

## PRAIRIE VILLAGE ARTS COUNCIL | MEETING MINUTES

Zoom

Wednesday, January 13, 2021

5:30 P.M.

### PLANNING COMMITTEE AS A WHOLE

#### EVENT REPORTS

**Mr. Stinky Feet Online Children's Concert** - ready to go for Monday, January 18th, on MLK Jr. Day at 10:00 am. MSF's team runs the feed, and he'll take requests and talk with the kids. Maddie has posted on NextDoor, plans to post on the PV BuyNothing Group on FB, and Bonnie has posted on Facebook, Insta., and Twitter. Maddie asked if AI could make it the top of the website homepage, too. Also, it's helpful for FB event users to click "Going" instead of just "Interested", because then they'll get a reminder for the event, so Maddie asked that we spread that word.

#### PLANNING

**Feb/March Virtual Art Show** - AI has reached out to the March 2020 artists to see if they'd like a "do-over" in 2021. Hasna Sal will be the Feb/Mar show, and the other two artists are looking at later in the year.

**Art of Photography** - Shelly is working on the CaFÉ call verbiage, and will send the draft to a few on Council for help proofreading. She suggested lowering the fees slightly this year, since we still won't have an in-person show, and shared some comparisons to other calls. Council agreed to add this to the business meeting agenda after settling on keeping the first entry the same at \$30 and lowering each additional entry from \$5 to \$3 for the 2021 year. We will add this change to the business meeting agenda below along with two CaFÉ calls for 2021. She was going to have the call open on 1/14, but CaFÉ often takes awhile to do the work on their end, so she will come up with a new date working backward from a mid-March date for the adjudication.

- Shortcoming of CaFÉ/FlipCause is that each curator doesn't know when artworks from their show are sold. We need to figure this out. Communication is key so the curators can follow up with all the parties.

**ArtWalk** - Work on more blogs to cover the 8 pieces is ongoing. The first blog was posted, and the second one is ready for review to go out before the end of the month.

#### MARKETING

**Constant Contact vs. SendGrid** - AI reported that he worked out the non-profit discount with SendGrid for 15% discount, so the price is now \$90/month instead of \$104. Constant Contact at our 4,500+ audience level costs \$95/month, so these two are fairly comparable cost-wise. If that pricing comes through, SendGrid is superior. They've built up some continuity now with SendGrid and are comfortable using it.

- Brief discussion of creating target groups within our contacts, and what those should be.

- Last blog post had ~100 unsubscribes/bounces. Maddie said those were probably just voters from previous People's Choice contests.

**David Tai** - Bonnie updated Arts Council that a decision has been made above the committee level that we won't be renewing a contract with David for 2021.

**Wan Security service cancellation** - We are paid up with them through the end of April. We will start the cancellation process now. They currently host our custom coding and artspv emails on their servers, but we don't utilize the bulk of what they offer, so we'll migrate to someone else for those basic services. We need a comparison chart/list of options to decide where to move at the February meeting.

## **ASCAP**

Sheila updated the council on how ASCAP (American Society of Composers, Authors and Publishers) works to ensure that artists and composers get compensated for their work when performed live or online by other organizations. We could get a basic license if and when we need it for \$365/year. We definitely want to support artists.

## **POSSIBLE NEXT EVENT**

Sheila suggested a musical event with a local violinist on President's Day, February 15th, of a similar format and at a similar time of day as the Mr. Stinky Feet event and focus this one on seniors and long term care facilities (LTCF) via Facebook Live again. Council liked this idea. Will add budget approval to the business meeting agenda. We can offer an honorarium TBD and she'll play for 30-40 minutes.

## **ONLINE ART SALES**

**Status of sales to date** - All art should be delivered and transactions complete. Dan to follow up with David Block to make sure he received his check.

**Sales tax** - The city policy is to take sales tax out of the collection, not added on top of the total. Jamie updated the FlipCause information to be accurate for now. Bonnie to confirm with Jamie if it just comes out of our portion or if it comes out of the whole sale (i.e. reducing the take-home amount for the artist.)

Having concluded the Planning Committee as a Whole, the meeting was adjourned at 6:34 P.M.

## **BUSINESS MEETING**

Our chairperson, Bonnie Limbird, called this evening's meeting to order at 6:34 pm. Council members present via Zoom were Dan Andersen, Sheila Evans, Betsy Holliday, Sherrod Taylor, Al Guarino, Julie Hassel, Shelly Trewolla, Jessie Cartwright, Maddie Kamphaus, and Bonnie Limbird.

After **Roll Call**, the **Agenda** was unanimously approved by the Committee after adding the starred\* items below.

**Public Participation** Nobody was present on the meeting for public participation,

The **Consent Agenda** was unanimously approved after a motion by Daniel Andersen.

a. Approval of the December 2020 meeting summary.

**City Council Report** – Bonnie shared the changes to Large Trash Pickup and the Exterior Grant Program for 2021 and the progress of a possible new tree protection ordinance.

A discussion of the **2021 Budget Update** included an updated report

## **Old Business**

Council voted unanimously to approve the **2021 calendar** as shown here:

### **Arts Council 2021 Approved Calendar**

January	Virtual Livestreamed program: Mr. Stinky Feet (Maddie)
February/March	Virtual Art Show featuring 2020 selected artists (AI)
April/May	Art of Photography, virtual (Shelly)
June/July	PV Art Walk (Public Art Committee) w/ Socially distanced music performance (Sheila?)
August/September	Virtual Art Show featuring 2020 selected artists (AI)
October/November	State of the Arts, virtual
December	Virtual (Holiday?) Livestream

Council voted unanimously to approve **switching our email marketing platform** from Constant Contact to SendGrid for a period of one year and we can evaluate in November 2021 how it is going. Bonnie, AI, Dan, and Maddie will help with the transition and get the credit card billing moved over to the City credit card off of Dan's personal card. Dan to change all "newsletter sign up" forms to direct to SendGrid contacts instead of Constant Contact.

## **New Business**

\*AOP Fee change - Shelly made a motion for Council to approve changing the fees for each additional entry to the **Art of Photography** from \$5 to \$3. Dan seconded. Motion passed unanimously.

\*Two CaFÉ calls - Dan made a motion to approve two more **CaFÉ calls** for 2021 not to exceed \$1,000.00. Shelly seconded. Motion passed unanimously.

\*Music on President's Day - Dan made a motion to approve \$500 for the advertising and honorarium for a **virtual music performance on President's Day**. Sheila seconded. Motion passed unanimously. Bonnie to get a list of LTCF's to Sheila so she can reach out to them to determine the best time of day to hold the event.

There being no further items on the business meeting agenda, Dan moved and Bonnie seconded to close the meeting. Bonnie adjourned the business meeting around 7:00 PM.

END