CULTURAL DISTRICT COMMISSION MEETING MINUTES
May 12, 2016
Creativity Center Conference Room
107 E. Chestnut Street, Bloomington, Illinois 61701

Attendance

Commission present: Vicki Tilton, Carol Ringer, Jessielee Hinshaw, Ryan Huette, Mike Kerber, Jamie Mathy, Angelique Racki

Staff present: Eric Veal, Tina Salamone, Ann-Marie Dittmann, Brandy Maloney, Erin Shannon, David Young,

Meeting called to order by Chair, Vicki Tilton at 7:35 a.m. Roll call taken.

Item to be Presented

With a motion by Kerber and second by Hinshaw, the February, March and April Cultural District Commission meeting minutes were approved, with corrections and amendments.

Public Comment: None.

Staff Reports

PR & CA Department Assistant Director Eric Veal stated that the City's User Fee Study was previously on hold, but they have now have been given approval to move forward.

Performing Arts Manager Report

Salamone reported the following:

- There have been good responses from recent shows.
- The Paula Poundstone performance is tonight, and the Jonny Lang show is next week.
- She reminded all that the private 2016-17 season sneak peek is next Wednesday
    - Doors will open at 6:00 pm for food, drinks and socializing
    - Presentation will begin around 6:30 pm
    - The event should last roughly 75 minutes
- Tilton noted it is an honor to be invited and to attend.
- The public preview will be the following week and will have the same format.

Salamone also provided a Director's handout with highlights of the month's activities

Assistant Performing Arts Manager Report

Dittmann reported she has been working on the following:

- Bloomington Beer Fest
- The BCPA 10th Anniversary Events
    - She and Trisha Stiller are co-chairs of the committee
    - Sept 16: a retrospective of events held at the BCPA over the last ten years
    - Sept 17: The Hank Band performance
    - Sept 18: fundraiser, including a performance of Love Letters, with Tina Salamone and Walt Wiley, and a silent auction.
        - Salamone noted the ticket price will include admission to the post show cocktail party.
- Student Spotlight Series
- Miller Park Summer Theatre
    - She is coordinating audition slots
    - Tricia Stiller is directing the show
- Finishing Grants
    - End of year reporting
    - Illinois Prairie Community Foundation grant reports

Dittmann also provided a Community Engagement handout with highlights of the month's activities.

Facilities Manager & Event Coordinator Report

Young reported he and staff are working on regular maintenance and preparing for Beer Fest.

Mathy asked about BCPA tuck pointing; Young responded he still does not know if the funds will be made available. Veal added that upper management is working on that. Young also noted he does not know if we will be able to move forward with the needed street repair. Veal stated they are working on that, too. Young said he is very concerned about the much needed repair and maintenance.

Marketing Manager Report

Shannon reported she and Thom have been working the following:

- Season Announce, which includes:
    - GO section in The Panagraph
    - 20,000+ brochures to be mailed
    - Eblasts
    - Boosted Facebook posts
    - New Facebook events
    - Press Releases
    - Salamone radio interviews
    - Radio ads
    - TV ads
    - Center Street banner

- Bloomington Beer Fest
- BCPA Website
    - Commission will soon be receiving a survey; please respond with your feedback.
    - Mathy noted he sent an email to Craig McBeath (City Webmaster) and has not received a response. Shannon responded McBeath is probably working on the survey. Mathy proposed he meet with Shannon and Rakestraw prior to their next meeting with McBeath.

Arts Presenting Educational Component

Salamone provided and reviewed a Glossary of Terms that are regularly used in the industry. She asked if there are any questions about what we do and/or why we do it. There were no questions. Salamone added that she would be happy to explain anything if anyone does have questions.

Friends of the BCPA 501c-3 Fundraising Report

Tilton reported Lonnie Smith has joined the group.

Other Business

Tilton noted there are no Illinois guidelines for Cultural Districts, but Indiana and Iowa have great guidelines. She asked for two Commissioners to volunteer to help in better defining our Cultural District, so that it can be brought to City Council and become established. Ringer and Huette volunteered to help.

Tilton reported Jim Waldorf (previous Cultural Commission Chair) will help Kerber with the Farnsworth.

With a motion by Ringer and second by Mathy and a second by Huette, meeting adjourned at 8:30 am.