

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

Commission members present – President Nancy Crocker, Vice-President Michele Wedel, Treasurer Bob Kirlin (arrived at 10:18am and left at 11:15am), Secretary Anabel Hopkins, Member Jonathan Bolte, Member Michael Fulton and Member Chuck Wills. Commission member not present – Member Cathy Martin. Also in attendance – Brown County Convention & Visitor's Bureau Digital Marketing Coordinator Brooke Weichselfelder, Concert Series Promoter Tim Meyer, former Commission Member Kathy Anderson and Records Clerk Sandie Jones.

COMMISSION BUSINESS

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

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

3) APPROVAL OF THE MINUTES – 6-08-17 MEETING

President Crocker advised that the Commission had been given the draft minutes from the June 8, 2017 meeting. Member Fulton moved to approve the 6-08-17 minutes as presented. Member Wills seconded the motion. All were unanimously in favor.

4) COMMITTEE REPORTS

A. FINANCIAL REPORT

The Commission members reviewed their budget. President Crocker reported that she has not talked to Kendall Reeves yet regarding the additional work he has been asked to do at the Village Green restrooms.

Member Fulton and President Crocker commented that they need to start spending some of their funds this year. Member Wills advised that CVB Director Jane Ellis has been asking about additional funds to boost posts. Member Fulton moved to approve spending \$50 a month out of the contract services line for Facebook boosting for the duration of the contract with the CVB. Member Wills seconded the motion. All were unanimously in favor. President Crocker asked that the Arts Village Pavilion Series and Art Walk be promoted.

Secretary Hopkins moved to approve the financials as presented. Member Fulton seconded the motion. All were unanimously in favor.

B. COMMISSION MEMBER VACANCY

President Crocker advised they currently have one open commission seat and Melanie Voland has submitted an application to fill that seat. Secretary Hopkins noted that Heather Nicholson has also submitted an application. Ms. Voland introduced herself to the Commission and gave some background on her experience. The Commission agreed to look at all submitted applications and discuss the vacancy at next month's meeting. President Crocker asked Records Clerk Jones to email all submitted applications to the Commission members. Vice-President Wedel and President Crocker commented that the NAEC is a working commission.

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C. PAVILION MUSIC SERIES UPDATE

Concert Series Promoter Meyer reported they have had two good shows so far this season. President Crocker counted around 75 people in attendance for the McGuires' show but fewer people attended the Amanda Webb concert.

Concert Series Promoter Meyer advised Kade Puckett will play the next concert on August 19th from 5:30-7pm. Member Wills announced that Mr. Puckett will be playing the night before at the Pine Room as well. Concert Series Promoter Meyer talked about promoting the concert on Facebook and other media outlets.

Concert Series Promoter Meyer would like the speakers to be stored somewhere near the pavilion as they are heavy to move from Town Hall to the pavilion. Discussion. Lamond Martin will store the speakers at the Village Green restrooms barn area and a town staff member will have access to the building to get the speakers out when needed.

President Crocker asked who they are trying to get to attend the pavilion music series. Member Fulton and Member Wills commented that they need to attract more locals to the concerts. Ms. Voland offered to promote the concert series on the All Things Brown County Facebook page that she manages. President Crocker asked CVB Digital Marketing Coordinator Weichselfelder to hashtag All Things Brown County in her Facebook posts.

President Crocker reported that they did not make any more garage sale type signs for the concert series. They will wait until next year to make more. She will put out the signs they have for the next concert. President Crocker thanked Ryan Seward of Brozonni's for allowing them to store promotional items in his building.

D. 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 commented that by boosting the posts they were able to get 500 more reaches. CVB Digital Marketing Coordinator Weichselfelder noted traffic to the Arts Village Brown County page went up 32% from last month. She asked the Commission what locations they would like her to target. President Crocker and Member Bolte commented that they are seeing more visitors from the Chicago area.

Vice-President Wedel asked if they got photos or quotes from the last contest winner. She suggested they do a 30 second interview with the next contest winner. Discussion.

CVB Digital Marketing Coordinator Weichselfelder asked what the Commission wanted for the next campaign. President Crocker suggested the CINEFEST event with an overnight stay.

Member Wills spoke about gaps the Pavilion Concert Series in that when the Commission had a contractor they had good content but not audience members. With the CVB now doing the posting they have the more audience but less posts. Member Wills thinks asking the Commission members to write the monthly content is bound for failure. He spoke with CVB Director Ellis about engaging the CVB for further content and involve CVB Digital Marketing Coordinator Weichselfelder.

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Vice-President Wedel commented that they need to look to the Commission members for more specific content like the history of the playhouse or other items like this. Member Wills would like to see call to action and informational posts. Vice-President Wedel asked Secretary Hopkins to provide the information on the CINEFEST and Member Bolte information on the Back Roads Studio tour. Member Wills suggested they add images and promotional pictures to be posted.

Secretary Hopkins commented that they have agreed to spend budget funds and suggested they spend some funds on the Art Walk. Discussion.

E. INTERNS/GAMIFICATION

Vice-President Wedel reported that she followed up with the Serve IT Director and they have not made any decisions as to who they will work with. She noted that they are still being considered for both programs.

President Crocker advised that intern Jonathan Moore signed his contract with the Commission. He is taking pictures of art work located around town and will forward all the photos to President Crocker and she pass them onto the other Commission members.

F. PUBLIC ART UPDATE

President Crocker reported that she did not talk to the Council about relocating the Dancers sculpture to the Pat Reilly parking lot as Town Manager Rudd said they are getting a new Town park and maybe the sculpture could go there. Member Kirlin commented that the sculpture should be in a public location, such as the parking lot, to be seen by visitors. The other Commission members agreed and President Crocker will go before the Council later this month and request the sculpture be moved to the Pat Reilly parking lot.

President Crocker advised a new restaurant is planning on coming to town and is interested in having public art on the property.

Member Kirlin spoke about the original intent of the public art program in that they would put out requests for proposals and then do a two year lease of the art. He originally wanted international artists. Member Kirlin will look into the process that was used when they leased their first set of public art.

G. GRANT PROPOSAL REPORT

Secretary Hopkins advised that there is a 50 hour consultancy grant the Commission may apply for. Discussion about the proposed Maple Leaf Performing Arts Center in the county. Secretary Hopkins asked that she meet with Vice-President Wedel, President Crocker and Kathy Anderson to talk more about the grant. Discussion of needs in the community.

5) ANY OTHER BUSINESS THAT MAY COME BEFORE THE COMMISSION

Secretary Hopkins announced that September 8-10, 2107 the Brown County Art Guild is hosting a Paint Out and Art Colony weekend. The Art Alliance is hosting a Community Paint Along at the Village Green on September 10th as well. Member Wills asked that he be sent this information so that it can be posted on the Arts Village Facebook page.

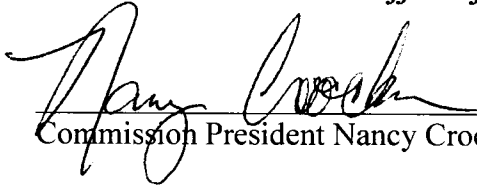
Member Wills advised the US premier of Acoustic Uprising will be held at the Brown County Playhouse before the Indiana State Fingerstyle competition on July 29, 2017.

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6) ADJOURNMENT

Member Fulton moved to adjourn the meeting. Secretary Hopkins seconded the motion. President Crocker adjourned the meeting at 11:34am.

The audio recording made at the Nashville Arts and Entertainment Commission meeting on 7-13-17 is retained in the office of the Town Clerk-Treasurer.


Commission President Nancy Crocker

8-10-17
Date