

FROM: Orange County Arts Commission
SUBJECT: Monthly Meeting
DATE: November 9, 2015
LOCATION: Orange County Public Library, Hillsborough

MEMBERS PRESENT: Lynne Albert, Ian Bowater, Doris Friend, Geoffrey Hathaway, Debb Hepp, Tim Hoke, Tinka Jordy, Andrea Riley, Joy Salyers, Jennifer Shelton, Scott Van Manen

MEMBERS ABSENT: Bronwyn Merritt, Ashley Nissler, Kim Roberts

STAFF PRESENT: Martha Shannon

Meeting called to order at 6:33 PM

Topic A

Discussion Point: Review of October 2015 Minutes

Decision/Vote(s): Discussion of minutes.

Action Item: October 2015 Minutes approved.

Topic B

Discussion Point: Director's Report

Decision/Vote(s): OCAC's gridwall is now stored at the Chapel Hill Public Library. Orange County Public Information Office now wants OCAC to send out our own press releases (a reversal of usual county policy). We have received a current local media contact list from their office. This gives the Arts Commission more flexibility in the timing of our press releases and our message won't get lost in longer Orange County press releases. The Budget Amendment giving the Arts Commission the additional \$2,010 in state Grassroots funds is on the BOCC's November 17, 2015 meeting agenda for approval. New OCAC board member Judy Morris has declined to serve, due to scheduling issues. There are no Volunteer Applications at this time. Staff will ask Meg McGurk (Chapel Hill Downtown Partnership) if she wants to partner again on another "Artist & Venue Matchmaking" Artists' Salon in February, 2016. The OCAC raffle was advertised widely, including via press release.

Action Item: The OCAC Annual Report and Work Plan for the BOCC was discussed and additional language was added to the "Concerns and Emerging Issues" section and the "2016 activities" section.

Topic C

Discussion Point: CHOCVB Liaison, Ad Hoc Committee Updates

Decision/Vote(s): Debb Hepp gave the Marketing Committee Report. Board member Kim Roberts is leading the effort RE: OCAC social media: Facebook, Twitter, etc. OCAC board discussed possible sources for social media content. The Marketing Committee sent out an RFP on our Market Research project. Two Orange County marketing firms responded and Sheer & Associates was selected as the lowest bid. Debb Hepp and Scott Van Manen met with Joel Sheer RE: this project. It will include phone interviews with stakeholders and an email survey. Possible focus groups may come later. The purpose of this project is to get more participation in the grants process and other OCAC programs. Sheer's bid is \$8,600. The Visitors Bureau will give \$5,000 toward this market research project cost.

Action Item: A motion was made and approved to hire Sheer & Associates to conduct our market research project.

Topic D

Discussion Point: Advocacy Updates

Decision/Vote(s): Board member Joy Salyers (NC Folklife Institute) met with Lee Ann Wilder (NC Arts Council, Arts in Communities Director) and they will continue to meet quarterly.

Action Item: None

Topic E

Discussion Point: Increased FY16 Grassroots Allocation

Decision/Vote(s): An additional \$2,010 in FY16 Grassroots funds has been granted to Orange County from the General Assembly via the NC Arts Council. Lengthy board discussion on the use of these funds. Board decided to take this item up at the December OCAC board meeting.

Action Item: Motion was made and approved that the 2016 Piedmont Laureate invoice be paid from the OCAC's travel budget line item.

Topic F

Discussion Point: Agenda Additions/Old Business/New Business

Decision/Vote(s): Board discussions RE: Deep Dish Theater Company, Music Masters, OCAC's 2015 board retreat, Orange County Artists Guild, 140 arts and culture organizations in Orange County, public art projects, and County Manager's request that we raise funds.

Action Item: Raffle tickets were drawn for woodturned items made and donated to OCAC by Cedar Ridge High School wood working class.

Topic G

Discussion Point: Calendar

Decision/Vote(s): The next OCAC board meeting will be on Monday, December 14, 2015 from 6:30-9 pm in the Community Room at OWASA (400 Jones Ferry Road) in Carrboro. This will be a combined board/grant allocation meeting.

Action Item: None

Meeting adjourned at 7:53 PM