

**NASHVILLE ARTS AND ENTERTAINMENT COMMISSION MEETING
THURSDAY, APRIL 12, 2018**

Commission members present – President Nancy Crocker, Vice-President Michele Wedel, Treasurer Heather Nicholson, Secretary Anabel Hopkins, Member Jonathan Bolte (left at 11:48am), Member Michael Fulton (left at 11:05am) and Member Bob Kirlin. Commission members not present – Member Cathy Martin and Member Chuck Wills. Also in attendance – IAC Consultant Joanna Taft, BCCVB Director Jane Ellis, BCCVB Digital Marketing Coordinator Brooke Weichselfelder and Records Clerk Sandie Jones.

COMMISSION BUSINESS

1) CALL TO ORDER

President Crocker called the meeting to order at 10:05am

2) ROLL CALL

All Commission members present stated their names.

3) APPROVAL OF MINUTES – 3-08-18 MEETING

Member Fulton moved to approve the 3-08-18 meeting minutes as presented. Treasurer Nicholson seconded the motion. All were unanimously in favor of the motion.

4) COMMITTEE REPORTS

A. MARKETING

CVB COLLABORATION

BCCVB Digital Marketing Coordinator Weichselfelder presented the proposed contract for marketing and explained it is similar to the last year's contract. This contract will run from April 1, 2018 through April 1, 2019. She advised they will be sending out three emails each month to their database of about 3,500 active members and have about 150 addresses in the artist database. Secretary Hopkins noted that the artist database needs to be updated and Member Bolte advised he will update the database and plans to do this twice a year.

BCCVB Digital Marketing Coordinator Weichselfelder reported that they have removed the contests from the contract but can do this if the NAEC has a particular event in mind. Facebook boosting is not a part of the contract either; however, if the NAEC wants to boost certain events they can do so throughout the year. CVB Director Ellis commented that it would be best to have a specific goal such as an Art Walk package if they are to run contests or boosting. She suggested the NAEC look at their content and funding sources.

President Crocker advised that the NAEC had already approved the CVB contract. Secretary Nicholson suggested they pay the CVB contract of \$1,200 out of their Professional Services EDIT funds and Secretary Hopkins made this motion. Member Bolte seconded the motion. All were unanimously in favor.

B. PUBLIC ART

Member Fulton advised they are moving the Dancers sculpture on April 20, 2018 at 9am and the artist, William Galloway, will be present for the move. Member Fulton will work with the police department and the Town to get the streets blocked for the move.

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Member Fulton advised that Everywhere Signs will do the actual moving of the sculpture. He made a motion to spend up to \$1,000 out of the 714 Fund at the Brown County Community Foundation to pay for the move. Vice-President Wedel seconded the motion. All were unanimously in favor. President Crocker will submit a request for these funds and have the company paid.

Member Fulton reported that the Brown County Historical Society Board is interested in enhancing the wall of their parking lot along Van Buren Street by incorporating the Arts Village leaf motif into the wall.

President Crocker advised that she is writing requests for proposals for the Historical Society parking lot wall, general public art and banner brackets. Member Fulton suggested they create a leaf template to be used on the Historical Society wall that can also be used for the crosswalks. He estimated that they would need about \$300 for this project and they can use the Hoffman funds at the Foundation.

C. PLACEMAKING

• BANNERS

Member Bolte passed out the new Back Roads Studio Tour brochures and noted they are also advertising the Brown County Arts Village and Art Walk on the brochure.

Member Bolte spoke about the proposed banners to be hung at the four light posts in the center of town. He explained that each post will have one permanent banner as well as one changing event banner. The event banners will be an inexpensive way to promote community art events. In the future, Member Bolte would also like to have the banners display replications of community based artists such as Marie Goth for example.

Member Bolte advised he has talked with Kendall Reeves and a sign maker about the materials to use for the banners. He would like to use a sturdy material for the permanent banner and lightweight vinyl for the event banners. Member Bolte reported that Bob Blass has volunteered to design the banners.

Member Bolte broke down the cost for this project: signage \$80 a piece for 4 banners, the brackets for the four poles would be about \$500. Secretary Hopkins advised that they plan to use \$2,000 of the \$5,000 IAC Cultural District Grant toward this banner project. Member Bolte agreed to keep track of all the costs on this project. President Crocker asked that the Placemaking Committee meet and make final decisions on this project and bring back recommendations to the whole Commission.

President Crocker asked Town Manager Rudd if she should inform the Council at this time about the banner project. Town Manager Rudd suggested that she mention this to the Council and that they will be excited about it. Discussion. Town Manager Rudd advised they should work with INDOT on this project as well. Member Kirlin noted there are brackets already on these posts and President Crocker suggested they use those existing brackets. Further discussion of the best size of banners for the area.

Member Kirlin asked if they need to go before the Planning and Zoning for approval of the banners. Member Bolte explained that he has been working with Town Administration Manager

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Carr regarding the banners. She informed him that the banners will go before the Council for their final approval. Member Kirlin suggested they still bring this before the Plan Commission for their approval and Member Bolte agreed. The Commission thanked Member Bolte for all his work on this project.

D. MARKETING

• ARTWALK

Secretary Hopkins advised that twelve galleries will be participating in the Art Walk this year. She passed around the mock-up of the brochure and will have 5,000 brochures ready by the end of the week. Secretary Hopkins will be ordering two Art Walk banners and yard signs to be used in front of each of the galleries participating in the Art Walk.

Addressing the budget, she believes they will spend \$3,000 of the \$5,000 IAC grant funds on the Art Walk. They have collected funds for the in-kind fees from the galleries to go with the grant. She would like to put up a display on the art wall of the Playhouse during the Indiana Fingerstyle event. Secretary Hopkins asked how she is to go about getting the funds for the advertising and supplies. President Crocker commented that the Committee should make the decisions on what funds they want to spend from the grant. Discussion.

President Crocker asked for a motion that the Marketing Committee has authority to spend the grant funds to promote the Art Walk and that the Placemaking Committee has authority to spend the grant funds to produce the banners. Member Bolte made a motion that the Placemaking Committee has the authority to make purchases for the banner project up to \$2,000. Secretary Hopkins seconded the motion. All were unanimously in favor.

Secretary Hopkins moved that the Marketing Committee has authority to spend up to \$3,000 of the grant funds and \$800 of the in-kind funds for the Art Walk. Member Bolte seconded the motion. All were unanimously in favor. Secretary Hopkins explained the in-kind checks have been received by the Art Alliance and they will turn over the funds to the Town to be included with the grant funds. Discussion.

Secretary Hopkins made a motion to use the funds from the 250 line item for the Art Walk and banners expenses until the IAC grant funds are received. Upon receipt of the grant funds they will then reimburse the 250 fund. Member Bolte seconded the motion. All were unanimously in favor.

Secretary Hopkins announced on May 17, 2018 that the Marketing Committee will host a social media workshop for artists at the CVB. This is to help the galleries do a good job of promoting themselves especially for the Art Walks. Member Wills and BCCVB Digital Marketing Coordinator Weichselfelder will lead the workshop, and the Art Alliance will co-sponsor the event and bring refreshments. She advised this workshop is free but registration is requested.

E. PROJECTS

Vice-President Wedel reported that she and President Crocker are working with the Police Department and the school to create a mural at the police station.

Vice-President Wedel updated on the Commission on the Art Explore App that the IU students are creating. The students are in the home stretch on getting the graphics and everything put

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together. When the students finish this semester they will not have completely finished the app. She will meet with the director and students later this month to figure out a plan to get all the requirements completed.

Vice-President Wedel reported that they needed to provide a list of terms and conditions and privacy policy for the app. This is required for any app or website. She did lots of research on these documents and turned them over in their final form to the Town Attorney for his review. Vice-President Wedel was surprised at the amount of Town Attorney's bill on this project. Records Clerk Jones confirmed the bill for this work was \$612.50. Discussion.

The Commission asked Town Manager Rudd to use the Town's EDIT Funds rather than the NAEC funds to pay for the Town Attorney bill. Town Manager Rudd advised this is an unusual request. Discussion. Member Kirlin suggested they bring this before the Town Council and ask them to pay for it and if they say "no," the NAEC will pay for it. President Crocker will present this request next week's Town Council meeting.

Vice-President Wedel advised that once the app is launched and tested they might look for grants and things to further develop the app. She told Treasurer Nicholson that they are looking at potentially spending \$1,000 for the app in legal fees, professional services and promotion for the app this year.

Treasurer Nicholson asked about the vendor leaves. President Crocker advised they will use these to mark locations throughout town. Member Bolte mentioned that the various studios on the Back Roads Studio tour would be interested in having vendor leaves at their locations. President Crocker advised they will discuss this further at the next committee meeting.

F. PERFORMING ARTS

Treasurer Nicholson reported she and Member Wills will attend the interview next Thursday at the Community Foundation for the grant to purchase better sound equipment for the music series and other town functions.

Treasurer Nicholson advised that Member Wills is writing a letter to Jenny Johnson to ask for financial support of the Pavilion Music Series. They have a list of bands to choose from and have a list of dates. They plan on holding the music series in a two month span so it will be a consistent event. Treasurer Nicholson noted they will still need volunteers to help with the event.

G. FINANCE

Treasurer Nicholson showed the Commission the budget spreadsheet she created by taking note of what they spent and money they want to spend. She noted they have very little money left in their town budget accounts.

5) ANY OTHER BUSINESS THAT MAY COME BEFORE THE COMMISSION

President Crocker commented that she would like the Commission members to attend the IAC Homecoming event in Fort Wayne this fall.

President Crocker announced there is a Public Art Workshop on June 29, 2018 in Indianapolis. She has signed up to attend and would welcome to be reimbursed for attendance fee. She would

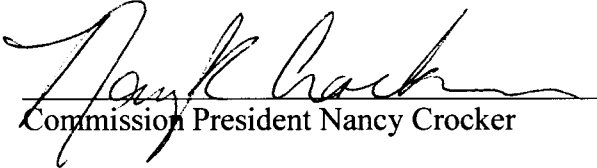
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like to find funds for the other Public Art Committee members to attend as well.

6) ADJOURNMENT

Secretary Hopkins moved to adjourn the meeting. Vice-President Wedel seconded the motion. President Crocker adjourned the meeting at 11:53pm.

The audio recording made at the Nashville Arts and Entertainment Commission meeting on 4-12-18 is retained in the office of the Town Clerk-Treasurer.


Commission President Nancy Crocker

5-10-18
Date