

**NASHVILLE ARTS AND ENTERTAINMENT COMMISSION MEETING
THURSDAY, AUGUST 10, 2017**

Commission members present – President Nancy Crocker, Vice-President Michele Wedel, Secretary Anabel Hopkins, Member Jonathan Bolte (left at 10:57am), Member Michael Fulton and Member Cathy Martin. Commission members not present – Treasurer Bob Kirlin and Member Chuck Wills. Also in attendance – Brown County Convention & Visitors Bureau Director Jane Ellis, BCCVB Digital Marketing Coordinator Brooke Weichselfelder, BCCVB Intern Kelsey Oehler, Parking and Public Facilities Commission President Lamond Martin 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 as did the members of the audience.

3) APPROVAL OF THE MINUTES – 7-13-17 MEETING

President Crocker advised that the Commission had been given the draft minutes from the July 13, 2017 meeting. Secretary Hopkins advised there was one correction to be made, the Art Colony Weekend will be held September 8-10, 2017.

Secretary Hopkins moved to approve the 7-13-17 minutes with the correction. Vice-President Wedel seconded the motion. All were unanimously in favor.

4) ADDITIONAL COMMISSIONER DISCUSSION

President Crocker reported that she has talked with several Commission members over the past month and seems apparent to her that they don't need to add an additional Commission member at this time. She suggested they wait until the Council makes a new appointment in January 2018. Secretary Hopkins questioned why they don't add someone now as she would like to bring someone else on to the board. The Commission has a vacant seat as Scott Hutchinson resigned earlier in the year. Discussion.

Commission Member Martin made a motion that the Personnel Committee meet and look at the ordinance creating the Commission, look at what the current Commission members strengths and weaknesses are and bring a report to the next meeting. Vice-President Wedel seconded the motion. All were unanimously in favor. President Crocker, Secretary Hopkins and Member Martin will hold a Personnel Committee meeting to discuss the board opening.

5) COMMITTEE REPORTS

A. FINANCIAL REPORT

The Commission members reviewed their budget. President Crocker reported that Kendall Reeves should be submitting a quote for the additional work he has been asked to do at the Village Green restrooms.

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B. PAVILION MUSIC SERIES UPDATE

President Crocker advised that Member Wills is unable to attend today's meeting but submitted an email advising that Concert Series Promoter Meyer is providing a PA for Kade Puckett to use at the next Pavilion Series Concert and the town's speakers will also be available for use.

Member Wills is creating a "stage plot" that gives the details of the Pavilion series for future artists. He has also posted a promotional video on Facebook for the Kade Puckett show and will have another post in the next day or so. Member Wills has forwarded both to the CVB and encouraged the Commission members to like and share the events on Facebook. Vice-President Wedel has created an informational form for the Commission members to use to submit events and content for social media.

President Crocker reported that she attended a meeting with the After School Arts Committee yesterday. They discussed having the school kids do an additional Pavilion Concert during the Arts Colony Weekend on Saturday, September 9, 2017. Records Clerk Jones advised the Pavilion is available that day and President Crocker will work with Bridgett to get the venue reserved for the students.

President Crocker advised that Lamond Martin will move the speakers to the Pavilion for the Kade Puckett concert on August 19, 2017. She encouraged all the Commission members to attend the concert as well.

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 plans on using some of the \$50 the Commission has set aside to boost the Art Walk in August. CVB Digital Marketing Coordinator Weichselfelder passed out the three emails that were sent to their database of 20,000 people. She noted that over 2,500 people have opened each of the emails.

President Crocker reported that Member Wills commented that he got a much bigger attendance at this year's Fingerstyle Guitar event, especially during the day. He attributed this to the CVB and their promotions.

CVB Digital Marketing Coordinator Weichselfelder reported that the Arts Village Brochure is their most requested brochure and they have about 2,000 of these brochures left. CVB Director Ellis advised they have enough brochures to get them through the end of the year. They could do a reprint if the Commission wanted to with their funds. Member Martin asked if they will make changes to the brochure before a reprint. CVB Director Ellis advised if they want to flood the market they should just reprint but noted they are very close to outgrowing the brochure. She suggested the Commission look at everything and maybe look at what they want to do moving forward. Discussion.

CVB Director Ellis reported that the Art Guild has asked the CVB for help in promoting the Art Colony Weekend and getting the restaurants on board. The CVB will be asking the restaurants to focus on presentation, local sourced/seasonal ingredients and will put a brochure or booklet together of everything that is going on.

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CVB Director Ellis announced the CVB is launching tours; the first is a Sip and Trip which is a beer, wine and spirits tour. They also have a Public Art tour put together but they would also like to offer three free Public Art tours on Saturday, September 9, 2017 during the Art Colony Weekend. She noted they are looking for tour guides and asked if anyone on the Commission would be interested or if they know of anyone that would be interested in being a guide. Secretary Hopkins will pass this information onto the Art Alliance. CVB Director Ellis advised this tour will help to raise awareness of the arts in Brown County.

Vice-President Wedel suggested the school may award extra credit for students to participate in the Public Art tours or attending the Pavilion Concert Series. Discussion. President Crocker advised they also need buskers for the Art Colony Weekend. Secretary Hopkins noted she will have live music outside of her gallery on Saturday along with artists painting. Discussion. CVB Director Ellis reported that CVB Digital Marketing Coordinator Weichselfelder will be building a webpage for the Art Colony Weekend as well.

President Crocker commented that she is excited about the NAEC's partnership with the CVB and thinks it is working great.

Lamond Martin suggested getting the student artists more involved; maybe they could get the school to allow the students to paint their parking spaces. He saw this in another community and believes this encourages students to get more involved in the arts. Discussion.

President Crocker advised the CVB wants to attend the Chicago Travel Show in February 2018. Due to the proposed Maple Leaf Music venue, the CVB's budget will be cut quite a bit. The cost for each of the Arts Road 46 Members – Columbus, Bloomington and Brown County CVB's to attend is \$1,099.00 without travel expenses. CVB Digital Marketing Coordinator Weichselfelder asked the NEAC to pay for Brown County's fee this year. President Crocker believes if the NAEC is going to spend this money they should have someone from the NAEC attend the show with the CVB as well.

Vice-President Wedel asked what the NAEC would get out of this, how could they measure it and how could they target future events. CVB Digital Marketing Coordinator Weichselfelder explained the plan is to do a giveaway of gift cards and or getaway to drive email sign ups that will be added to the arts list database. Vice-President Wedel asked if they could get a report of the new unique emails they get from the event and CVB Digital Marketing Coordinator Weichselfelder advised they could receive this report.

President Crocker suggested they also talk with the Chamber about splitting the cost of this event. CVB Digital Marketing Coordinator Weichselfelder advised the CVB will not ask the Chamber for funds but offered that the NAEC could do so. Discussion.

CVB Digital Marketing Coordinator Weichselfelder noted the travel show and Facebook are affordable ways to promote Brown County. She advised they will need to know if they have the funding available to attend the show by next week. CVB Digital Marketing Coordinator Weichselfelder advised the NAEC could be invoiced next year if they agree to fund the trip. Vice-President Wedel asked if the Commission can obligate next year's funds this year. Records Clerk Jones is not sure and will have to check with the Clerk-Treasurer on this. Further discussion.

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Secretary Hopkins moved to support paying for the travel show but is not sure they can commit money out of next year's budget. Member Fulton noted they have separate funds that are not appropriated by the Town that they can spend any way they want. President Crocker asked if they could use funds out of the 250 Funds and Records Clerk Jones advised they could. President Crocker wants to ask the Chamber to help fund this show if the NAEC is going to fund it. If the Chamber says no, at least they asked.

Secretary Hopkins amended her motion that the NAEC offer the \$1,099 out of the 250 Fund and will attempt to have the Chamber pay part of it but it is not contingent on that. Vice-President Wedel asked that they add that they also come up with a detailed strategy with the CVB for attendance, what they are going to do and how they are going to measure it. President Crocker offered to attend the show and pay her own travel expenses. Member Fulton advised he is in support of the idea, but he does not think they have a solid plan and is uncomfortable committing money with a contingency that they will develop a plan between now and February. Vice-President Wedel amended the wording to say they will pay for the show with the understanding the CVB and the NAEC will work together to put together a comprehensive strategy. CVB Digital Marketing Coordinator Weichselfelder will email the NAEC the numbers and results from last year's travel show. Discussion.

President Crocker announced she had a motion on the table from Secretary Hopkins. Vice-President Wedel seconded the motion. President Crocker noted this is another collaboration effort. Member Martin commented that they need to have some sort of measurable or strategic way to make sure our arts and entertainment gets publicized. Discussed.

Member Fulton commented that he is struggling with the money since the CVB has a huge budget. CVB Digital Marketing Coordinator Weichselfelder explained the newly proposed Maple Leaf Performance Center and remodeling costs of their new CVB center as well as other needs for the new building have caused them to have a very limited budget.

President Crocker talked about using next year's budget funds and how that might work. CVB Digital Marketing Coordinator Weichselfelder offered to invoice the NAEC this year if that would work better.

President Crocker asked for a roll call vote. Member Fulton voted against the motion, Secretary Hopkins, Vice-President Wedel, President Crocker and Member Martin voted in favor of the motion. The motion passed 4-1.

D. INTERNS/GAMIFICATION

President Crocker advised that she has contacted intern Jonathan Moore and asked him to email several things and hasn't received anything yet. She is not sure that they got anything out of this internship experience but have learned how to choose interns in the future.

Vice-President Wedel reported that she heard from Serve IT Director Matt Hottell and they do not have anyone in Serve IT who does the gamification mobile application development. However, the School of Informatics is a good match. They have several students who are looking for mobile app development projects for the Capstone Program and the NAEC has been approved to go in this area. Vice-President Wedel explained the fall semester will be spent in planning, scoping the project to determine what they need and in the spring they will implement

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the project. She is waiting to hear back on the next steps and commented that she would like to pull in others from the town and county to be a part of the planning. Discussion. BCCVB Intern Kelsey Oehler commented that this project sounds like a good idea in getting a fresh perspective from the younger generation and incorporating that into historical Brown County.

E. PUBLIC ART UPDATE

• DANCERS SCULPTURE

Member Fulton reported that NAEC did get permission from the Town Council to relocate the Dancers sculpture to the Pat Reilly parking lot. He noted the original specifications are different than what he originally thought and that he will talk with the two concrete contractors to see if they are still interested in the project. Member Fulton advised the pad can be poured when the contractor's schedules are open and that Shelby Materials will provide a crane to move the sculpture. He also wants a professional opinion as to how to remove the sculpture from the current location.

Member Martin made a motion to have Member Fulton use his judgment as to which contractor can do the best job for them after considering everything. Secretary Hopkins seconded the motion. All were unanimously in favor. Records Clerk Jones asked Member Fulton to work with Administration Manager Carr on the logistics of getting the sculpture moved.

• VILLAGE GREEN PLAYSACE

President Crocker reported the work at the Village Green is coming along very well. PPFC President Martin advised he spoke with representatives of the Beamery and they should start fabricating today. President Crocker announced that PPFC President Martin has been great and should have been in charge of organizing this project from the beginning.

PPFC President Martin spoke about the process and advised that the Beamery needs to get their work completed first before the other artists install their work. He estimated that the completion date of the project would be the end of the month.

President Crocker advised that she talked with the Chamber about doing a ribbon cutting for the opening of the Village Green Playspace.

• FAIRY HOUSE PROPOSAL

President Crocker presented to the Commission proposals from artist Mark Schmidt to create a large fairy house or fairy castle. The Commission reviewed the proposals. President Crocker recommended that this art work be installed in front of the Weavery at the corner of West Franklin and Jefferson Streets.

Secretary Hopkins asked if anyone had talked with Chris Trotter of Wooden Wonders to see if he would like to create the art for this space. Member Fulton noted that Mr. Trotter already created the Abe Martin sculpture a block up the street. Discussion.

Vice-President Wedel commented that the fairy house concept would be very appealing to families and kids and maybe they can make it an interactive piece of art where they could take photos and post them. Discussion.

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President Crocker reported Mr. Schmidt's proposed budget is \$1,200 for the fairy cottage and \$1,500 for the fairy castle. She commented that purchasing the art work would be the better way to go. Vice-President Wedel asked if there is a different process if they choose to purchase the art rather than leasing it. Records Clerk Jones advised they will have to follow different guidelines. Secretary Hopkins noted they would also need some sort of on-going maintenance plan. Vice-President Wedel read from the proposal that the costs do not include installation or maintenance. President Crocker and Secretary Hopkins suggested they say \$1,200 or \$1,500 includes installation. Discussion.

President Crocker asked for a motion that she start working on this proposal with the artist. Member Fulton moved to have a discussion with the artist to put together a design and offer up to \$1,500 including installation. Secretary Hopkins asked about maintenance. Vice-President Wedel advised if they purchase the art work the maintenance will fall on them to do. Secretary Hopkins would like to have a maintenance contract with the artist rather than relying on others to do this. Discussion. Member Fulton amended his motion to say they will proceed with developing a proposal up to \$1,500 including installation and separately have negotiations on a maintenance contract. Secretary Hopkins seconded the motion. All were unanimously in favor.

Member Martin reminded the Commission they had talked about integrating the Selma Steele gardens into public art and perhaps the artist could find a way to do this with the fairy cottage. Secretary Hopkins suggested the Melchior Marionettes could do some sort of a fairy show tie in with the art work.

President Crocker asked that the Public Art Committee meet soon and that they include any other Commission members who would like to discuss spending funds on public art this year.

F. GRANT PROPOSAL REPORT

President Crocker reported that Secretary Hopkins wrote up a grant proposal for the 50 hour consultancy grant. They were able to have Administrative Resources administration review the proposal and give them some feedback. A few changes were made and President Crocker submitted the grant proposal.

President Crocker announced that the NAEC did not receive the Placemaking grant in which they applied for earlier in the year. At this point, she thinks the Commission has enough to do and have some money to do things with, so they won't be seeking further grants.

Member Martin reported the Hoffman estate is being totally closed out and the NAEC has been awarded an additional \$44,000. The Commission members thanked Member Martin for her work on this funding. Member Martin noted the funds are housed in the Community Foundation and the NAEC is the distributor.

A discussion of budget funds and how they should use them ensued. President Crocker wants to know if they can move money around freely within their budget. Records Clerk Jones will have to get clarification from the Clerk-Treasurer on this question and get back with the Commission.

President Crocker spoke about the Indiana Arts Council's Indiana Homecoming Initiative Conference and said that she would like some Commission members to attend. President Crocker advised she can attend and they have the funds to send people to this event. Member

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Martin made a motion to authorize up to two people to represent the NAEC at the Homecoming Initiative Conference that the Indiana Arts Council is putting on in October 2017. President Crocker would like to use the travel line item to pay for hotel stay as well. Member Martin amended her motion to include all travel expenses. Secretary Hopkins seconded the motion. All were unanimously in favor.

President Crocker advised that the NAEC has been asked if they want to host the Homecoming Initiative Conference next year. She talked with Stephanie at the CVB and is reaching out to the local hotels to see what would be available. The Commission agreed to host the event but suggested early November instead of October as a more suitable month for Brown County lodging availability.

6) ANY OTHER BUSINESS THAT MAY COME BEFORE THE COMMISSION

PPFC President Martin complimented the NAEC for talking with Mr. Trotter of Wooded Wonders and making him feel like a part of the art community. He encouraged them to continue doing this sort of thing. Discussion.

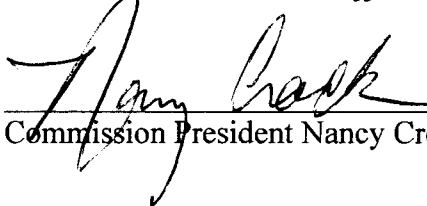
PPFC President Martin commented that someone should adopt the Abe Martin sculpture on West Franklin as it needs repair. Member Fulton asked who owns it now. PPFC President Martin advised that it was a tree stump left behind and located within the Town's right of way. With the Town's permission, Mr. Trotter chainsaw carved it into an Abe Martin sculpture. Vice-President Wedel suggested they get the youth to adopt it and clean it up. Member Martin believes the NAEC is in charge of this piece of art and they should look into what they need to do to clean it up. President Crocker asked Secretary Hopkins to talk with Mr. Trotter about what he would charge to clean up the Abe Martin statue.

Member Martin also suggested they connect Mr. Schmidt and Mr. Trotter concerning the fairy cottage installation and how they could work together.

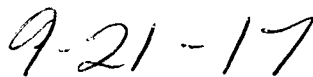
7) ADJOURNMENT

Secretary Hopkins moved to adjourn the meeting. Member Fulton seconded the motion. President Crocker adjourned the meeting at 11:49am.

The audio recording made at the Nashville Arts and Entertainment Commission meeting on 8-10-17 is retained in the office of the Town Clerk-Treasurer.



Commission President Nancy Crocker



Date