

**NASHVILLE ARTS AND ENTERTAINMENT COMMISSION MEETING
THURSDAY, APRIL 13, 2017**

Commission members present – President Nancy Crocker, Vice-President Michele Wedel (left at 11:45am), Treasurer Bob Kirlin, Secretary Anabel Hopkins, Member Jonathan Bolte, Member Michael Fulton, Member Cathy Martin and Member Chuck Wills (left at 11:05am). Also in attendance – Concert Series Promoter Tim Meyer, Brown County Convention and Visitor's Bureau Director Jane Ellis, former Commission Member Kathy Anderson, Town Manager Scott Rudd (arrived at 11:25am), Utility Manager Sean Cassiday (arrived at 11:25am) and Records Clerk Sandie Jones.

COMMISSION BUSINESS

1) **CALL TO ORDER** by President Crocker at 10:00am.

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

3) **APPROVAL OF MINUTES – 3-09-17 and 3-17-17 Meetings**

President Crocker advised that the Commission had been given the draft minutes from the March 9, 2017 and March 17, 2017 meetings.

Member Fulton noted there is one change to be made on page 2 of the March 9th minutes, changing the word “play” to “pay.” Member Kirlin made a motion to approve the minutes with the proposed word change. Secretary Hopkins seconded the motion. All were unanimously in favor.

Member Wills moved to approve the 3-17-17 minutes as presented. Member Bolte seconded the motion. All were unanimously in favor.

4) **COMMITTEE REPORTS**

A. FINANCIAL REPORT

The Commission reviewed their budget, and President Crocker reported she and Vice-President Wedel will be attending the Creative Placemaking Workshop in Indianapolis in June. Kathy Anderson announced she too will be attending this workshop but is unsure if she will be attending as a Nashville member or not. Member Fulton made a motion that the NAEC will pay for Kathy Anderson, if necessary, to participate at the Creative Placemaking Workshop. Member Martin seconded the motion. All were unanimously in favor.

President Crocker advised they don't officially have a Treasurer at this time. According to the ordinance creating the Commission they need to fill this position. Member Martin moved to nominate Member Kirlin as the Commission's Treasurer. Vice-President Wedel seconded the motion. Member Fulton closed the nominations. All were unanimously in favor of Member Kirlin as Treasurer.

A discussion ensued concerning replacing Commission member Scott Hutchinson as he submitted his formal resignation to the Commission. President Crocker advised the Commission is to be comprised of 7-9 members and at this time they have 8 members. The Commission decided to leave the seat vacant for the time being.

ARTS & ENTERTAINMENT COMMISSION MEETING APRIL 13, 2017

B. PAVILION CONCERT SERIES

Concert Series Promoter Meyer reported that they have a great line-up for this year's concert series: the McGuire's, Amanda Webb Trio, Kade Puckett, Hamilton Creek and Celtica. He believes the required budget will be \$2,200 and they are hoping to get \$1,900 from Jenny Johnson like they did last year. The budget break down is: \$1,750 for the bands, \$250 media promotion, \$100 to Brozinni's for chairs at each of the events and possibly \$50-\$150 for band cancellation fees if the weather is bad.

Member Wills would like to reinvent the posters. He has used White Rabbit printing in the past and can use them to do the posters and business cards. Member Martin asked about listing the high school band as part of the concert series. Member Wills will contact the school on this.

Concert Series Promoter Meyer advised he will be asking for bio's, photos and information on each band so that information can be listed with the CVB promotions. CVB Director Jane Ellis advised this will have to come as a directive from Vice-President Wedel and Member Wills as to what the social media campaigns will be. Concert Series Promoter Meyer asked how much they should spend on Facebook postings. CVB Director Ellis explained the postings will come out of the budget and they will have to decide how much they want to allocate. Concert Series Promoter Meyer asked if spending \$25 on each of the five events was a sensible amount. Discussion of measurement of boosted posts on Facebook followed. Member Wills will submit the concert events to the CVB.

Concert Series Promoter Meyer will also look into getting free print advertising. President Crocker suggested they also look into advertising on the Brown County Radio Hour show.

President Crocker asked where they will get funds from if they go over the amount donated by Jenny Johnson. Concert Series Promoter Meyer noted the current budget will go over \$1,900. President Crocker suggested using the 250 Fund; Records Clerk Jones suggested the General Fund, and Treasurer Kirlin suggested the Public Art line item. Member Martin asked that next year they add the word Music to the Public Art line item.

Member Wills asked about the shade situation for the concerts. President Crocker advised they have at least four umbrellas from the CVB to use. She and Concert Series Promoter Meyer will work on the umbrella situation.

C. MARKETING/INTERNS/STAFFING

CVB Director Ellis passed out and reviewed the email database that was collected at the Big Tent Event. Their goal is to get one master database that the Commission owns and get it set up in Mail Chimp. To build on the database of contacts, the CVB will be holding a contest called the Arts Village Getaway. The contest will run from May 1 to June 30, 2017 and the winner will win an overnight stay at the Olde Magnolia House, two Fingerstyle Competition tickets, two Bear Wallow Distillery tour tickets and dinner at a local restaurant. CVB Director Ellis suggested the Commission put money toward boosting these posts. Discussion.

The first thing they will need to do is get everyone's list in an Excel spreadsheet. The focus will be industry specific and visitors will be within the CVB database. She believes adding to the database is a high priority. Vice-President Wedel noted it will be on the Commission to create the email lists from the contacts they all have with artists and musicians. CVB Director Ellis noted the CVB can help with data entry for the database.

ARTS & ENTERTAINMENT COMMISSION MEETING APRIL 13, 2017

CVB Director Ellis passed out phase two of the project which will be informational and quarterly event postings. She asked if this is something that the Commission is interested in moving forward with. The first week in May they will start postings and get creative in print products. She noted that anyone can post events on browncounty.com/Events. From this the CVB will get an event listing out to all of those on their email database. Discussion

President Crocker commented that Vice-President Wedel, Member Wills and CVB Director Ellis are all working very hard on getting this joint project up and running and thanked them for their work.

Mrs. Anderson asked about the visitor's map situated on the corner by the Nashville House. CVB Director Ellis explained that the maps were going to be updated but the frames were rotted out. She is working with the Town's Parking and Public Facilities Commission on getting new maps installed at the Village Green Restrooms. She is hoping the maps at Antique Alley and the Washington Street parking lot will also be replaced. CVB Director Ellis advised they are looking into 360 Group to create the maps for kiosks throughout town and even the State Park.

President Crocker reported that she received a text from the photographer who is interested in doing some type of internship with the Commission this summer. Member Martin explained the way they worked with another intern was that a member or members of the Commission and the Town Manager interviewed the potential intern. After discussing the position and its responsibilities as well as the assets and interests of the intern, they offered the position to the intern. Member Martin noted that intern was housed at the CVB and met with Member Martin or the Town Manager once a week.

President Crocker asked the Commission what they would want an intern to do. It was suggested that the intern document all the public art that exists in our county. CVB Director Ellis noted that images are key with social media and there is a huge void in local photographs right now. Member Martin advised that they also need to find out what requirements the intern has to fulfill his internship. Treasurer Kirlin commented that they should have a job description for the intern prior to interviewing him. Discussion. President Crocker, Vice-President Wedel and Secretary Hopkins will meet with the potential intern.

D. PUBLIC ART

Member Fulton reported the proposed site to relocate the Dancers sculpture at the Pat Reilly parking lot is not working out. The Parking and Public Facilities Commission may have some other plans for this area. They will continue to talk with this Commission to see where they can possibly move this sculpture.

Secretary Hopkins suggested they move it to the Art Guild area near her gallery. Discussion. Mrs. Anderson suggested it be moved to the Library. Member Fulton advised they have talked about this area but they would like to keep the sculpture on town property. He is hoping that the NAEC and Parking and Public Facilities Commission will make a joint recommendation of a location to the Town Council.

Member Martin has contacted the Nashville House about making the High Lonesome sculpture more visible. She has learned that Jan Spears is now in charge of plantings in this area and will talk to her about the location. Regarding the leaf sculpture, she will be talking with the owners of the property regarding the legalities of the sculpture on this property.

ARTS & ENTERTAINMENT COMMISSION MEETING APRIL 13, 2017

Member Fulton talked about the hand tree sculpture on the Salt Creek Trail and wondered if this warrants recognition as public art. President Crocker commented that when they document public art they should include this in the list. She suggested they also include the art work that is on display at the old sock factory in Helmsburg.

President Crocker advised they are still working on the Village Green playspace and will be submitting the RFQs to the DRC and Town Council next week. They have at least two local artists who are in the mix.

Dick Hartung, local musician and watercolorist, introduced himself to the Commission. He thanked the Commission for connecting him with Member Wills and Concert Series Promoter Meyer as he hopes to build his entertainment brand in Nashville as he has in Florida.

President Crocker asked the Commission's approval to have Kendall Reeves print a photo of Hohenberger with a write up to be installed at the Village Green restrooms. She would also like Mr. Reeves to do a write up under all the other already installed photos.

Member Martin made a motion allocating up to \$500 to have Kendall Reeves do the photographs, descriptions and installation with funds from the Public Art fund. Secretary Hopkins seconded the motion. All were unanimously in favor.

E. GRANTS/PLACEMAKING/WAYFINDING

Member Martin advised they are not on the list to receive the Our Town Grant. They plan on making contact to find out what they can do differently next time to receive the grant.

Member Martin reported a grant opportunity has popped up through OCRA call the Quick Impact Place Based Grant. They can apply for a grant up to \$5,000 and they would need to match it in work in kind and funds. She would like to apply for the grant and use the funds to paint the crosswalks with the Arts Village logo that the 360 Group presented a few years back. Discussion.

Member Fulton made a motion to appropriate up to \$5,000 for the Quick Impact Place Based Grant out of the Public Art line item and extra funds out of the 250 Fund as necessary. Secretary Hopkins seconded the motion. Member Martin advised the crosswalks spaces would be determined depending on the amount of grant received. Discussion. Member Kirlin commented that they still need to get approval from the Town Council to apply for the grant. Town Manager Rudd advised they can bring the proposal before the Council at next week's meeting. All were unanimously in favor of the motion.

Utility Manager Cassiday asked when the Commission anticipates putting in the proposed crosswalks if they get the grant as he will have paving crews in the end of May, beginning of June. President Crocker and Member Martin thought it would be after the paving project.

Resident Heather Nicholson suggested that art work could be painted on the sidewalks instead of the streets to last longer.

ARTS & ENTERTAINMENT COMMISSION MEETING APRIL 13, 2017

F. GAMIFICATION

Vice-President Wedel advised she has some questions out to the director of the Serve IT program and anticipates having a more complete update at the next Commission meeting.

G. VENUE LEAVES

President Crocker commented that Out of the Ordinary has an entertainment leaf but she doesn't think they do entertainment anymore. Member Martin advised they need to walk around that part of the Town and review those locations with and without vendor leaves.

Secretary Hopkins asked for a leaf for her Art Gallery. Mrs. Anderson noted that the guidelines say the location will have to be open a year. President Crocker and Member Martin advised they can give her a leaf sticker for the gallery instead.

H. COLLABORATION

President Crocker reported that she is now a part of the Hometown Collaboration Initiative. The groups will be learning how to collaborate in order to become better leaders. Brown County has made it through the first round of qualifying and will find out if they made it through the second round by May 4th. She noted even if they don't get selected there is such great energy among the people involved.

5) PUBLIC INPUT

Mrs. Anderson is trying to get some attention related to getting funding outside of Town. She thought the Commission might look at how they can collaborate with the History Center.

Town Manager Rudd advised the History Center is working on the murals of the parking lot wall as they want to do some renovation in this area. Secretary Hopkins commented if they will be keeping the murals on the wall they would like to have lights shining down on the murals.

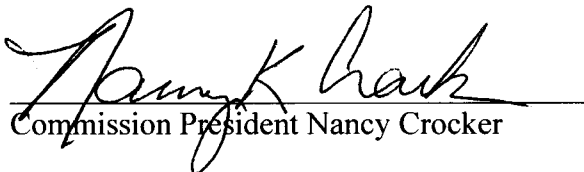
6) ANY OTHER BUSINESS THAT MAY COME BEFORE THE COMMISSION

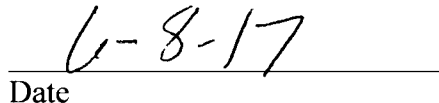
Nothing further.

7) ADJOURNMENT

Member Fulton made a motion to adjourn the meeting. Member Martin seconded the motion. President Crocker adjourned the meeting at 11:52am.

The audio recording made at the Nashville Arts and Entertainment Commission meeting on 4-13-17 is retained in the office of the Town Clerk-Treasurer.


Commission President Nancy Crocker


Date