

FROM: Orange County Arts Commission
SUBJECT: Monthly Meeting
DATE: May 9, 2016
LOCATION: Century Center, Carrboro

MEMBERS PRESENT: Lynne Albert, Doris Friend, Geoffrey Hathaway, Tim Hoke, Tinka Jordy, Delia Keefe, Ashley Nissler, Kim Roberts, Jen Rogers, Scott Van Manen

MEMBERS ABSENT: Ian Bowater, Bronwyn Merritt, Andrea Riley, Joy Salyers, Jennifer Shelton

STAFF PRESENT: Martha Shannon

Meeting called to order at 6:33 PM

Topic A

Discussion Point: Geoffrey Hathaway submitted his resignation since he has moved out of Orange County

Decision/Vote(s): Geoffrey mentioned that he had served on the OCAC Advisory board for many years.

Action Item: Geoffrey was thanked for his service, and his resignation accepted.

Topic B

Discussion Point: Review of April 2016 Minutes

Decision/Vote(s): Discussion of minutes.

Action Item: April 2016 Minutes approved.

Topic C

Discussion Point: Director's Report

Decision/Vote(s):

- Andrea Riley was thanked for serving as a District-Wide Judge for the 2016 U.S. Fourth District Congressional High School Art Competition
- The OCAC's May, 2016 E-Newsletter was emailed to 917 subscribers on May 3, 2016. 30.3% (276 subscribers) opened the May, 2016 E-newsletter; 3.2% (29 subscribers) clicked through.
- 2016 Festifall will be held on Saturday, October 1, 2016 (with rain date of Sunday, October 2, 2016). Staff asked if the OCAC board wanted to reserve a nonprofit booth for 2016 Festifall.
- OCAC still has enough funds for up to 2 OCAC board members to attend Legislative Day (May 25, 2016). If interested, please let staff know ASAP.
- County Manager recommended flat funding (same as FY16) for Arts Commission for FY17. OCAC will continue to be funded using hotel/motel taxes in FY17.

Action Item: OCAC voted to reserve a nonprofit booth for 2016 Festifall. Staff will submit application for nonprofit booth by the May 31, 2016 deadline to apply.

Topic D

Discussion Point: CHOCVB Liaison, Ad Hoc Committee Updates

Decision/Vote(s): **Marketing Committee** members Tinka Jordy and Doris Friend attended and brainstormed about Joel Sheer's survey results with Martha Shannon. Ideas suggested were to develop a

printed newsletter to be distributed throughout the community that becomes the hub of the arts in Orange County. Staff shared that this had been done by OCAC as a quarterly insert into the Herald Sun but was replaced with monthly online e-newsletter several years ago because of printing costs. Another idea mentioned was having 1 board meeting devoted to feedback from arts organizations. OCAC feedback to grantees and duties of Arts Commission Coordinator position was also discussed. The Marketing Committee will meet again on May 19th at 4:30 pm at University Place. **Visitors Bureau Liaison** Tim Hoke had lunch with Visitors Bureau Director Laurie Paolicelli and discussed Arts Commission goals. It seems our goals are similar to theirs. Visitors Bureau request for Arts Commission funding to revert back to the General Fund was not yet decided as of this lunch meeting. Commissioner Penny Rich was brought into the conversation RE: how Arts Commission grants can be distributed more widely throughout the community.

Action Item: None

Topic E

Discussion Point: Agenda Additions/Old Business/New Business

Decision/Vote(s): Tim Hoke and Doris Friend spoke about someone from the OCAC board serving as a representative in the decision-making process for a new Arts Commission Coordinator. To date, the job has not been posted. It has been stuck in Human Resources for 3-4 weeks, because a salary increase for this position is desired. Martha Shannon will work through June, 2016 and will take early retirement effective July 1, 2016. OCAC Board retreat will be postponed until sometime in FY17, after a new Arts Commission Coordinator is hired. FY16 funds for this purpose ("contact services") will be used to help pre-pay FY17 website hosting/maintenance fees with Tomatillo Design. Tinka Jordy suggested bringing in someone from the NC Arts Council to learn about what other counties are doing. Leigh Ann Wilder (NC Arts Council's Arts in Communities Director) has been invited to OCAC's August 8, 2016 board meeting to speak on Arts Education and possibly other matters. Tim Hoke spoke with Town of Chapel Hill's Jeff York (Public Arts Administrator, Cultural Arts Division) about adding a representative from the OCAC to their board to increase community outreach. Tim Hoke also suggested adding an OCAC liaison to the Hillsborough Arts Council's board of directors. Tim Hoke will get back to the OCAC Advisory Board RE: meeting dates/times for these two separate boards. Public Art and Fundraising was then discussed. Tim Hoke spoke with County Attorney John Roberts RE: OCAC's options for fundraising. Solicit from private entity? Then ask BOCC for matching funds? Hold a raffle? Orange County Community Giving Fund from Triangle Community Foundation? (To date, OCAC has not received any money from this fund.) Create a "Friends of the Arts Commission" 501-c-3 nonprofit to raise funds? Online Crowdfunding (Kickstarter, etc.)? In previous meeting with Leigh Ann Wilder, she mentioned that an NC Arts Council SMART Grant was applied for from Chapel Hill/Carrboro/Orange County several years ago but was not funded by the NC Arts Council. Use portion of state Grassroots funds to fund public art? Lynne Albert suggested allocating funds for public art now. Staff suggested that potential public art funding could be added to our "OCAC Programs" list on the Spring 2016 Grants Spreadsheet for consideration at June 13, 2016 combined board/grants meeting. Tim Hoke will report back on any additional conversations with County Attorney John Roberts. Staff reminded board members that any art we propose for Orange County-owned property must be approved by the BOCC. Tim Hoke also wants the OCAC to develop "talking points" for board members to use RE: introduction, outreach, ideas, etc. when contacting list of Orange county nonprofit arts and culture organizations. Tinka Jordy mentioned having a gathering of all arts related groups for outreach. Perhaps a "Mix and Mingle" at the beginning of an Artists' Salon, then have the regular session afterwards. Those who wanted to could stay. Or have this in place of an Artists' Salon.

Action Item: A motion was made and approved by OCAC to ask the Town of Chapel Hill to approve a liaison from the OCAC Advisory Board to attend board meetings of their Cultural Arts Division. Doris Friend volunteered to serve as the OCAC Liaison to the Hillsborough Arts Council's board of directors.

Lynne Albert volunteered to ask about whether the Friends of the Animal Shelter would like to co-sponsor a public art project at that site.

Topic F

Discussion Point: Calendar

Decision/Vote(s): Deep Dish Theatre has closed permanently. **Deep Dish Theatre's Treasurer will need to do AFTA financials for Organization's Expenses, and Deep Dish Theatre's Treasurer will need to do Final Report for Spring 2015 Grassroots Grant from OCAC.** The next meeting of the OCAC Advisory Board will be on **Monday, June 13, 2016** from **6:30-9 pm** in the **Community Room** at **Orange Water & Sewer Authority-OWASA** (400 Jones Ferry Road) in **Carrboro**.

Action Item: None

Meeting adjourned at 7:39 PM