital Marketing Coordinator Weichselfelder will check with CVB Director Ellis on this and get back to the Commission.

President Crocker asked that they change the name to Arts Village Pavilion Music Series so that it will go to the top of the list of events. President Crocker will send a video of the Amanda Webb Band to CVB Digital Marketing Coordinator Weichselfelder to add to posts.

Treasurer Kirlin asked how they can pump up the Brown County Playhouse. CVB Digital Marketing Coordinator Weichselfelder said that she did a Facebook post about the Playhouse and noted the Playhouse is on the CVB event calendar. She asked if there is something specific the Commission wants listed they are to send it to Vice-President Wedel or Member Wills. They will then forward to the CVB. CVB Digital Marketing Coordinator Weichselfelder reported that Suzannah Zody of the BC Playhouse has been doing her own content but more about the Playhouse can be included in CVB emails.

Member Martin thanked CVB Digital Marketing Coordinator Weichselfelder for all the work she has been doing. President Crocker asked that the Art Walk and Back Roads Studio Tour be a part of the CVB promotions.

D. INTERNS/GAMIFICATION

President Crocker reported that Vice-President Wedel had sent out a draft proposal of the Serve IT application and asked for feedback from the Commission members. She made the suggested changes and has submitted the application. President Crocker is not sure when they will hear if they have been chosen or not.

President Crocker announced that a small group has met with potential intern Jonathan Moore a couple of times. President Crocker was hoping to introduce Mr. Moore today but he was not present for the meeting. He is to start photographing local art work soon and ~~want him~~ is to start with public buildings. Mr. Moore must complete 100 hours in this summer for his internship.

President Crocker presented an intern contract to the Commission for their review. She asked Member Martin to make any necessary edits to the contract. President Crocker explained the contract is basically an agreement stating the intern will not be paid for his work and the town will not be liable.

Treasurer Kirlin moved to approve the intern agreement as presented. Secretary Hopkins seconded the motion. All were unanimously in favor.

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E. PUBLIC ART UPDATE

Member Fulton advised that he went before the Town Council to ask that the Dancers sculpture be moved to the Pat Reilly parking lot. The Council did not make a motion to approve this move. Member Fulton reported that he spoke with President King later about a location for the sculpture and President King suggested the new “town park”.

President Crocker spoke with Councilmember Omberg about the Dancers sculpture and he believes this should be located in a prominent place in town. President Crocker commented that the Pat Reilly parking lot would be a good location and would be seen by many people. Discussion.

Treasurer Kirlin suggested they go back before the Town Council and ask that Council approves the Pat Reilly parking lot location. President Crocker agreed and will bring it before the Council at the June 15, 2017 meeting. Member Fulton noted that Shelby Materials has agreed to provide the crane to move the sculpture.

5) ANY OTHER BUSINESS THAT MAY COME BEFORE THE COMMISSION

Kathy Anderson reported that she will be attending the Creative Placemaking work shop in Indianapolis this week. She is curious about the Hometown Collaboration Initiative and how they relate. Town Manager Rudd suggested they discuss housing, schools and broadband in rural areas. Ms. Anderson would like to see a deepening of people’s experiences in our town and county.

Secretary Hopkins would like to lure visitors and residents off Van Buren Street to the side streets to see what other shops are available.

Member Martin reported that she attended an Arts Road 46 meeting yesterday with President Crocker, Town Manager Rudd and Bloomington representatives. They hope to get some ideas about affordable housing and bringing in families to our community. Town Manager Rudd noted that Bloomington has a housing crisis with a lack of starter homes. He advised that Nashville has starter homes but they are not selling because they need to be fixed up. Ms. Anderson asked about help to get the homes fixed up. Treasurer Kirlin reported that Thrive Alliance is planning on purchasing 10 homes through a federally funded program. They will refurbish those homes and make them available for low income families. Discussion.

6) ADJOURNMENT

President Crocker adjourned the meeting at 11:10am.

The audio recording made at the Nashville Arts and Entertainment Commission meeting on 6-08-17 is retained in the office of the Town Clerk-Treasurer.

Commission President Nancy Crocker

Date