

**NASHVILLE ARTS AND ENTERTAINMENT COMMISSION MEETING
THURSDAY, FEBRUARY 8, 2018**

Commission members present – President Nancy Crocker, Vice-President Michele Wedel, Treasurer Heather Nicholson, Secretary Anabel Hopkins (left at 11:45am), Member Jonathan Bolte, Member Michael Fulton, Member Cathy Martin and Member Chuck Wills. Commission member not present – Member Bob Kirlin. Also in attendance – Brown County Community Foundation CEO Larry Pejeau, Police Chief Ben Seastrom and Records Clerk Sandie Jones.

COMMISSION BUSINESS

1) CALL TO ORDER

President Crocker called the meeting to order at 10:04am

2) ROLL CALL

All Commission members present stated their names.

3) GUEST PRESENTATIONS

President Crocker explained that she added guest presentations to the agenda but the guests are not in attendance. She advised that local musician and film maker John Boggs has talked about making a film about the Town. President Crocker encouraged Mr. Boggs to talk with CVB Executive Director Jane Ellis about his project and also with the NAEC.

President Crocker spoke about the After School Arts Committee proposal to get arts to the students after school. They are looking for people to teach students art and music and to obtain instruments and art supplies, as well as figure out how to get donations. Member Wills suggested the group work with BETA for funding. Member Martin advised there is funding at the Art Guild for students and through the Brown County Foundation.

4) APPROVAL OF MINUTES – 1-11-18 MEETING

Secretary Hopkins moved to approve the 1-11-18 meeting minutes with the heading corrected. Member Martin seconded the motion. Member Fulton abstained and all other members were unanimously in favor of the motion.

5) POLICE DEPARTMENT REQUEST

Police Chief Seastrom advised that the interior of the police department has two large spaces that need to be repainted. He wondered if the Commission could help facilitate getting a streetscape or other type of art work painted on these walls and advised he does have approximately \$400 for paint supplies for this project. He is open to other ideas and working with students. Discussion. President Crocker and Vice-President Wedel suggested this idea fall under the Public Art Committee to further investigate. Police Chief Seastrom offered that the Commission could place public art outside of the Police Department as there is a lot of traffic in this area to view the artwork. Discussion.

6) COMMITTEE REPORTS

A. FINANCE

Treasurer Nicholson reviewed the financial reports and meeting notes from the Finance Committee meetings with the Commission. She would like to hear from each of the committees

ARTS & ENTERTAINMENT COMMISSION MEETING FEBRUARY 8, 2018

their ballpark costs of projects, events, etcetera so that they make decisions within the budget.

President Crocker asked if the Commission should combine the two Hoffman accounts that are at the Brown County Community Foundation. BCCF CEO Pejeau explained one account is earning funds but at some risk because it is invested in the stock market. The other account is like a checking account and not at risk. The decision is up to the Commission. Discussion. President Crocker summarized that the Commission will keep the funds as is for now and look at this again next month.

President Crocker suggested the Commission move the 621 Fund account from the BCCF and put it into the 250 Fund with the Town. These are leftover funds from the Stellar account and other donations. BCCF CEO Pejeau explained Clerk-Treasurer Young can submit a grant voucher to Board to ask to cash out this fund for the purposes of the Commission. Discussion. Secretary Hopkins made a motion to pursue rolling over the 621 fund into the 250 fund, checking with Clerk-Treasurer Young and BCCF as necessary to do so. Vice-President Wedel seconded the motion. All were unanimously in favor. BCCF CEO Pejeau will send Clerk-Treasurer Young a grant request voucher.

B. MARKETING/PLACEMAKING

Secretary Hopkins advised that the Marketing Committee talked about the Cultural District grant through the IAC. They will be asking for \$5,000 and plan use the bulk of the funds to support the Art Walk and to purchase banners for the district. There is a lot of enthusiasm from the galleries for the Art Walks which will be held the fourth Friday of each month from 4-7pm. Secretary Hopkins reported that the Art Walk is talking about collaborating with Fingerstyle Guitar event and hopefully the mountain biking group. She noted that the Art Guild has offered to design and print a new Art Walk brochure which is \$500 in-kind services that can be added to the grant. Secretary Hopkins advised that the Art Alliance may not be in charge of the Art Walk this year and instead the Art Walk galleries may form their own committee to put on the monthly events.

Member Bolte spoke with Administration Manager Carr about hanging banners from the Town's light poles. He learned that they may be able to use the poles at the four corners of Main and Van Buren for the banners and Administration Manager Carr will help getting approval for this process. President Crocker heard that New Wave Communications might be able to install the banners for them with the use of their bucket trucks. A discussion of banner types ensued.

President Crocker brought up the Cultural District grant application that Anabel had referred to and noted the grant stipulates placemaking and collaboration. The Art Walk and banners fit well under these guidelines, and the committee's recommendation is that they apply for the Cultural District grant with \$3,000 going toward the Art Walk and toward the \$2,000 banners/signage. Discussion.

Member Martin moved to pursue the recommendations of the committee to designate the \$5,000 possible grant money for both the Art Walk and the physical branding of the district. Member Fulton seconded the motion. All were unanimously in favor.

Member Bolte reported the Placemaking Committee discussed signage throughout the district but does not have a recommendation at this time.

ARTS & ENTERTAINMENT COMMISSION MEETING FEBRUARY 8, 2018

Member Wills spoke about the use of social media. He explained that the NAEC had good content with in past years with the contracted services of a Media Coordinator but now has an increased visibility with the CVB services this past year. He would like to see more specific and regular content in the future. Discussion. Vice-President Wedel advised that the Marketing Committee provided a lot of information for the CVB and the CVB helped to write up and format some of those content suggestions. She would like to see the CVB take more responsibility in running the contests to draw more people to the area and websites.

Further discussion followed on the best use of the Commission's funds for promotion. Ideas included the following: tell the CVB of the bottleneck and see how they propose to solve it; each Committee or Commission member could be in charge of writing about different events; do a Facebook live posting at events such as the Art Walk; give people the information at the point they need it; and create "fear of missing out" posts. Member Wills advised that the CVB is giving the NAEC access to their Facebook page for certain events.

President Crocker asked that the Marketing Committee to discuss this further and come back to the full Commission at next month's meeting with a recommendation.

C. PERFORMING ARTS

Member Wills reviewed the Performing Arts Committee reports with the Commission. Regarding the Pavilion music series they see three requirements to move forward with the series: additional workforce beyond the Commission members, move the dates and better sound reinforcement. Discussion.

Discussion as to who the music series is geared toward; residents, tourists or both. Member Wills asked if they are looking at this event as something that adds to the vibe of the community, is having music there additive and significant? Discussion.

Member Wills asked, if the Commission is agreeable to moving the music dates, they should ask Jenny Johnson if she is willing to sponsor the series. They can also reach for others to help out with the music series. Discussion. Vice-President Wedel summarized that it sounds like they need a proposal from the Performing Arts Committee on how or if to proceed.

President Crocker would like to have the music series but wants to hire someone to be in charge of the event. Member Wills will continue to work on the music series questions.

Member Wills spoke about the Brown County Radio Hour live CD and advised it could cost anywhere from \$1,500 to \$2,000 to produce. The idea would be to record local musicians in the studio and hire a professional to mix and master the CD. President Crocker commented that they could possibly apply for a grant to help with the costs of this project. Member Wills explained that the Brown County Radio Hour records live musicians every month but this will give it another level of reach and professionalism.

Member Wills reported that the Fingerstyle Guitar Festival will likely bring in someone that is an expert on streaming music royalties, publishing music online, using social media and audio/video creation tips. The goal is to have a workshop for all musicians and the cost to provide the training would be approximately \$500. If the NAEC were to provide funding for the workshop

ARTS & ENTERTAINMENT COMMISSION MEETING FEBRUARY 8, 2018

they would be named as the sponsor for the event. Discussion. President Crocker will look into this further to see if some of the funds can be used from the Cultural District grant.

Members Wills addressed the idea of local artist PR training. This would be done in conjunction with the CVB and would require work by the NAEC to create the documents and provide training/materials to teach people how to use Facebook and other places to promote their work. He has talked with several people and there is a lot of enthusiasm for this information. The Commission agreed that this is great idea.

D. PUBLIC ART

Member Fulton reported the Committee met and talked about supporting the branding of the district. They will be talking with the Brown County Historical society to try and to incorporate the leaf motif into its wall in the parking area.

Member Fulton advised they are moving forward with moving the Dancers sculpture weather permitting. They will look at possibly relocating High Lonesome sculpture to another more visible site. The committee will also be looking at other locations to install public art in the district such as the Police Department as offered earlier. Member Fulton noted the committee also discussed maintenance of the current sculptures and how they will include maintenance plans in future contracts.

E. PROJECTS

Vice-President Wedel reported they are transitioning with the gamification program and have scheduled a meeting with the IU group for February 19, 2018. She would like to tentatively slot \$1,000 toward this project this year for project fees. Member Wills advised he has a database but does not want to be in charge of this long term.

7) ANY OTHER BUSINESS THAT MAY COME BEFORE THE COMMISSION

Vice-President Wedel proposed for future Commission meetings they have a priority order in which they will only discuss a few items in more detail. President Crocker and Vice-President Wedel will work on this for the next meeting.

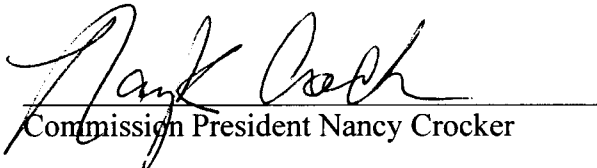
President Crocker asked the NAEC if they are interesting in sponsoring a movie at the Brown County Playhouse for \$250. The Commission decided not to sponsor a movie this year.

President Crocker spoke about the Indiana Arts Homecoming event that will be held in Fort Wayne, October 18-19, 2018. She asked that if anyone wants to attend to let her know.

8) ADJOURNMENT

Member Fulton moved to adjourn the meeting. Member Wills seconded the motion. President Crocker adjourned the meeting at 12:24pm.

The audio recording made at the Nashville Arts and Entertainment Commission meeting on 2-08-18 is retained in the office of the Town Clerk-Treasurer.


Commission President Nancy Crocker

3-8-18
Date