

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

Commission members present – President Nancy Crocker, Vice-President Michele Wedel Treasurer Heather Nicholson, Secretary Anabel Hopkins, Member Jonathan Bolte, Member Michael Fulton, Member Bob Kirlin, Member Cathy Martin and Member Chuck Wills. Also in attendance – BCCVB Digital Marketing Coordinator Brooke Weichselfelder.

COMMISSION BUSINESS

1) CALL TO ORDER

President Crocker called the meeting to order at 10:01am

2) ROLL CALL by President Crocker.

3) APPROVAL OF MINUTES – 6-14-18 MEETING

Member Kirlin moved to approve the 6-14-18 meeting minutes as presented. Member Martin seconded the motion. All were unanimously in favor of the motion.

4) COMMISSION UPDATES

A. DANCERS SCULPTURE

President Crocker announced that Everywhere Signs has been paid for the moving of the Dancers sculpture and that these funds came from their Brown County Community Foundation 714 Fund.

B. PERFORMING ARTS

President Crocker asked about the fees for the sound equipment the Commission will be purchasing with the grant they received from the BCCF. Member Wills made a motion to allow the Performing Arts Committee to spend \$2,669.84 out of the 268 Fund (materials and supplies) for sound equipment. Member Fulton seconded the motion. All were unanimously in favor. Member Wills reported they were able to purchase the speakers on sale and that they have been delivered and are incredible. The Committee will order the rest of the gear after they review the specs. President Crocker advised that she spoke with BCCF CEO Larry Pejeau and that there is a possibility to store the sound equipment at the Foundation. Discussion.

President Crocker asked if the Commission members need to approve any spending for the Pavilion Music Series. Treasurer Nicholson advised they don't have anything yet to approve, but they do have a commitment from the Commission to spend \$2,500 on the series. She reported that they will be receiving a donation of \$1,500 from the Johnson Family Charitable Fund to help offset the Pavilion music series costs.

Treasurer Nicholson advised the band contracts are all out and one has already been signed and turned in. She has other bands that are interested in playing in the music series if they need more.

C. PLACEMAKING

• BANNERS

President Crocker asked if there are any purchases the Commission members need to make motions on at this time. Member Bolte presented the proposed permanent metal sign that reads

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“State Cultural District” which will be hung at the four corners of Main and Van Buren Streets. Member Bolte advised the committee needs to find someone to mount the banners. As for the materials to mount the banners, he reported that Denny Smith can make a heavy duty metal brace for \$50 each that will attach to the pole, and if they were to use that they would have to take down the current brackets.

Member Bolte offered another option that would allow using the brackets currently in place and showed pole options for banners (iron or copper). The Commission members preferred the copper. He showed different hanging systems to the Commission and they encouraged him to continue to consult with metal worker/jeweler, Amy Greely, to complete the design of the hanging system.

Member Bolte reported the 30” x 24” metal two-sided permanent signs will cost approximately \$170 each from Fast Signs in Bloomington. The two-sided fabric banners will run about \$65 each and can be 24” to 30” wide and up to 48” long. Member Bolte asked who will be designing the banners. The Commission asked that he talk with Two Great Minds to discuss banner design and creation. Discussion.

President Crocker reported the list of event banners will be: Art Walk, Fingerstyle Guitar, Pavilion Music Series, Art Colony Weekend, Christmas in Brown County and Backroads Studio Tour. Secretary Hopkins asked that they add other event banners next year. President Crocker commented that those other events would have to approach the Commission to ask for a banner and they will have to figure out how to make those choices. Discussion.

Member Kirlin made a motion to approve the initial six organizations as recorded to have banners this year. Treasurer Nicholson seconded the motion. All were unanimously in favor.

Secretary Hopkins made a motion to go ahead in making the six banners/fixtures and take up to \$500 out of the 275 Fund in the other supplies line item if needed. Vice-President Wedel seconded the motion. All were unanimously in favor.

Member Bolte asked for direction on who he should talk to regarding the designs. Discussion. President Crocker asked that the Placemaking Committee reach out to the different events and find out the best way to get their logos on the banners. Member Bolte summarized what the Commission has agreed to do moving forward: use the copper for the hangers, create a 30” banner, arrange for bracing and arrange to have the signs made. Member Kirlin advised he will talk to the cable people to see if they will hang the banners.

Member Martin asked what banners will hang between events. Discussion. President Crocker suggested the committee discuss this further.

D. MARKETING

• ARTWALK

Secretary Hopkins advised she had sent out her committee report via email earlier this week to the Commission. President Crocker reported they will need to make a motion which would approve that the grant funds are to be used for the bike bumper stickers.

Member Fulton made a motion to allow the marketing committee to spend up to \$250 out of the 264 Community Engagement Grant materials and supplies fund for the bike bumper stickers.

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Member Martin seconded the motion. All were unanimously in favor. Vice-President Wedel thanked Member Wills for doing the graphics on the bumper sticker. Member Wills noted that Vice-President Wedel was the one that did the photography for the bumper sticker. Secretary Hopkins added that artist Patty Bartels donated the painting that was used for the bumper sticker. President Crocker asked who came up with the tag line; Arts Meets Adventure. Secretary Hopkins reported that she did, and President Crocker commented that was a genius idea.

Secretary Hopkins asked for approval to spend \$250 to be a sponsor at the Hoosier Epic Bike event. Member Fulton made a motion to spend up to \$250 out of the 264 Community Engagement Grant fund for the sponsorship. Vice-President Wedel seconded the motion. All were unanimously in favor. Secretary Hopkins noted they have not been invoiced yet for the sponsorship.

Secretary Hopkins displayed the new generic banner that will be used at other arts events. She passed around the posters for the Playhouse Art Show for the Commission members to put up around town. Secretary Hopkins advised that she will be meeting with Brown County Playhouse Executive Director Suzannah Zody today to work out the details of the Art Show.

Secretary Hopkins reported that the Commission is being asked to have a hold harmless agreement between the artist and the Playhouse/Town as to who will be responsible for damage or theft. She wrote up a short agreement and read it aloud to the Commission. Discussion. The Commission commented that this was a good agreement for the event. The Playhouse Art Show will begin during the Indiana Fingerstyle event July 28, 2018. Member Martin commented that she really likes the idea of the art show and thanked Secretary Hopkins her hard work on this project.

President Crocker advised that the consultancy grant they received earlier this year helped to spark the idea for the things they are doing and reaching out to other groups in the community.

• CVB COLLABORATION

BCCVB Digital Marketing Coordinator Weichselfelder passed out a report for the work they have done this second quarter. They have sent out a total of five emails to the database and have had a really good response rate. In the artist email database they sent out four emails this quarter and they did have a full house for the promotion and social media workshop. Member Wills advise that when the email went out about the Fingerstyle Guitar event their web hits tripled that day.

BCCVB Digital Marketing Coordinator Weichselfelder reported they did 45 art related Facebook posts and reached approximately 40,000 people. The posts were seen 55,000 times and lots of people liked the posts. She passed out the posting report and noted the most reacted to posts were about the Arts in the Parks events and the Village Art Walk. As far as content, she advised they are good through July, but may need to schedule another meeting to talk about events in August through December.

Member Fulton asked if emails are reaching new people each time or are they the same people opening the emails and clicking the links. BCCVB Digital Marketing Coordinator Weichselfelder advised that she could spend a lot of time digging through the reports to find out the specific information but she believes of the 21,000 in the database there are probably about 5,000 opening the emails and clicking links. Discussion.

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President Crocker commented that the Maple Leaf ground breaking earlier this week was phenomenal! BCCVB Digital Marketing Coordinator Weichselfelder will be posting photographs of the event on Facebook. Vice-President Wedel commended the CVB for getting the word out about the ground breaking as she saw it on three Indianapolis news stations, read it in the paper, and on saw it on Facebook.

Secretary Hopkins asked where the ground breaking shovels will end up. BCCVB Digital Marketing Coordinator Weichselfelder reported that they are on display in the Visitor's Center now. President Crocker added that eventually the seven shovels will be displayed in the lobby of the Maple Leaf.

E. PROJECTS

Vice-President Wedel reported that the mural at the Nashville Police Department is finished and she thanked President Crocker and MK Watkins for all their work on this project. She noted although the students could not participate in the painting of the mural due to the timing of when it was done, however, student ideas were incorporated into the mural. President Crocker advised she still has the student's poster and that they hope to use this idea in a mural at another location. She added that MK Watkins worked nearly 40 hours on the mural.

Member Martin asked if there is any plan for publicity for the mural at the Police Station. Vice-President Wedel would like the Project Committee to come up with a plan to promote the mural and perhaps have an article in the paper with photos. President Crocker suggested an open house would be a great idea. Member Martin thought other art work at the Police Department would be a good idea as well.

Vice-President Wedel advised that the switch over for the Art Explore app will be happening soon and that they will figure out the best way to proceed. She did run some calculations as to what this app would have cost to have it run professionally. Depending on the features it would run \$35,000 to \$45,000. Member Martin thanked Vice-President Wedel for all her work on this project. President Crocker suggested they start looking for grants to finish up this project.

F. PUBLIC ART – HISTORY CENTER MURALS AND CROSSWALK PAINTING

Member Fulton advised they are still working on trying to tie together the panels at the Historical Center parking lot. They are also trying to resurrect the crosswalk art work. There are some interesting ideas from leaves to musical instruments being painted in the crosswalks. President Crocker reported that she has talked with INDOT about painting crosswalks on State Road 135 and it sounds like there is a possibility this can be done, but she just has to find the right person to talk to about this project.

5) ANY OTHER BUSINESS THAT MAY COME BEFORE THE COMMISSION

Treasurer Nicholson commented that she drives around Indiana a lot and they have some fierce competition for tourism. She would like to see the tearing down of historic buildings to stop as they are one of the few communities that have historic buildings left. Discussion.

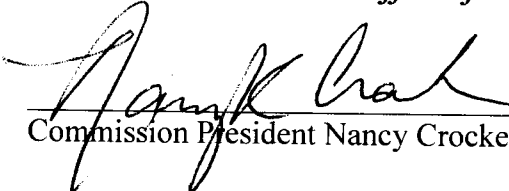
President Crocker would like to see grant availability to help the owners of these buildings preserve them. Treasurer Nicholson advised if they were part of the National Registry it could help them to get grants to preserve the buildings. Discussion.

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6) ADJOURNMENT

Vice-President Wedel made a motion to adjourn the meeting. Member Fulton seconded the motion. President Crocker adjourned the meeting at 11:23am.

The audio recording made at the Nashville Arts and Entertainment Commission meeting on 7-12-18 is retained in the office of the Town Clerk-Treasurer.


Commission President Nancy Crocker

8-9-18
Date