



MINUTES
CULTURAL COMMISSION - REGULAR SESSION
THURSDAY, APRIL 10, 2025, 7:30 AM

The Cultural Commission convened in regular session at 7:30 AM, April 10, 2025. Chair Faisal Rashid called the meeting to order.

Roll Call

Attendee Name	Title	Status
Amber Collins	Commissioner	Present
Crystal Bricker	Commissioner	Present
Shweta Shukla	Commissioner	Present
Peter Pontius	Commissioner	Present
Faisal Rashid	Commission Chair	Present
Angelique Racki	Commissioner	Present
Katherine Browne	Commissioner	Absent
Dallas Long	Commissioner	Absent

Arts and Entertainment Staff Present: Director, Anthony Nelson; Development Manager, Kathy Sawyer.

Public Comment

No public comment.

Consent Agenda

Items listed on the Consent Agenda are approved with one motion; Items pulled from the Consent Agenda for discussion are listed and voted on separately.

Item 4.A. Consideration and Action to Approve the Minutes of the March 13, 2024, Regular Cultural Commission Meeting.

Commissioner Pontius made a motion, seconded by Commissioner Racki, to approve the item as presented

Chair Rashid directed the clerk to call roll:

AYES: Rashid; Racki; Shukla; Pontius; Bricker; Collins

Motion carried.

Regular Agenda

The following item was presented:

Item 5.A. Discussion on 2025 Bloomington Center for Performing Arts upcoming shows and updates.

Director, Anthony Nelson highlighted the following upcoming shows: US Army Field Band is this weekend, 2pm Sunday. It's a free show and we'll give out more tickets than the number of seats we have. Zoso, the ultimate Led Zeppelin cover band is Friday, April 11; George Michael Reborn, May 2; One Night in Memphis, May 10; First Friday concerts will return this summer, June to August. Revel in Red, June 6; Walker Montgomery, July 11; and Deja Voodoo, August 1. Jason Scott and the High Heat is "the one that got away" for July.

The following item was presented:

Item 5.B. Discussion on 2025 Grossinger Motors Arena upcoming shows and updates.

Dwight Yoakam, March 29, had a good turnout. As of April 9, the Bison have been officially eliminated for the season. Attendance picked up all season. The team members went to all the area elementary schools. The season ticket rate was good. Across the league, the Bison were in the top half for group sales and 10th or 11th of 28 teams in the league. Next year there will be 29 teams and 30 the following year. The NHL has 32 teams and wants an affiliate for each team. The biggest battle for the Bison was sponsorships and ads.

This year we've really seen the attendance at the Arena grow: there was about 100,000 for hockey, and about 175,000 for all events in the arena this year, compared to 36,000, 2 years ago. Lucca Grill and Brass Pig have reported a lot of traffic during the year and we have communicated with them when we have events that are selling well so they have been able to adjust their staffing to handle bigger crowds on event days. Our goal is to have 250,000 people in the Arena by 2027-28.

We currently have 32 dates on hold for concerts, which will go down to 6 or 7 because there is some artist hesitancy around prices for tours. \$350-400,000 might go up to \$ 600-700,000 for a 9-stop tour. We are watching ticket price levels and the effect of tariffs being on or off.

Commission Bricker commented that there has been good crowd engagement at the arena. Theme nights were good and she noticed a lot of busy restaurants when she wasn't at the arena on event nights.

Upcoming Arena events include Sesame Street Live, May 15; Taylorfest, May 17; Heartland Community College graduation, May 16; NCHS graduation, May 24; BHS graduation, May 25; Special Olympics, June 20-21; Jehovah's Witness Convention June 27-29 and July 4-6.

The following item was presented:

Item 5.C. Discussion on 2025 Cultural Commission events.

For Art & Health Day (July 19) we are still trying to get Connect Transit. In the morning, there can be activities at the Creativity Center and in Franklin Park, perhaps 30-minute blocks of performances, yoga, and artmaking. Physical activities, arts, and mental wellness from 9am – noon. Then in the afternoon, a bus can take participants to Normal for Make Music Normal. BroMenn just opened a new mental health area; we may ask BroMenn to table at the event. Commissioner Bricker will put a feeler out for the morning of July 19. Commissioners can start to reach out to other contacts who would fit in this event. The Bloomington Parks & Recreation Department will advertise Art & Health Day. We will also try to coordinate with the BN Art Scene

group for Art & Health Day. Faisal will reach out to Mayor Brady for a proclamation if we need a new one.

The Brunch Music Series installment about Coffee went well. 30-40 people attended.

The TedX Normal talks went well and were well attended. Commissioner Collins was a presenter. There was no teleprompter this year after difficulties with it last year, so presenters memorized their speeches.

New Business

Tony Jones was not present for today's meeting. We want to hear where he has gaps for his events for Juneteenth (June 21) and Cultural Fest (August 9). We will re-invite him for next month's meeting. The crowd is growing for both events.

Adjournment

Commissioner Pontius made a motion, seconded by Commissioner Bricker, to adjourn the meeting.


Chair Rashid directed the clerk to call roll:

AYES: Rashid; Racki; Shukla; Pontius; Bricker; Collins

Motion carried.

The Meeting Adjourned at 8:21 A.M.

CITY OF BLOOMINGTON



Faisal Rashid, Chair



Anthony Nelson, Staff Liaison

Angelique Racki,
Co-Chair