

**NASHVILLE ARTS AND ENTERTAINMENT COMMISSION MEETING  
THURSDAY, NOVEMBER 9, 2017**

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 and Maple Leaf Performing Arts Center Representative Bruce Gould, IAC Consultant Joanna Taft, BCCVB Digital Marketing Coordinator Brooke Weichselfelder 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.

**3) APPROVAL OF THE MINUTES – 10-12-17 MEETING**

President Crocker advised that the Commission had been given the draft minutes from the October 12, 2017 meeting. Member Fulton moved to approve the 10-12-17 minutes with the correction. Vice-President Wedel seconded the motion. All were unanimously in favor.

**4) IAC CONSULTANCY – JOANNA TAFT**

President Crocker introduced IAC Consultant Joanna Taft to the Commission. Ms. Taft advised that she is the current Executive Director of the Harrison Center for the Arts and explained the work she does there along with her background of working in communities. Ms. Taft commented that in everyone's heart people want to live in a place like Nashville. She is interested in learning about Nashville/Brown County's passion.

**5) MAPLE LEAF PERFORMING ARTS CENTER PRESENTATION – BRUCE GOULD**

Maple Leaf Performing Arts Center Representative Bruce Gould reported on the status of the Maple Leaf and explained that the venue will be paid for by the innkeeper's tax and revenue from the facility. The next step is that the County will need to agree to the funding plan so the committee can close with the bank. They are hoping to break ground in the spring, and their initial road plans have changed since meeting with INDOT. Now the plan is to create a road just east of the Salt Creek Inn for the entrance and exit to the facility.

Mr. Gould advised that members of the Maple Leaf Committee visited Effingham, Illinois to learn about their performing arts center. They spoke with the leaders of this facility and learned good information on what and what not to do at the Maple Leaf. One of the lessons they learned was that they need to have buy-in from the community. Mr. Gould also noted they will need art work inside and outside of the Maple Leaf building and they are hoping to install an art garden as well. Mr. Gould then answered several questions from the Commission regarding plans for the Maple Leaf.

**6) COMMITTEE REPORTS**

**A. CVB COLLABORATION UPDATE**

CVB Digital Marketing Coordinator Weichselfelder passed out a spreadsheet of the Facebook posts and email marketing the CVB has done in the past month and advised that she spent \$20 on

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boosting posts. She reported that they got a lot of good traffic this past month and did a lot of posting on the Back Roads Studio Tour. CVB Digital Marketing Coordinator Weichselfelder reported the top post last month was the Pavilion Music Series. She explained the more content they put out the more traction they will get.

CVB Digital Marketing Coordinator Weichselfelder advised that she will send out emails for events to get people interested in coming to Brown County in the slower months. She asked the Commission to consider doing another contest in January to get more interest. She noted the Commission will also need to decide if they will want to renew their marketing contract with the CVB next year as the contract will expire at the end of March 2018.

CVB Digital Marketing Coordinator Weichselfelder reported that she will talk up the Passport Program put on by the CVB to help get more shoppers into town. President Crocker commented that this program seems to be going very well.

President Crocker spoke about the Holiday Light Parade that will be held on Saturday, December 2, 2017 at 6pm. She would like to see the art community have a presence at this event. She suggested having art palettes, paint brushes or banners and artists in the parade. Secretary Hopkins will bring this up at the next Art Alliance meeting.

### **B. GAMIFICATION**

Vice-President Wedel reported they held a second meeting with the IU students who are working on a game app to explore the arts in Brown County. The group seems to be progressing and the students are very excited. Vice-President Wedel explained that the students are very interested in making a product that is excellent, works well and can be built upon. Member Wills added that this has been a very good experience. Vice-President Wedel believes they will have something to roll out in the spring and she would like to have some sort of marketing campaign for this. She also suggested that local students do a dry run of the app for testing.

Vice-President Wedel talked further about the app and explained if the end users feel like they are contributing it makes the game more exciting. She explained one of the gamification techniques is to award badges and they are designing different types of badges and also incorporating surprise badges. Such surprise badges could include a donation to be made to support art education in Nashville. Vice-President Wedel has offered to financially back this first and is hoping to pay hundreds of dollars to do this it.

President Crocker reported that she and Member Martin attended a Peaceful Valley meeting last night and advised they too are talking about a gamification type thing. She encouraged collaboration with all groups that are interested.

Member Bolte noted the key properties of the game are that it is easily expandable and manageable by people who are non-technical. Long term as it proves itself they can sell it to other CVBs or organizations.

### **C. PAVILION MUSIC SERIES**

Member Wills reported that the final Pavilion Concert Series performance on October 14<sup>th</sup> was by Celtica and the concert was well attended. As for the concert series as a whole, Member Wills advised there were some bumps in the road with the sound and audience attendance. He asked

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the Commission to consider what they want to do moving forward, what they expect from the concert series and want they want. President Crocker suggested this be a topic of discussion at their upcoming retreat.

### D. PUBLIC ART UPDATE

- **FAIRY HOUSE SCULPTURE UPDATE**

Member Fulton reported the *Fairy House* has been installed at the corner of W. Franklin and Jefferson Streets. President Crocker will talk with the *Fairy House* sculptor, Mark Schmidt, about installing a different platform for the house as it needs a better transition.

- **BETA – ALL TOGETHER NOW SCULPTURE**

Member Fulton reported they have met with Brown County School Superintendent Dr. Laura Hammack as well as the Junior High Principal and they have agreed to relocate the *All Together Now* sculpture to the Junior High school property. They will work directly with the artist Brad Cox for the best location of the sculpture.

- **DANCERS SCULPTURE UPDATE**

Member Fulton advised this is still a work in process.

- **ABE MARTIN SCULPTURE REHAB UPDATE**

Member Fulton said that it appeared to have some work done on it. Secretary Hopkins brought before the Commission a request for varnish for the *Abe Martin* sculpture that artist Chris Trotter would like to use. Discussion. Member Fulton made a motion to spend up to \$60 in miscellaneous supplies for the varnish. Vice-President Wedel seconded the motion. All were unanimously in favor. Secretary Hopkins will get the product information to Records Clerk Jones so that the Town can purchase the product. Secretary Hopkins will also get with artist Chris Trotter to get the work completed and invoice submitted before the end of the year.

### E. FINANCIAL REPORT

Treasurer Nicholson spoke about the timelines for spending money this year. She asked Member Wills if he had an invoice for the concert banners. Member Wills reported he will submit this invoice today.

Member Nicholson advised they have a contract to purchase the *High Lonesome* sculpture but they need Council's approval. Discussion. Records Clerk Jones read from the Town Council minutes that the Council did approve the purchase of *High Lonesome* contingent upon funding and explained the claims process. Discussion.

Treasurer Nicholson made a motion to use \$1,000 for the *All Together Now* sculpture from the NAEC General Fund. Vice-President Wedel seconded the motion. All were in favor of the motion by a roll call vote. Member Fulton will get a quote for the concrete work and call Brad Cox to get the exact location.

Treasurer Nicholson spoke about the funds the Commission could use for the purchase of *High Lonesome*. She made a motion that they use the rest of the Commission's tax funds with the remainder taken out of the 250 fund. Member Martin seconded the motion. All but member Kirlin were in favor of the motion and the motion passed.

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### 7) ANY OTHER BUSINESS THAT MAY COME BEFORE THE COMMISSION

President Crocker reminded the Commission members that they will have a retreat on Friday, December 8, 2017 beginning at 9am at Vice-President Wedel's house. She explained members will be discussing their mission, where they are going next year and detailed work. Later in the day she would like to invite IAC Consultant Taft, IAC President Anderson and perhaps local artists to join them later in the morning to give further input.

President Crocker asked the Commission members to email her with topics to discuss at the retreat. She will put those items into an agenda for them to work from. Vice-President Wedel offered to help put the agenda together and noted they may have some pre-reads to review before the retreat. President Crocker asked that the Commission members review the ordinance that created the Commission as they will work on creating a mission statement.

Member Bolte reported that he has been talking with the Back Roads Studio Tour artists. In the past the artists have funded a scholarship through the Foundation for a high school senior who was going on into the arts. They will have \$500 a year to use to impact arts in the school system. Member Bolte wondered if the funds could be managed through the NAEC for this scholarship Discussion. The Commission commented that this was wonderful idea.

Member Kirlin advised that this is the sixth year for the Brown County Playhouse. Every year it has broken even, not lost money. However this year has been a struggle but they have good entertainment coming up, starting with the Christmas show, which is an all new show. Vice-President Wedel reported in December the CVB will do a write up on the Playhouse and what they have to offer.

Member Kirlin announced the Playhouse will show the movie *Loving Vincent* with a pre-reception at the Brown County Guild on November 26, 2017 at 5:30pm.

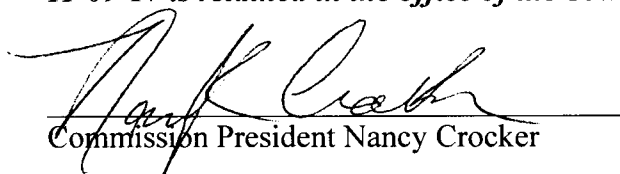
Secretary Hopkins advised the Art Alliance will be going to see the collection of Indiana art and antiques at the home of Jay and Ellen Carter tonight.

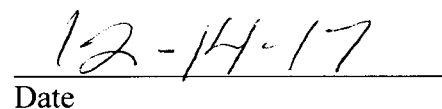
Member Wills reported that he and Cari Ray will be hosting a Christmas sing along at the Brown County Inn on December 9, 2017.

### 8) ADJOURNMENT

Secretary Hopkins made a motion to adjourn. Member Wills seconded the motion. All were unanimously in favor. President Crocker adjourned the meeting at 11:37am.

***The audio recording made at the Nashville Arts and Entertainment Commission meeting on 11-09-17 is retained in the office of the Town Clerk-Treasurer.***

  
Commission President Nancy Crocker

  
Date