

CULTURAL DISTRICT COMMISSION

MEETING MINUTES

April 9, 2015

Creativity Center Conference Room

107 E. Chestnut Street

Bloomington, Illinois

Attendance

Commission present: Carol Baker, Roger Elliott, Neeraj Joshi, Sherry Galbreath, Matt Giordano, David Hauman, Mike Kerber, Jamie Mathy Carol Ringer

BCPA staff present: Tina Salamone, Brandy Maloney, Erin Mangian, Thom Rakestraw, Bev Spencer, Eric Veal, Dave Young

Guest: Jim Waldorf

Meeting called to order by Tina Salamone at 7:35 a.m. and roll call taken.

With a motion by Ringer and second by Giordano, the January and February meeting minutes were approved.

Staff Reports

Marketing – Erin Mangian:

- The BCPA announce of the Morrissey performance was on Good Friday and was made earlier than planned because his management already made the announcement. Salamone added that the show is selling very well. She also noted this show is not a BCPA presented show; it is a rental and rather than the BCPA receiving a percentage of the ticket sales, Jam Productions will be paying us for space, staff, ticketing, etc.
- Staff has been promoting this month's shows and trying to educate the public as to what the shows are about.
- We are working on the new season brochure. Salamone noted that previously BCPA season brochures were beautiful but costly and were more of what playbills are, rather than a brochure; the new piece will be a fold out format and will be less costly. Mangian added that since the piece is less expensive, it will allow for a bigger mailing than we had last year. Ringer asked about the possibility of emailing rather than mailing for a bigger cost savings. Mangian noted there is value to patrons in receiving a tangible piece. That said, we will have pdf versions available for emailing and to be downloaded online.
- We will be doing more direct mailings with postcards this season, looking to target about 20 shows.
- Kerber asked how many people we reach via facebook. Rakestraw replied it is over 4,500.

Community Engagement – Eric Veal:

- We are working on next season's Student Spotlight Series.
- Veal provided the Monthly Cultural Commission Report handout to all and shared some of the highlights.

Finance – Bev Spencer:

- It is the end of the fiscal year; staff is working on getting everything done associated with that.

Facilities – Dave Young:

- He is waiting for budget information to see if he can move forward with some projects/purchases.

Tina Salamone:

- She provided the Director's Highlight handout and noted she is also working on booking next season.
- Jocelyn Whikehart retired on March 27. Barb Wells is retiring after 33 years with the COB; a reception is planned for Friday, April 10 from 2 to 4 pm at the Government Ctr.
- Ringer asked if the Ticket Office Manager position has been posted. Salamone noted it has been posted and added that we can only hire vacant positions – no new positions – and those can only be hired after May 1.
- Upcoming 2015-16 Season Announce dates:
 - Inner Circle Announce Party: Thursday, May 21
 - Public Announce Party: Wednesday, May 27
 - Announce in The Pantagraph: Thursday, May 28

Jim Waldorf: Friends of the BCPA Update

Waldorf reported the Friends of the BCPA 501c3 is open and ready for donations. He provided all with the current contact info a mailing address is temporary. There is currently a balance in the account to pay bills. One of the pros of having the 501c3 is that donations can be spent without the City's permission. The structure will be similar to that of the Zoological Society. There are currently three directors and additional representatives are needed as well. Also needed is to get a logo designed, letterhead, etc. A signature event is also wanted. They do not want to step on the toes of other BCPA fundraising. Additionally, they don't want to re-solicit to folks that have already donated for the Creativity Center. Salamone noted Assistant City Manager, Steve Rasmussen, is very supportive of the Creativity Center project. She will be meeting with Steve and Farnsworth about moving forward on the Creativity Center and seeing what we can do with the money already raised. She added that the 501c3 could create an endowment. Kerber asked if there are other projects in mind for the 501c3. Waldorf replied that one idea is getting the auditorium monitor hook up for the television. Mangian noted Altmans currently owns the TV. That said, putting in the monitor hook up is still possible. Waldorf stated that the idea is to have the 501c3 complete some small scale, visible projects to promote the Friends of the BCPA, and asked for Commissioners to send him ideas. Kerber suggested t-shirts.

Other Business

Elliott noted this is Carol Baker's last meeting as a Commissioner and thanked her for years of service and hard work. Everyone echoed his thanks.

With a motion by Ringer and second by Baker, meeting adjourned.