

**NASHVILLE ARTS AND ENTERTAINMENT COMMISSION MEETING  
THURSDAY, AUGUST 12, 2021**

Commission members present at Town Hall: President Melanie Voland, Vice-President Anabel Hopkins, Member Patrick Bennett, Member Ann McCann and Member Mark Schmidt.

Commission members present via Zoom: Member Jonah Crismore (left at 11:00 am).

Commission members not present: Secretary Andra Walters and Member Cathy Martin. Also in attendance at Town Hall: Records Clerk Sandie Jones. Also in attendance via Zoom: Brown County Community Foundation Outreach Officer Sean Hildreth.

**COMMISSION BUSINESS**

**1) CALL TO ORDER**

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

**2) ROLL CALL**

Roll call by President Voland.

**3) APPROVAL OF MINUTES – 7-08-2021 MEETING**

Minutes from 7-08-2021 meeting were presented. Vice-President Hopkins made a motion to approve the minutes as presented. Member Schmidt seconded the motion. All were unanimously in favor.

**4) BC COMMUNITY FOUNDATION – MURAL DISCUSSION**

Brown County Community Foundation Outreach Officer Sean Hildreth gave a presentation on possible murals that could be painted throughout the Town. He advised that INDOT has given the BCCF permission to paint a mural on the bridge above the Salt Creek Trail.

BCCF Outreach Officer Hildreth suggested another location for a mural would be on the north wall of the Brown County Playhouse. He explained that the Playhouse had formed a mural committee and the submissions they received were not up to par with what they wanted on the building. The Playhouse mural committee is looking at creating partnerships with local businesses and other community partners to create a mural on the Playhouse.

BCCF Outreach Officer Hildreth advised another location for a mural could be the back wall of the parking area for the Community Foundation. They are proposing to install a butterfly habitat with milkweed. The mural would be a butterfly theme.

BCCF Outreach Officer Hildreth spoke about the Fort Wayne Mural project and would like to see Nashville/Brown County have a mural program. He suggested that there could be a mural trail throughout the county. Discussion. BCCF Outreach Officer Hildreth asked the NAEC if they could form an exploratory mural subcommittee. President Voland advised that the Public Art Committee could talk about this and the NAEC is behind the idea of murals.

**5) VINYL ART PROJECT ON INDOT BOXES**

Member Bennett spoke about the proposed INDOT vinyl wrap project and advised the next step would be to create an RFP for the artwork. President Voland suggested Member Patrick use

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Shelbyville, Indiana's RFP as a template and make changes as needed. Discussion regarding wording in the RFP. The NAEC members agreed to have Member Bennett to make changes as discussed.

Member McCann noted the INDOT boxes in the Madison, Indiana project are wrapped with artwork on three sides and information is on the fourth side. The NAEC agreed that collaboration with the Commission's graphic designer can work with the chosen artist(s) for the graphics and wording. Member Bennett will talk with local graphic designer Bob Blass who has agreed to help with the project. Mr. Blass has been offered \$500 on behalf of the NAEC to be the graphic designer for the project.

The NAEC agreed to pay the artist(s) \$500 for each approved designed. Member Bennett estimated that each vinyl wrapped box to cost approximately \$1,500 which includes installation. Member Bennett made a motion to use up to \$6,500 from the 714 Hoffman Funds account at the Brown County Community Foundation for the INDOT vinyl wrap project. Member Schmidt seconded the motion. All were unanimously in favor.

Member Bennett will submit an application for funds to the Brown County Community Foundation.

Member Bennett advised they will need to set up a jury to review the RFP's and they should offer a seat to the one of the Town Councilmembers. The NAEC suggested the following jurors: President Voland, Member Bennett, BCCF Outreach Coordinator Hildreth, a Town Council member and a local artist yet to be named.

Member Bennett explained the next steps; the RFP will be sent out, the applications will be juried, recommendations sent to NAEC for approval, then Town Council approval and finally INDOT final approval. He suggested they send out the RFP in September with a two month submission window. The jury will review in November with installation in the Spring of 2022. The NAEC would like to keep the artists local.

Member Bennett and Records Clerk Jones will consult with the Town Attorney regarding the details of the RFP and contract.

### **6) COMMITTEE REPORTS**

#### **A. PERFORMING ARTS**

President Voland advised that Member Crismore has hired a busker for the August 27<sup>th</sup>, 2021 Art Walk.

#### **B. MARKETING**

President Voland reported that she has ordered 500 more Art Walk brochures and they should be available soon. Funding for the brochures was approved by the Commission earlier this year. She noted the Art Associates liked the scavenger hunt as a part of the Fourth Friday Art Walks and will continue this activity throughout the rest of the season. President Voland reported that she did an interview on Our Brown County about the Fourth Friday Art Walks.

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President Voland advised that Two Great Minds Marketing & Design have submitted all Art Walk files to Records Clerk Jones. Those files have been burned onto a CD and placed in the Town's records vault in with the other Art Walk files. This files can be used in the future to create posters, brochures, banners, etc.

### **C. PLACE MAKING/WAY FINDING**

Member Schmidt reported that he had the Fingerstyle banners installed on the light poles at the corners of Main Street and Van Buren. He asked the Commission's direction on the next set of banners to be installed. The Commission asked that the Art Colony Weekend be installed next and stay up until September 15, 2021. Next, they would like the Back Roads Studio Tour banners up from the end of September through October.

Member Schmidt advised that he worked with past NAEC Member Jonathan Bolte on banner installation ideas. Discussion of the need for new banners. President Voland asked that this discussion continue at next month's meeting.

Member McCann commented that she is not sure what traction they get out of the banners. She suggested asking business owners to put posters in their store windows advertising the Art Walk and Back Roads Studio Tours. President Voland asked that they discuss this idea further at next month's meeting and look at the cost producing posters.

### **D. OUTREACH**

Member Schmidt and Vice-President Hopkins staffed the NAEC information table with at the opening event of the Indiana Fingerstyle Guitar Festival. They reported they didn't have a lot of people stop at their booth, but it could have been where they were located.

Member Schmidt suggested they purchase a tablecloth with the NAEC logo to use at future events. President Voland advised the High School's Eagle Manufacturing Company could create this for them.

Vice-President Hopkins mentioned that Hoosier Artist Gallery will host a wine reception at the gallery before the August 20, 2021 ChamberFest Brown County concert at the Methodist Church. She showed the posters they will put up advertising the event.

President Voland reported that she and Secretary Walters are still working with Kendall Reeves to create the plaque for the interactive sculpture "Marie in the Woods".

### **7) VENDOR LEAF PROGRAM**

President Voland advised that several years ago the NAEC created the Vendor Leaf Program. The program had different colored leaves to designate certain businesses in the Arts Colony District: Green = Public Art Collection, Yellow = Entertainment and Orange = Arts Venue. Each of the businesses that received a leaf signed an agreement with the NAEC agreeing to certain conditions to have the leaf hung at the front of their business.

President Voland asked the Commission if they want to try and sell out the last 18 leaves in stock, stop the leaf program or heavily support the program. Discussion. The Commission members liked the leaf program and find it to be informative. They suggested they promote the program more vigorously.

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President Voland will look into how the CVB is marketing this program now and maybe add the leaf program to the next Art Walk brochure or CVB brochures. Discussion.

Member Schmidt commented that he and Member McCann seem to be working on a lot of the same things as the Marketing Committee is working on. They proposed that the Place Making/Way Finding Committee merge with the Marketing Committee. President Voland advised that the committees were designated in these categories years ago and agreed the Commission may need to look at how the committees are currently structured and go from there. Vice-President Hopkins suggested they discuss this at next year's annual organizational retreat at the beginning of next year.

President Voland explained that in 2018, the Brown County Community Foundation had created a new report about the future of Brown County. They found the Place Making/Way Finding was needed for creating continuity and branding for the community. This is why a previous commission had decided to separate out the two committees.

### **8) ANY OTHER BUSINESS TO COME BEFORE THE COMMISSION**

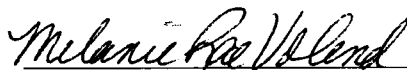
President Voland referred to the informational paper in their packets regarding the Art Colony Weekend. The event that benefits the Brown County Art Guild will be held September 10-12, 2021. President Voland explained that the NAEC routinely sponsors the Art Colony Weekend and they have been asked to financially sponsor the event again this year. In past years they have sponsored at the \$500 level. Discussion.

President Voland made a motion to give \$500 to the Brown County Art Guild for sponsorship of the Art Colony Weekend using the EDIT other supplies fund. Member McCann seconded the motion. All were unanimously in favor. Records Clerk Jones will present this request to the Town Council for their approval of the use of tax funds.

### **9) ADJOURNMENT**

President Voland adjourned the meeting at 11:52 am.

*The audio recording made at the Nashville Arts and Entertainment Commission meeting on 8-12-2021 is retained in the office of the Town Clerk-Treasurer.*



President Melanie Voland

10-14-2021

Date