

CULTURAL DISTRICT COMMISSION MEETING MINUTES

February 11, 2016

Creativity Center Conference Room

107 E. Chestnut Street, Bloomington, Illinois 61701

Attendance

Commission present: Carol Ringer, Roger Elliott, Kiasha Henry, Matt Giordano, Jessielee Hinshaw, Ryan Huetten, Mike Kerber, Jamie Mathy, Angelique Racki, Tricia Stiller

Staff present: Tina Salamone, Ann-Marie Dittmann, Brandy Maloney, Thom Rakestraw, Erin Shannon, Pam Starks, Eric Veal

Meeting called to order by Tina Salamone at 7:35 a.m. Salamone stated Chair, Vicki Tilton is out of town; Giordano will be running the meeting in her absence. Roll Call taken.

Public Comment: None.

Giordano welcomed everyone; introductions were made around the table.

Staff Reports

Community Engagement Report

Eric Veal gave a special thanks to Shannon and Rakestraw for their hard work, and noted they have gelled together very well; the quality of the department's marketing product has vastly improved. He also thanked Salamone and the BCPA staff for their assistance to the department during the closure of Lincoln Leisure Center for the asbestos cleaning. Salamone offered a special thanks to Dave Young for his efforts and hard work with this.

Performing Arts Manager Report

Salamone provided a copy of the Monthly Director's Report with highlights of activities for the month. She also reported the following:

- The Arts Education component will continue to be a part of the Commission meetings; this month's topic is marketing, which will be presented by Shannon and Rakestraw.
- The International Ukulele Orchestra will be performing on February 23. The BCPA partnered with the department's SOAR program for this event; SOAR participants have been taking ukulele classes and will be performing with the orchestra. She encouraged all to buy tickets and attend. Thank you to Jerry and Carole Ringer for sponsoring the show.
- We have confirmed a well-known comedian for the upcoming season and are working to secure another.

Assistant Performing Arts Manager Report

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

Marketing Report (see below)

Arts Presenting Education Component:

Shannon and Rakestraw gave the marketing presentation, providing an overview of their marketing strategy for the BCPA.

After the presentation, Veal noted the City Council and others sometimes want to cut the budget for marketing, but we actually need more funds. Salamone added that 10-12% of the artist fee is customary to spend for marketing a performance, and we spend a considerable amount less than that.

Veal stated that while the line item in the budget shows almost \$300,000 in marketing, this is misleading. Salamone noted that while some want to make cuts to the \$300,000, they don't understand that it's not \$300,000 in actual money to spend. Salamone and Shannon explained that the \$300,000 includes not only the real money available to cover costs, it also includes all in-kind trades. The actual marketing budget is \$70,000 to cover costs and the rest is in-kind. Salamone added that she believes in-kind should be a separate line and we should also include volunteers' in-kind service as well.

Friends of the BCPA 501c-3 Fundraising Report: No report.

Other Business:

Mathy will send an email about a meeting regarding the Website. Joshi and Huetten volunteered to help.

Salamone noted the Farnsworth Agreement was distributed to Kerber and Mathy; she asked if they needed anything else at this point regarding Farnsworth. They responded will look over the agreement and will get back to Salamone.

With a motion by Ringer and second by Henry, meeting adjourned at 8:32 am.