

FROM: Orange County Arts Commission
SUBJECT: Monthly Meeting
DATE: May 11, 2015
LOCATION: Century Center, Carrboro

MEMBERS PRESENT: Lynne Albert, Kate Dickson, Brian Finch, Deb Hepp, Tim Hoke, Tinka Jordy, Kim Roberts, Joy Salyers, Devra Thomas, Scott Van Manen

MEMBERS ABSENT: Ian Bowater, Doris Friend, Geoffrey Hathaway, Bronwyn Merritt, Ashley Nissler

STAFF PRESENT: Martha Shannon

Meeting called to order at 6:30 PM

Topic A

Discussion Point: Review of April 2015 Minutes

Decision/Vote(s): Discussion of minutes

Action Item: April 2015 Minutes were approved.

Topic B

Discussion Point: Director's Report

Decision/Vote(s): County Manager Bonnie Hammersley called a meeting entitled "County Purchased Art Policy" for May 12, 2015 with Jeff Thompson (Director, Asset Management), Laurie Paolicelli (Executive Director, Chapel Hill/Orange County Visitors Bureau), and Martha Shannon (Director, Orange County Arts Commission). Applications for 2015 Festifall (Sunday, October 4th) are due by May 22, 2015. The NC Arts Council is sponsoring a statewide arts economic study with Americans for the Arts (AFTA) again. For AFTA's Arts & Economic Prosperity V study (data to be collected January 1 – December 31, 2016), the cost for North Carolina counties to participate is 50% off AFTA's regular price. For OCAC, this would be \$4,250 or less. Our first payment – 1/3 of the total payment – is due Fall 2015; second and third payments are due Spring 2016 and Fall 2016 respectively. This is an eligible expense for Grassroots funds. If our proposed public art project is funded in FY16 using hotel/motel taxes, OCAC's budget would be around 12% of the Visitors Bureau's budget (as opposed to 10% - a slight increase). There has been record spending on tourism in NC, so this could be workable. Possible fundraising idea: Cedar Ridge High School woodturning students (Fall 2014 grantee) would like to donate their handiwork to help raise funds for other arts projects for kids ("kids helping kids"). OCAC could raffle them to raise additional funds for our Arts in Education grants. Orange County's Finance and Legal Departments would need to know the details about our proposed fundraising. We could potentially sell raffle tickets at our Festifall booth, via silent auction at 30th Anniversary party (Thursday, September 3, 2015 in Room 230 at the Whitted Bldg. in Hillsborough), etc.

Action Item: None

Topic C

Discussion Point: CHOCVB Liaison, Ad Hoc Committee Updates, Whitted/County Building Art Exhibits

Decision/Vote(s): Deb Hepp, CHOCVB liaison, reported on the April, 2015 Visitors Bureau board meeting. Their main topic was the FY16 proposed budget, and why hotel/motel taxes are being used to fund the Arts Commission. After the meeting, Laurie Paolicelli sent out an email saying that this use is not out of the norm, and there are no restrictions on the use of this tax. Hillsborough Tourism Board members were present at the April, 2015 Visitors Bureau board meeting and when asked, said that they do use tourism dollars to fund public art. The Marketing Committee reported that the website contract with Tomatillo Design is in place and the next step will be coming up with content. We need good images of the arts in Orange County – grantees could be asked to send in images. New website design should be finished by the end of the fiscal year (June 30, 2015). Market research is still on hold, but getting competitive bids is the next step. Kenan-Flagler might be able to help as well. Our 30th Anniversary Poster design is at the printer. Asset Management is probably amenable to installing track lights in some county buildings for these proposed art exhibits. OCAC staff has checked with FRANK Gallery RE: what they use. LED bulbs are \$20 each. Victory Lighting (possible 50% discount), Meyer Electric, and Cree are possibilities – they need to know the specs. OCAC staff also showed the proposed art exhibit space to Emily Lees (President, Orange County Artist Guild) RE: displaying OCAG members’ artwork in the Whitted Building. Emily Lees recommended improved lighting and suggested this space to her board. Her board responded that security was an issue for the artists. Perhaps a student art exhibit could be exhibited in the Whitted Building space by September 1st (since the BOCC doesn’t meet in July or August).

Action Item: None

Topic D

Discussion Point: Board Retreat

Decision/Vote(s): Karen Wells (Executive Director, ARTS North Carolina) is available on Saturday, June 20, 2015 for a Mini-Retreat. Mini-Retreat agenda items could be advocacy, funding requests, etc. Other suggestions are welcomed.

Action Item: OCAC board members will be polled RE: morning/afternoon availability. Tinka Jordy will inquire about a meeting space at Maple View Farms for the retreat.

Topic E

Discussion Point: Advocacy Updates

Decision/Vote(s): Joy Salyers mentioned that she had coffee with Commissioner Renee Price.

Action Item: None

Topic F

Discussion Point: Agenda Additions/Old Business/New Business

Decision/Vote(s): June, 2015 will be OCAC Chair Devra Thomas’ last meeting (her family is moving to Morehead City). Vice Chair Ashley Nissler will lead our August, 2015 board meeting. Nominating Committee will be charged in August, 2015 with bringing back a new slate of officers at our September, 2015 meeting.

Action Item: None

Topic G

Discussion Point: Calendar

Decision/Vote(s): June 8, 2015 is our next board meeting (combined board/grants meeting). Applications in PDF format will be available on Dropbox.

Action Item: None

Meeting adjourned at 7:40 PM