



ORANGE COUNTY ARTS  
COMMISSION

## Orange County Arts Commission Board Meeting

Monday, October 10, 2016 at 6:30 pm  
Link Government Services Building  
Hillsborough, NC

FROM: Orange County Arts Commission

SUBJECT: Monthly Meeting

MEMBERS PRESENT: Ian Bowater, Ashley Nissler, Tim, Hoke, Daniel Mayer , Delia Keefe, Doris Friend, Joy Salyers, Andrea Riley, Bronwyn Merritt, Lynne Albert, Kim Roberts

MEMBERS ABSENT: Tinka Jordy, Jen Rogers

STAFF PRESENT: Katie Murray

MINUTES OF MEETING TAKEN BY: Kim Roberts, Secretary

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Meeting called to order 6:33 pm

### Topic A

**Discussion Point:** Review of September, 2016 minutes

**Decision/Vote(s):** Discussion of minutes

**Action Item:** September 2016 Minutes approved.

### Topic B

**Discussion Point:** Director's Report

**Decision/ Vote(s):** Katie Murray distributed to the Board members the OCAC:

- An Operations budget (\$82,812.00) vs the current actual budget (\$35,707.97) as of 9/21/16.
- OCAC mission statement, who the OCAC is and what programs the OCAC supports.
- A list of board members and their Board term length.
- Director' Report consisting of:
  - a) Community Outreach – list of key stakeholders in Orange County
  - b) Marketing (Website, E-news, Social Media) – more branding & marketing is needed for OCAC.
  - c) Grants – outreach to new applicants
  - d) Programs – Public Art, Emerging Artist Grants, Piedmont Laureate
  - e) Fundraising

**Action Item:** The OCAC Board members will think about fundraising ideas to present at the retreat and Katie will look into what the OCAC can and can't so in terms of fundraising.

### Topic C

**Discussion Point:** Agenda Additions/ Old Business/ New Business

**Decision/ Vote(s):** Tim and Katie spoke about the booth the OCAC had at Festifall. A photo was taken and put into the N&O of our community canvas that the public helped paint. Thanks to Tim and Ian for volunteering to man the booth. More supplies will be needed for next year's Festifall for more presence. Both children and adults enjoyed

painting on the blank community canvas. Good conversations were had at the table. Next year, consider a more professional presence with tent, banners, etc to increase the OCAC presence in the community.

Upcoming Event: Saturday, Oct 15, 2016 Handmade Parade in downtown Hillsborough. Katie will volunteer for this event to represent the OCAC.

Website: Katie is working on the OCAC website.

E-newsletter – A bit lengthy, but once website is fixed, this newsletter will be shorter with links to our website. Please submit ideas to Katie for e-newsletter ideas.

Social Media: Twitter, Instagram, Google + and Facebook pages – Katie is trying to get #OCAC arts going. Maybe a contest of those who tag #OCAC arts that photo will receive a gift card and picture will be uploaded to our Twitter, Facebook and website. The purpose is for the public to go to cultural art events in Orange County and tag the OCAC using hashtags.

Facebook Group – Katie will create a closed group for the “Orange County Creatives”, which will be a private group for local artists. Anyone can join, but will be closed to those who joined. This will enhance our marketing towards the creative community of Orange Co. Once this group is up and running, social events can be planned. Have “meet-ups”, town hall meetings, etc. for this population. Will need OCAC friends to join this new group.

Arts Map – Katie said that it is in the works.

Grants – outreach to new applicants. Katie is meeting with Sonya Haynes with the Stone Center for Black Culture, El Centro Hispanico, and Orange County Arts Guild

Katie mentioned that OC Animal Services have met their financial goal and Katie will have the RFP process underway

Emerging Artist Grant – still waiting on the Arts Council.

Piedmont Laureate – Ashley Nissler is serving as our panelist. 6 applicants and the concentration is poetry.

Fundraising: Big topic at our Retreat. Combined giving campaign will be added to our agenda.

Things to be thinking about before our retreat:

Fundraising – think about creative ways to help promote our presence and grant funds like selling a front license plate to go towards the grant funds. Maybe send a call-out to area artists to announce a design competition for the license plate? The county commissioners want the OCAC board members to fundraise. Katie will have conversation with Bonnie Hauser, Orange county commissioner, on why is the county asking us to fundraise. Tim mentioned that we should raise money to grow to our grant funds and our program. Katie will meet with the Raleigh Arts Commission to see how they got to where they are now – the program is supported currently by a \$5.00 per capita allocation, which resulted in grant awards totaling \$1,792,930 for 2016-2017. Since we are not a 501c, we are restricted on what type of fundraising we are able to perform since we are a government entity. We need to know our parameters. Daniel Mayer brought up do we create a new program and then fundraise, or fundraise first to build the program. Consider the staff drain on resources. Andrea Riley questioned if we are in the business of providing programs vs competing with other local groups. Ian Bowater wants to brainstorm on ideas of how to achieve this. Katie will speak to Leigh Ann Wilder, Arts in Communities Director, to go over parameters of fundraising.

## **Topic D**

**Discussion Point:** Current OCAC Board vacancies.

**Decision/ Vote(s):** Tim Hoke spoke about replacing Jennifer Shelton since she has only appeared at one OCAC meeting this year. Her term has been terminated. We now have 2 slots available – Jennifer Shelton and Scott VanManen. Joy Salyers brought up that fund raising needs to be addressed during the orientation meeting. Experience needed to serve on the OCAC board would include diversity, people with fund raising experience, and well qualified people need to sit on our board. Nominating Committee needs to be formed for filling the 2 vacancies spots.

Action Item: Think about sub-committees that are needed for the OCAC. Katie provided what is needed within our board. Sub-committees needed: Grants, Nominating, Fundraising, Public Art and Community Outreach.

**Action Item:** Will discuss more at the retreat. Marketing is not on the list due to Katie taking this over. Doris brought up getting together with the remaining members of the Marketing Committee and Katie to go over any needs here. Events planner is needed.

## Topic E

**Discussion Point:** CHOCVB Liaison, Ad Hoc Committee Updates

**Decision/ Vote(s):** Visitors Bureau report – Tim Hoke spoke with Tom Stevens, who is the Mayor of Hillsborough, but the Visitor Bureau had received 3 awards since this meeting. One being in resistance against HB2. Art maps was mentioned.

Doris Friend spoke about the Hillsborough Arts Council – they are in need of volunteers for the puppet parade in Hillsborough on 10/15. The movie, Nosferatu, is planned for Halloween and will be screened on 10/28. Also, there is a list of supplies needed to go towards the Orange County local schools. Hillsborough Arts Council is participating in a search campaign for an arts and performance space – budget for this space is \$500,000. Looking for a site in Northern Orange County to have classes, exhibit space, and performances.

Lynne Albert spoke about the CH-PAC and the Animal Shelter’s funds – very close to meeting goal. Animal Services will raise more to meet goal since this was not in the budget from the OCAC. Pad and signage will be needed and a call out to artists will be announced.

Ashley spoke about the Carrboro Arts. Nobody showed up for the meeting except for Ashley.

Advocacy Updates: Tim Hoke said that Bonnie Hauser and Travis Myren stopped by the booth at Festifall.

Old Business: Andrea Riley made contact with the UNC Hospital at Hillsborough about public art but nothing every came of it.

Katie mentioned that there is a call for public art in government buildings. Need a sub-committee regarding finding public art – both outdoors and indoors. We need this to happen sooner than later. Other than the Whitted building, there are other buildings in the local area. Delia Keefe and Andrea Riley volunteered for this project.

Tim mentioned Bronwyn Merritt’s paintings on exhibit and for sale at the Visitor’s Center. The Visitor’s Center has asked her to stay another month.

Katie brought up the Whitted Building and that there needs to be a discussion with County Commissioners about what is appropriate space for public art – ie. Whitted blg – not much foot traffic and all lights are turned off during the day.

New Business: Ian Bowater mentioned a new performance space in Hillsborough. Common Ground probably won’t have their lease extended. Maybe “pop-up” performance space. Look out for space for exhibit/ performance space.

**Action Item:** Katie spoke about the Artist Salons being quarterly. Let’s wait until after the Retreat to talk about the next Artist Salon.

Retreat is November 19<sup>th</sup> from 10:00 am – 2:00 pm. Katie will let us know about the retreat. Email ideas of locations.

Meeting adjourned at 7:55 pm

Next OCAC Board Meeting will be November 14, 2016 at 6:30. Location will TBD.