



ORANGE COUNTY ARTS
COMMISSION

Orange County Arts Commission Board Meeting

Monday, September 12, 2016 at 6:30 pm
Century Center, Carrboro, NC

SUBJECT: Monthly Meeting

Type of Meeting: September Board Meeting

Note taker: Kim Roberts, Secretary

MEMBERS PRESENT: Doris Friend, Ian Bowater, Lynne Albert, Tim Hoke, Delia Keefe, Andrea Riley, Jen Rogers, Tinka Jordy, Dan Mayer, (Jen's guest: Rosemary), Joy Salyers, Kim Roberts, Tim Hoke

MEMBERS ABSENT: Ashley Nissler

2002 Board Retreat Goals (revised):

- A. Support arts organizations & artists.
- B. Produce targeted professional communications
- C. Recognize high quality artists
- D. Ongoing Threads – Arts in Education and Fundraising (targeted and project specific)

Agenda topics:

- | | | |
|----------------|---|--------------------------------------|
| 6: 31 pm | Call to Order | Tim Hoke |
| 6:38 pm | Approval of August 2016 minutes. | Tim Hoke/ Katie Murray |
| 6:40 pm | Introduction of new Volunteer Applicant, Dan Mayer and the OCAC's new coordinator, Katie Murray. Introductions of all OCAC Board members occurred. | |
| 6:50 pm | Business News | Tim Hoke/ Katie Murray/ Board |
| | Terms expiring – Scott Van Manen had resigned. | |
| | Katie Murray spoke about diving into new coordinator position and met with Leigh Ann Wiler with the Arts Council and addressed the areas that need immediate attention: | |
| | <ul style="list-style-type: none">• Fall Grant Cycle: Arts Commission is on probation. More marketing is necessary to get more grant applicants and more diverse applicant programs. Get the word out!!!• Marketing: Need better social media presence. Katie is working on the website, continue to perform monthly e-newsletter – will go out last week of the month, want to highlight non-profit and for profit groups, grant recipients, etc. Has built a Twitter, Instagram and Google + page. Make the OCAC the “Go to” place to go for arts info. Facebook likes have increased. | |
| 7:00 pm | Board Retreat Update | Tim Hoke/Katie Murray/ Board |

We will review short term and long term goals for the next OCAC Board Retreat set for November 19, 2016 at 10:00 am

SMART Initiative through the NC Arts Council is back. We are trying to get Orange County on the radar. They have selected 5 communities to focus on Art initiatives and development into creative economies.

- Andrea said that the SMART Initiative focuses on larger, more significant projects (roads, buildings, etc). They are looking for BIG, successful projects – new development. Beautification of current buildings (like around the DPAC).

Ian Bowater stated that more diverse grants to the minority populations are necessary to have the OCAC grow. Expand our presence to the African Americans and Latino communities.

Andrea would like to see what is happening in Hillsborough happen to Chapel Hill and Carrboro. New ideas in the arts.

7:14 pm

CHOCVB Liason, Ad Hoc Committee Reports

Tim Hoke/Board

Visitors Bureau Committee

Tim Hoke

Chapel Hill is looking to build a sports facility with amenities that would serve various sport events. Chapel Hill is having a convention of Travel Writers – OCAC is looking for performing/ visual arts for the convention. The Visitor's Bureau would like to coordinate with the OCAC of upcoming events. An Arts Map would be beneficial for the Visitor's Bureau for out of town visitors. A map to include public art, murals, pottery, galleries, etc.

Marketing Committee

Doris Friend

On hiatus. Nothing to report. Next meeting is to take info from the survey and set some goals.

Hillsborough Arts Council Liason:

Doris Friend

Doris didn't attend last meeting but did speak with Neal and nothing to convey.

Public Art Committee Liason

Lynne Albert

Lynne spoke about the public art in front of the Hillsborough Library about having it restored and have an unveiling the refurbished art. The Animal Shelter public art is moving forward. Chapel Hill Arts Council might provide base pad for the art installation. Currently they are working on budgets for the art project. Katie will look into Public Giving fund for public art.

How to Improve our Artists Salons? Low attendance currently. Need better ways to get the word out. Ian suggested different venues for the Artist Salons. Creating more of a Mix and Mingle atmosphere for artists to gather and share information. Rebrand the Artist Salon – new name, new concepts. Stop having the Friday night events. Keeping it educational but putting it in a new format. Maybe include something for the kids to be entertained for child care services. Tim Hoke wants us to brain storm ideas and share via email.

Calendar:

Tim Hoke/ Katie Murray

Festifall booth -October 2nd from noon to 6:00 pm. Ian Bowater and Andrea Riley and Tim Hoke has volunteered to man the table. Candy dish would get kids there, mailing list and poster give-aways.

Tuesday, Sept 20th – checks go out at the County Commissioners meeting to the grant recipients. At the Southern Human Services building in Chapel Hill.

Americans for the Arts survey – Katie is trying to figure out where we fall in this survey. Katie is requesting more surveys to be sent out.

Meeting adjourned at 7:38 pm