

**NASHVILLE ARTS AND ENTERTAINMENT COMMISSION MEETING  
THURSDAY, MARCH 14, 2019**

Commission members present – President Michele Wedel, Vice-President Chuck Wills, Secretary Anabel Hopkins, Treasurer Heather Nicholson, Member Jonathan Bolte, Member Jessica George, Member Jayme Hood, Member Cathy Martin, and Member Melanie Volland. Also in attendance – Brown County Music Center Executive Director Dana Beth Evans, Town Utility Manager Sean Cassidy and Records Clerk Sandie Jones.

**COMMISSION BUSINESS**

**1) CALL TO ORDER**

President Wedel called the meeting to order at 10:04am.

**2) ROLL CALL**

All Commission members present stated their names.

**3) APPROVAL OF MINUTES – 2-14-19 MEETING**

Treasurer Nicholson made a motion to approve the 2-14-19 meeting minutes as presented. Vice-President Wills seconded the motion. All were unanimously in favor.

**4) BROWN COUNTY MUSIC CENTER PRESENTATION AND DISCUSSION BY DANA BETH EVANS, EXECUTIVE DIRECTOR**

Brown County Music Center Executive Director Dana Beth Evans introduced herself to the Commission and advised they have changed the name of the facility from the Maple Leaf Music Center to the Brown County Music Center. The Center will open on August 24, 2019 and will send out a press release when they have six contracts signed. The BCMC has a contract with Live Nation to book acts and so far have received 30 offers with bands that have been accepted. She noted they turned down 3 offers because the money didn't make sense. They will be booking all kinds of music acts, not just country music. Tickets will go on sale in April, and if they are purchased at the venue no Ticketmaster fees will be assessed. They plan to have 100 shows per year with tickets ranging from \$35 - \$40.

BCMC Executive Director Evans reported that construction is on schedule and they should have the keys to the building by August 16, 2019. She noted that the Center is a 2017 seat venue, funded through the innkeepers tax. The goal is to be self-sustaining and any excess revenues will go back to the community. Member Hood asked if the venue will be renamed again. BCMC Executive Director Evans explained that there could be naming rights sold but the profits will still go back to the community.

BCMC Executive Director Evans reported that prior to the first concert they plan to have soft openings which may be free to the public. She noted they will need many volunteers to do many different jobs for the concerts and will need 50 volunteers to work sold out shows and those that volunteer will earn perks. BCMC Executive Director Evans advised that they are also looking to hire for the following positions: finance (starting part-time moving into to full-time), full-time marketing, full-time technical director, full-time audience services manager and six part-time box office positions. These positions are competitive and above average pay for the area.

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BCMC Executive Director Evans advised that there will be an arts area in the facility and will have an art gallery in the foyer. The art work will be juried and will have themes. They plan on changing out the art work every two months and encourage people to go into the community and visit the galleries and shops. For more information on the art gallery, BCMC Executive Director Evans referred people to speak with Town Council Member Nancy Crocker.

BCMC Executive Director Evans advised that they will keep people updated on the BCMC on Facebook and their website at [www.browncountymusiccenter.com](http://www.browncountymusiccenter.com). They can also use these links to apply for a position or volunteer. The Commission thanked BCMC Executive Director Evans for her very informative presentation.

### **5) COMMITTEE REPORTS**

#### **A. PUBLIC ART**

Member Martin advised their committee met and talked about having an art statement at the gateway of the west entrance into the Town.

Secretary Hopkins explained that they will be applying for the \$5,000 Arts Project Grant through the IAC. The funds will be used to have four different artists doing an interactive arts project during the Art Walk weekends. The grant period to use the funds is from July 1, 2019 through June 30, 2020. Secretary Hopkins reported that the NAEC will oversee the Art Walk this year. All participants and sponsors will pay \$100 to be included in this year's Art Walk. The funds will be used to create an updated brochure, signage and other promotional materials.

President Wedel would like to put out an RFP for an original piece of art that would be interactive for people to make "selfies" that promote Nashville/Brown County. She also considered several artists working together on this project and to make the art accessible by all.

Member Martin advised that artist Jim Connor has asked that the greenery be removed from the area surrounding the Maple Leaf sculpture. She noted that the Town Council had installed the greenery to prevent people from climbing on the sculpture.

Member Hood asked about the lighting of the murals at the history center parking lot and the leaf sculpture. President Wedel advised they will have to look into the lighting and see if the cost of the investment is going to get them what they need with their limited funds.

#### **B. PERFORMING ARTS**

Vice-President Wills advised the Performing Arts committee met and talked about the Pavilion music series. He also met with CVB Director Jane Ellis yesterday to talk about the music vibe in the community. They discussed the house band concept, where they have people come and play when the weather is good earlier in the afternoon and headliner play later in the day. He suggested they monopolize the good weather days and not worry about trying to relocate the concert in the event of bad weather. Discussion.

Member Hood advised that they need to have collaboration between volunteers and those in charge of the event. They are working toward a goal of having a sustainable Pavilion Concert Series that is scheduled with volunteers and someone to run sound for each event. Her goal is to have all of this in place by September. Discussion. Member Hood has concerns about not starting the music series until September and threw out different ideas for events this summer. Further discussion.

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Vice-President Wills suggested if they can collaborate with a promoter or someone that is already doing this it would be a good thing. Member Hood advised that Member George is a promoter. Member George commented they have to get people excited about local music and suggested they have concerts/picnics on the courthouse lawn. These concerts could be done earlier in the season with all the shade trees on the property. She added they could tie in visual artists along with the music. Member Hood commented this could be creating a festival type atmosphere. President Wedel suggested that the Performing Art and Public Art Committees meet and put a proposal together for the April NAEC meeting.

Vice-President Wills asked how much the Commission is willing spend on the concert series, previous year's they have spent \$2,000, with \$1,000 coming from a private sponsor. Member George believes there are several businesses in Town that would be willing to sponsor a music series. Vice-President Wills commented that the next step is to decide how much the Commission is willing to spend on a music series and whatever gaps there are in funding is someone's job for fundraising. He asked the Commission if they would be comfortable spending \$2,000 to \$3,000 of the Commission's funds on the Pavilion Music Series this year. President Wedel commented that \$3,000 is 50% of their budget. She also suggested doing a pilot program of the court house lawn series first. Discussion.

Vice-President Wills announced they will begin the storytelling events on the second Thursday of each month beginning in April at the Brown County Inn. Possible topics include: Fish Out of Water, the "Morel" of the Story, Liars Bench (where stories can be true or false). More information can be found on the Brown County Radio Hour [website](#) and [Facebook](#) page.

### C. MARKETING

Member Voland advised that she will now be the administrator of the [Arts Village Brown County Facebook](#) page. She reported that she met with President Wedel to discuss the marketing calendar and will reach out to BCCVB Digital Marketing Coordinator Brooke Weichselfelder to discuss how the marketing had been done by the CVB last year.

Member Voland advised that they need to increase the likes and engagements on their Facebook page. She asked all the Commission members to share the Arts Village Facebook posts to increase their presence on Facebook. She asked if they have an Instagram account and President Wedel advised that they do and she has all the log-in information for all accounts.

Member Voland asked how they would like to see the events listed on Facebook. Member Bolte commented that he likes the double highlight of events because if people must click things more than once they don't go forward.

Member Voland asked if entertainment is only arts/crafts/music. She noted there is a game conference coming up and in her opinion, this is entertainment. Discussion. The Commission asked that she stay within the arts/crafts/music when posting events.

Member Voland reported that she put some images of paintings on the Arts Village Brown County Facebook page but the art cup meme got the most hits. President Wedel suggested they do some brief live videos on their Facebook page as well. Discussion. Member George asked to be on the Marketing Committee and they agreed.

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### **D. PLACE MAKING/ WAY FINDING**

Member Bolte reported that the committee met and talked about placemaking. The committee asked if there is something about placemaking that uniquely identifies what they should be doing as opposed to the public art committee. He believes the Commission is doing placemaking well.

Member Bolte advised they will complete the banner project in April with the donation of two banners by the Back Roads Studio Tour. They are looking at other banner locations such as the CVB and the entrance to the CVS parking lot. Member Martin has volunteered to review the Arts Village vendor leaves project and look into creating a brochure. President Wedel would like the Placemaking Committee to look into signage at the gateways and perhaps using the Hoffman funds at the Brown County Community Foundation for this type of project as well as other funding opportunities. She is suggesting a statement piece of public art as people are entering the Cultural District. President Wedel commented that they might also look into researching artwork for the Salt Creek Trail.

Member Bolte summarized that their committee will be working on vendor leaves, banners, crosswalks, and signage. He advised that the Brown County Studio Tour has created a Youth Art Grant that they have asked the NAEC to manage and wondered which committee this should fall under. Secretary Hopkins asked to take this on and pair it with the Joe LaMangia's public art project during the Art Walk since he works with kids. Discussion. President Wedel reported that she attended the Jr. High Maker Space open house and there may be some opportunities to partner with them in the future with the Back Roads Studio Tour.

Member Hood announced that the Skate Park is being built at Deer Run and there is a plan in place to have an interactive skateable sculpture in the park. She wondered if there is a local artist that might be interested in being a part of this project. Discussion.

Member Bolte reported that the Back Roads Studio Tour brochures are being put together and they will have an ad for the Art Walk and a panel for Arts Village Brown County.

### **E. FINANCE**

Member Bolte asked who is in charge of the leaf painting of the crosswalks. President Wedel advised this is under Placemaking committee. Member Hood asked about the status of the crosswalk project. Treasurer Nicholson is working on a grant at the Brown County Foundation to pay for the painting of 18 crosswalks. She noted the Town has committed \$1,890.00 to the crosswalk project plus in-kind services which is about 10% of the project.

Treasurer Nicholson asked that the NAEC also put in \$1,890.00 toward the crosswalk project and she would also like for the Chamber to invest in this project. President Wedel noted that last year the NAEC purchased the leaf stencil for the crosswalk project. Discussion. President Wedel commented that her preference would be using grant funds for the crosswalk project and not use NAEC funds as this would be about 16% of this year's budget. Discussion. The Commission agreed to only use grant funds for the crosswalk project.

### **F. OUTREACH**

Secretary Hopkins advised that the Brown County Art Gallery wants to be involved in the Art Walk but needs transportation to their gallery as they are not close to the other venues. She has been talking with Brad Cox about the use of the Nashville Express Train for these events. She believes there will be enough funds received from the participating galleries to fund the transportation costs.

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**6) ANY OTHER BUSINESS THAT MAY COME BEFORE THE COMMISSION**

President Wedel asked if there were any comments from the audience and there were none.

President Wedel reported that she met with Brown County Community Foundation CEO Maddison Miller, and there may be a ~~EO~~<sup>EEO</sup>/Ready Communities grant available to have someone develop the Art Explore App. She will investigate more into this grant opportunity.

**7) ADJOURNMENT**

Member Hood made a motion to adjourn the meeting. Member George seconded the motion. President Wedel adjourned the meeting at 12:27pm.

*The audio recording made at the Nashville Arts and Entertainment Commission meeting on 3-14-19 is retained in the office of the Town Clerk-Treasurer.*

  
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Secretary Anabel Hopkins

4-11-19  
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Date