CULTURAL DISTRICT COMMISSION
MEETING MINUTES
June 11, 2015
Creativity Center Conference Room
107 E. Chestnut Street
Bloomington, Illinois 61701

Attendance

Commission present: Vicki Tilton, Alex Cardona, Roger Elliott, Sherry Galbreath, Matt Giordano, Jessielee Hinshaw, Ryan Huette, Neeraj Joshi, Mike Kerber, Jamie Mathy, Karen Schmidt, Carol Ringer

Staff present: Jay Tezloff, Tina Salamone, Brandy Maloney, Erin Mangian, Thom Rakestraw, Pam Starks, Eric Veal, Dave Young

Meeting called to order by Chair, Vicki Tilton at 7:35 a.m. and roll call taken. No Public Comments were made.

New Commission member, Jessielee Hinshaw, was introduced and introductions were made around the table.

Item to be Presented

With a motion by Schmidt and a second by Kerber, the May 14, 2015 Cultural District Commission meeting minutes were approved.

Staff Reports

Tina Salamone stated the Cultural District Commission is not a governing board, it is an *advisory* board; BCPA staff answers to Jay Tezloff.

Marketing – Erin Mangian and Thom Rakestraw:

- Things have slowed a little now that the BCPA 2015-16 season has been announced and brochures are out.
- There is a six minute sizzle reel on Facebook; please share it on your social media pages.

Community Engagement – Eric Veal:

- Veal provided the Monthly Cultural Commission Report handout to all and commented on some of the highlights. He noted there are not a lot of BCPA presented shows to report on aside from Weird Al, but there have been lots of things happening at the BCPA.
- Salamone added Weird Al was a fun show, $124,000 was brought in and the cost was around $115,000. She thanked the staff for their hard work.

Facilities – David Young:

- Volunteer sign-ups for upcoming shows/events are coming along. Young continues to learn the volunteer software program.
- He met with the City of Bloomington Risk Manager yesterday, and it went well.
- HVAC upgrade is moving along.

Ticket Office – Pam Starks:

- Tilton congratulated Starks on her promotion to Ticket Office Manager. Salamone added while Starks has been here for some time, she officially started as Ticket Office Manager on Monday.
- Starks reported the 2015-16 season is off to a great start. The variety of kinds of shows is important to get a variety of people here.
- They are getting ready to start the new season things for the Illinois Symphony Orchestra.
- School shows are available for reservations; some reservations have already been made.

Salamone provided the Director's Highlight handout to all and commented on some of the highlights.

Other Business

Huette asked what our goals are with rentals, performances, etc. Young replied we have 17-21 wedding receptions per year, and attendance at those weddings has been dropping, which effects the income we bring in. With regard to some of our renters, some of them are so successful here that they outgrow the space and need to move to accommodate their grown attendance, such as Twin Cities Ballet, who moved to Braden. Salamone added that the American Passion Play effects when we can book, as they take up 8-12 weeks in the building. Additionally, the Scottish Rite has dates in the BCPA in the Spring and Fall which impact our dates.

Cardona stated the monthly reports Dave sends are beneficial. Elliott added that the numbers are helpful in showing City Council how the building is being used. Cardona asked if there is a way to expand on these numbers to help the Commission use them as message points, that the profit/loss information would be helpful. Salamone noted this is not just a discussion about money. It's a bigger, philosophical discussion, too. It's also about developing audience trust, about having artists in here that should be here because of our extraordinary room and acoustics. Ringer added that we are often asked if we are making money, and that she thinks that it's the overall picture of things rather than show-by-show. She asked how we show those numbers. Salamone responded that those overall numbers are given at the end of the year. Another thing to keep in mind are the bonds and the ¼% sales tax that was supposed to go solely to the BCPA but has instead has been capped and parts used for other things. Huette asked if the Commission can see the ticket sales reports and the annual report. Tilton asked that people please not lose sight of the mission when looking at the numbers. Mangian noted she will have the talking points document sent to the Commission.

Friends of the BCPA Update and Fundraising

Giordano reported:

- Over $2,000 has been raised; the big solicitation is to come.
- The IRS filings are complete.
- The necessary Illinois filings will be complete today.
- Tilton is the President, Giordano is the Secretary/Treasurer, and there are seven positions remaining to fill for the Board.
- The address is P.O. Bod 105, Bloomington, 61702.
- Salamone added staff will be discussing the Bloomington Beer Fest at next week's staff meeting. One of the topics will be the not for profits to participate. Friends of the BCPA should definitely be in that mix.
    - Huette noted at the last meeting Salamone reported she would be meeting with beer promoters and asked for an update on that. Salamone stated she has met with a distributor, who will have their reps here on site throughout the event to talk with pourers/patrons and answer questions about the beers. Young added that one of the keys to our event is that it will be an educational experience for the attendees.

With a motion by Ringer and second by Mathy, meeting adjourned at 8:40 am.