

**NASHVILLE ARTS AND ENTERTAINMENT COMMISSION MEETING
THURSDAY, DECEMBER 8, 2016**

Commission members present – President Cathy Martin, Vice-President Kathy Anderson, Treasurer Scott Hutchinson (arrived at 10:07am), Secretary Anabel Hopkins, Member Nancy Crocker, Member Michael Fulton, Member Anne Miller (arrived at 10:05am), Member Michele Wedel and Member Chuck Wills. Also in attendance – Media Coordinator Linda Margison, Concert Series Promoter Tim Meyer and Records Clerk Sandie Jones.

COMMISSION BUSINESS

1) CALL TO ORDER by President Martin at 10:01am.

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

3) WELCOME NEW MEMBER – MICHELE WEDEL

President Martin welcomed new member Michele Wedel to the Commission.

4) APPROVAL OF MINUTES – 11-10-16 Meeting

President Martin advised that the Commission had been given the draft minutes from the November 11, 2016 meeting. Member Crocker moved to approve the minutes as presented. Member Fulton seconded the motion. All were unanimously in favor.

5) TREASURER'S REPORT/FUNDING

The Commission reviewed their monthly financial report.

Vice-President Anderson reminded everyone that the Indiana Arts Commission will be holding a placemaking presentation in 2017. She encouraged the Commission to budget funds so that Commission members could attend.

6) COMMITTEE REPORTS/3 YEAR PLAN

A. MARKETING/INTERNS/STAFFING

Member Wills commented that he is pleased with the work that Media Coordinator Margison has done. The Facebook posts are good and the engagement numbers are up. Member Wills advised the Marketing/Staffing committee would like to have another 6 month contract with Ms. Margison but will need to review the contract first. He asked the Commission's permission to renew the contract with Ms. Margison.

Member Crocker made a motion to give the Marketing/Staffing Committee the authorization to review and renew the Media Coordinator contract with Ms. Margison. Member Wills seconded the motion. All were unanimously in favor.

Member Fulton asked if the contract would stipulate a provision for the reimbursement for the Facebook posts and boots. Member Wills advised this was not previously in the contract but authorized by the Commission in separate motion. He would like to continue to leave this out of the contract and deal with it separately as needed.

Vice-President Anderson commented that she is thrilled to see how many people from Indianapolis are showing interest in the Facebook posts. Discussion of the metrics on Facebook

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followed. Media Coordinator Margison asked the Commission what kind of data they are looking for. The Commission asked to see the age, gender, and all the other possible demographics. Vice-President Anderson asked if the posts are changing behaviors as far as getting people to come to Brown County. She wondered if they could get people to complete a survey, sign up for events, offer discount packages, answer feedback questions, etc. Discussion. Media Coordinator Margison suggested that she start posting follow up event pictures and content. She asked that the Commission members continue to send her information before and after events.

Member Miller asked if they should send out a monthly email with a calendar of events like the CVB does. Vice-President Anderson suggested that they figure out who they are trying to reach. Discussion. Member Wills will meet with Media Coordinator Margison in January and talk more about the Commission's marketing goals. President Martin remarked how glad the Commission is to have Media Coordinator Margison here. Media Coordinator Margison thanked the Commission for getting information to her and supporting her work.

B. GRANTS/PLACEMAKING/WAYFINDING

Treasurer Hutchinson reported at their last meeting they talked about an Indiana Office of Tourism grant possibility. He believes this would be a better grant opportunity for next year as this grant requires a one to one cash match and the minimum grant is \$25,000. Treasurer Hutchinson also noted this grant has a very wide scope and it might be better to go through the Our Town public discussion first before applying for the state grant.

C. PUBLIC ART& MUSIC

President Martin advised the Hoffman Endowment will not be finalized until January 2017. Secretary Hopkins asked what the process will be to spend the funds. President Martin advised the Public Art Committee may make recommendations but the Nashville Arts and Entertainment Commission will give the final direction to the foundation in the use of the funds. She noted the money is to be used for public art but that which is broadly defined.

Member Miller noticed that Bear Wallow Distillery has an informational sign on State Road 46 in the State's right-of-way. She wondered how they could get a sign along the highway about Arts Village Brown County/Cultural District signage. Member Fulton advised there are very specific guidelines and an application process to get such a sign. He will bring information to the Commission on the process. Member Crocker noted she is friends with the owners of the distillery and will get some information from them as well.

Secretary Hopkins suggested the Commission could buy billboard space in Columbus near the county line. President Martin advised they need to work with Bloomington and Columbus to promote the cultural districts. Discussion. Member Crocker asked that they receive some sort of Cultural District signage. Vice-President Anderson will talk to the Indiana Arts Council about getting this signage.

Member Wedel asked the Commission if they would like to use gamification and if so she can pass on the research she has done in this area. Treasurer Hutchinson spoke about the ServIT program at Indiana University. He will work with Member Wedel on this project.

Concert Series Promoter Meyer gave a summary report about the summer concert series. He suggested possible dates for next year's concert series and suggested the Commission budget

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\$2,250 for the year. He suggested a list of possible musicians who would offer a variety of musical styles.

Concert Series Promoter Meyer talked about reserving the pavilion the following week of a concert as a rain date. He suggested changing the cancellation policy to not exceed \$150 for each band and that only one cancellation fee will be paid. Concert Series Promoter Meyer will send a final report on the concert series to President Martin to be forwarded on to the other Commission members. Discussion concerning ideas for next year's concert series. President Martin thanked Mr. Meyer for all his work on the successful concert series.

Member Fulton advised they haven't made a lot of progress in moving the BETA and Dancers sculptures. He reported that Town Manager Rudd spoke with Shelby Materials and they may be willing to use their crane to move the sculptures. They can also use the Town's concrete contractors to pour new pads for the sculpture but this will have to wait until spring. Town Manager Rudd advised that Shelby Materials they will provide the concrete for the Dancers pad. Member Fulton added that the sculptor, William Galloway, will help in the moving of the sculpture.

Member Fulton noted the High Lonesome sculpture will not be moving to the Pavilion area but they are looking at other possible locations to install this art work. The committee will also come up with a maintenance plan for the piece.

Member Crocker gave an update on the Village Green restrooms public art project. She has sent a list of selected Hohenberger photos to Kendal Reeves who will enlarge the photos to a poster size. The photos will be black and white and mounted on silver/aluminum flat frame. Discussion.

D. VENUE LEAVES

Vice-President Anderson reported the new CVB brochures are in the works and they should get the sculptures moved soon to align with the map on the brochures.

President Martin asked who wanted to work on the Selma Steele garden project and possible team up with the Brown County Garden Club. Member Miller, Member Fulton and Member Crocker volunteered to work on this committee.

7) COMMISSION MEMBER TERMS

President Martin reported that the Town Council has appointed Bob Kirlin to take over Vice-President Anderson's position on the Commission beginning in January 2017. She noted that he is also President of the Brown County Playhouse Board.

President Martin advised the Commission had discussed having a committee meeting before their regular meeting on January 12, 2017. The Commission scheduled a work session on January 6, 2017 at 9:30am at Town Hall.

8) COMMENDATIONS

President Martin presented Vice-President Anderson with a locally made glass paint brush in appreciation for her time and commitment to the Commission. She thanked Vice-President Anderson for all the work she has done for the NAEC and noted Vice-President Anderson is a big part of getting Nashville and Brown County designated as an official state Cultural District.

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9) ANY OTHER BUSINESS THAT MAY COME BEFORE THE COMMISSION

Vice-President Anderson reported that community connections and the arts will be the big push for the grants in the next few years. She thanked the Commission members for attending the County and Town meetings and showing how the arts are integral to their community.

Town Manager Rudd thanks the NAEC for all their work this year and noted they had 30 plus meetings. He read a list of the Commission's accomplishments this year:

- brought in an intern to study the economic impact of art in their community
- NEA wayfinding grant application
- received the Hoffman public art endowment fund
- assisted in securing a grant for the Village Green revitalization project
- summer concert series
- secured a contract for art outreach
- bicentennial bison project
- Drew Klacik presentation

President Martin expressed thankfulness for the Town's support.

Vice-President Anderson advised there will be a yearly report due to the Indiana Arts Commission by February. Records Clerk Jones will get the log-in information for the report to President Martin before the due date.

Vice-President Anderson commented that the block quilt that had been displayed at the Brown County Playhouse has been taken down. She suggested that the quilt be updated and relocated for display. Discussion.

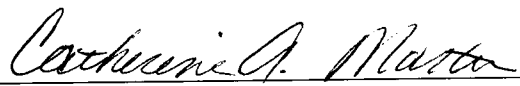
Member Fulton advised he will attend the County Commissioners meeting in January and share with them the Commission's list of accomplishments. President Martin would like other Commission members to attend the meetings as well to show support. Member Fulton will also inform the Commissioners of: the summer concert series, Our Town grant proposal and the Selma Steele garden project. Vice-President Anderson suggested that he also show them the Backroads Tour brochure along with the statistics of the event.

Secretary Hopkins suggested they have Art Village t-shirts made and they could sell them as a fundraiser. Discussion.

10) ADJOURNMENT

President Martin adjourned the meeting at 11:46am.

The audio recording made at the Nashville Arts and Entertainment Commission meeting on 12-08-16 is retained in the office of the Town Clerk-Treasurer.


Commission Member Cathy Martin

Date 