

PRAIRIE VILLAGE ARTS COUNCIL | MEETING MINUTES

Zoom

Wednesday, February 10, 2021

5:30 P.M.

PLANNING COMMITTEE AS A WHOLE

ARTS COUNCIL UPDATE

Daniel Andersen tendered his resignation after over a decade of service to the Arts Council. His creative leadership grew the Prairie Village Arts Council and the R.G. Endres Gallery from a \$3,000 budget to a \$40,000 budget over his 15-year tenure. Dan has also had many personal ventures over the years, and some of those have taken off over the past year, and taken away from the time he had available for the Arts Council. So, knowing that the Council is in good hands under the current leadership of City Councilwoman, and Arts Council Chair, Bonnie Limbird, he finally feels comfortable stepping down and away for a bit. He will continue to stay engaged in, and support, the activities and events of the Arts Council, but is looking forward to the break. Dan's seat isn't up for reappointment until 2022, so we will need to replace him mid-term.

Bonnie Limbird thanked Dan for his service and the solid foundation he helped build for the Prairie Village Arts Council, and wished him health and wellbeing. Dan logged off of the meeting after goodbyes and thank yous all around.

Bonnie then introduced our new Arts Council sub-committee structure. See attached for final committees after review with Council. Sherrod indicated that he would still like to be part of the ArtWalk/Public Art initiative, and Bonnie said that's absolutely still possible. Julie Hassel indicated that she and Al Guarino are a team, so will be on the same committee. Bonnie stated that she wasn't aware of that. The committee list has been updated per these comments.

Al also asked about monthly events. Bonnie confirmed that was an oversight on her part, but monthly events will still be a program, possibly in a different format post-COVID. This is another topic perfect for a retreat to brainstorm and plan the year ahead. Terrence Gallagher, new PVAC Vice Chair from City Council, and Bonnie will work on logistics of how we could possibly do a retreat sooner rather than later.

A budget committee was suggested, and Bonnie indicated that the City does our finances, so we don't need a budget committee. All we need to do is submit a budget request for approval each year, and everyone will still have input on that. Sheila stated that she had never seen a ticket sale report per event. Bonnie will follow up with her after, but staff only just gained access to the online platforms that do online ticket sales in the last two months, so those types of details would have needed to come from Daniel. We will improve this process moving forward.

PAST EVENT REVIEW

Mr. Stinky Feet Virtual Concert - Maddie Kamphaus shared Facebook Analytics on the event. We have achieved a 3125% growth in engagement since the Mr. Stinky Feet and A Patriotic Valentine Facebook ads. We've also gained over 70 new followers on our Facebook page; some due to the ads, most due to Bonnie sharing the page with all of her PV network, which she planned to review with the committee later in the planning committee. See Insights below, and know that engagement with this type of event will continue to grow online organically through re-watches and shares. Bonnie will also post to a new page on the artspv.org website.

Facebook insights:

Audience Engagement		Post Actions		(i)
Total Engagement	139	Total Clicks	68	
Shares	3	Clicks to Play	50	
Comments	128	Link Clicks	4	
Reactions	8	Other Clicks	14	
		Total Negative Feedback	0	

Terrence shared that he had received an email from one of his Ward 6 residents that they thought the selection of MLK Jr. Day for any event at all was a poor choice due to the somber nature of the day, so we talked about this, but ultimately, we chose this day on purpose for parents and children because of the no-school day in remembrance of Dr. King, and the artist, Mr. Stinky Feet, would specifically address, and in fact ended up writing a brand new song *inspired by*, Dr. King and his contributions to civil rights.

We targeted this Facebook Ad to women ages 35-44 in the metropolitan area, and we had over 100 preschool- and elementary-aged children! Mr. Stinky Feet took requests, did shout-outs, played some old favorites, and premiered that brand new song mentioned above inspired by Dr. Martin Luther King, Jr. himself!

EVENT PLANNING

A Patriotic Valentine - Sheila Evans shared that everything is ready. She did a run-through of the technology for the Facebook Live event with the artist, Jennifer Mitchell, last week. Bonnie added the event to ArtsKC Go's event page and sent info to KCAC, Arts Council of JoCo, both PV merchants associations, KCAI, & the Shawnee Mission Post, and Maddie set up a paid Facebook Ad targeted to all age groups in the PV area. The ArtsKC group also shared it in one of their weekly "featured" emails for events to do when it's cold outside, and the Shawnee Mission Post featured it on their 'Briefly Noted' page.

Sheila asked everyone to share on their FB pages. Shelly Trewolla said she was having trouble, but Kathy recommended sharing it from her (Kathy's) page, and that should work.

Feb/March Virtual Art Show - AI reported that the show is online and ready to view. Hasna Sal has been great to work with. We have sent one eblast about the event so far, and have another one scheduled for Friday, the 12th. Will continue to publish throughout the show. Bonnie will add to the ArtsKC Go events page.

The online store has been a challenge because a standard shipping fee can not be set for these heavy glass art pieces. Julie and AI would like to pay for an extension to our website to allow for additional ways to deal with this issue. No specific request was discussed or approved.

Art of Photography - Shelly let us know that there were 38 entries last time she checked CaFÉ. Aaron Smith, professional photographer and professor of visual art and photography at JCCC, will be our AoP juror. Since this is a virtual exhibition and we don't need to frame the photographs, Shelly removed the dimension restrictions from the artwork. She received several communications from artists with questions about pricing in regards to shipping and handling. Shelly and Bonnie talked with City staff and Shelly updated the call for entry to state that the price of artworks should include the cost to ship the work. She also confirmed that the gallery commission would not come out of the shipping portion; only the actual artwork cost.

Shelly requested training on CaFÉ. She's not as comfortable with the jurying aspect of the program, and plans to reach out to Dan for assistance for AoP. Bonnie will also research more training opportunities.

ArtWalk - The Aurora III blog piece has not been published yet, though it did go out in the weekly eblast on January 29th. AI will get published ASAP. Work on more blogs to cover the 8+ pieces is ongoing. The next piece is about ready. Sherrod is working on one called, we currently think, 'Fallen Soldier'. Jessie will share PV Foundation information she gathered with Sherrod for his reference in his research. Jessie is working on 'Prairie Boy', and filling out a public art information spreadsheet requested by the Arts Council of JoCo for a database they are currently building.

State of the Arts - Need to start planning for this event. Betsy Holliday wasn't in attendance, so we tabled this for now.

Other - We tabled other topics on the agenda (Aug/Sept Virtual event & 2022 Look Ahead) due to the long meeting so far.

MARKETING

Web hosting service comparison to replace Wan Security - AI and Julie didn't come prepared to present market research for alternative web hosting as previously discussed at January meeting (hostgator, etc.). See business meeting for further discussion.

Marketing Content Calendar - Maddie presented a new working Google Sheet that will be accessible to all committee members for tracking and executing our marketing activities. See attached for screenshot. Jessie asked if we could include links, and Maddie said the potential for this shared document is endless. Bonnie has already added columns for advertising outlets with the contact information included. She will also add a column for event links. Sheila suggested adding info for target audiences. Bonnie will add.

Maddie further explained that this will help us not have to recreate the wheel for each event, track and compare our measurements for different events and who we're attracting (since we don't know for sure who our audience is right now - we've never surveyed or measured it), and begin segmenting our audiences for future communications.

In consideration of our committee members with other responsibilities, the Planning Committee as a Whole tabled further agenda items, and the meeting was **adjourned** at 6:52 P.M.

BUSINESS MEETING

Our chairperson, Bonnie Limbird, called this evening's meeting to order at 6:52 pm. Council members present via Zoom were Sheila Evans, Sherrod Taylor, AI Guarino, Julie Hassel, Shelly Trewolla, Jessie Cartwright, Paul Tosh, Maddie Kamphaus (had to leave meeting after Consent Agenda to see her family), Terrence Gallagher, and Bonnie Limbird (had to leave meeting after Consent Agenda for a previous commitment).

AI & Julie moved and seconded respectively to add discussion about a new \$600 contract for David Tai to the New Business section of the **Agenda**. Since our chairperson previously indicated we would not be contracting anymore with David Tai, she recommended on this date that we not add this to the agenda as it would not be approved by City staff or the Mayor. After a vote of 7-3, this item was added to the agenda. The full agenda was subsequently approved unanimously.

Public Participation Nobody was present at the online meeting for public participation.

The **Consent Agenda** was unanimously approved.

- a. Approval of the January 2021 meeting summary.

City Council Report – Terrence shared a report on recent City Council activity including the continuing move toward a 2021 pool season.

Old Business

- a. **Consider new web server service** - No service comparisons were presented at today's Planning Meeting for possible consideration during this Business Meeting. Arts Council had already voted informally for this to occur at the January meeting, but voted again formally at this meeting to approve Julie & AI researching alternative services to replace Wan Security.

Paul Tosh shared that getting multiple prices from multiple companies is a best practice and we should have that information to be presented to Arts Council by our next (March) meeting. The comparison may include Wan Security if they choose to significantly decrease their fee and update their services to meet our 2021 needs.

This month we were told this contract was paid up through July, while in January we were told that we were only paid up through April. While researching service providers, Julie & AI also need to get to the bottom of our current paid contract term and advise Arts Council at the next meeting.

New Business

- a. **Consider budget for ArtWalk 2021** - Since Bonnie had to leave the meeting, she was not present to explain this proposal. No vote was taken; however, Paul did offer his graphic design services and printing contact connections, and Kathy Clark suggested getting info on ArtWalk into the Village Voice. Bonnie will provide the Village Voice deadlines again that City staff has provided to the previous marketing committee in the past. Jessie will work on a teaser post for the next Village Voice and send it to Bonnie to talk with our City PIO about.
- b. **Consider a new \$600 contract for David Tai** - This request is to approve the cost of time not to exceed \$600 from an outside contractor to add additional online sales features outside of our FlipCause website. Shelly asked what features this was adding, and Julie explained that it would make us more like Amazon.com with shopping carts to allow and to calculate shipping for the heavy pieces and increase our sales potential nationwide.

Terrence shared that there are a lot of eCommerce sites out there that already exist, and that we need to explore what those other services are and how much they will cost to make sure we're getting the best value for the best price.

Julie said they reached out to FlipCause, our web host, and they can't do that service yet, and she doesn't know how to do that type of research.

Terrence asked for any comments from other council members about this approach of getting multiple options to compare. Sheila found a list of the Top 5 eCommerce service sites after a quick Google search that she will share with the whole Arts Council. No other comments were noted.

AI called a point of order that there was a motion on the floor to contract with David Tai, and he stated that \$600 is a relatively small amount for the Arts Council to spend. There was no additional discussion.

Arts Council voted 2-5 (only 7 members present at this time) to reject a new contract with David

Tai without looking at different companies or doing a cost analysis.

After additional discussion, Arts Council members did approve for Julie & AI to do market research to find off-the-shelf services to provide this type of application.

There being no further items on the business meeting agenda, it was moved and seconded to close the meeting. Terrence adjourned the business meeting around 8:00 PM.

END

Attachments:

1. 2021 Subcommittees
2. Marketing spreadsheet snapshot
3. Village Voice submission deadlines