

## PRAIRIE VILLAGE ARTS COUNCIL | MEETING MINUTES

Zoom

Wednesday, October 7, 2020

5:30 P.M.

### PLANNING COMMITTEE AS A WHOLE

#### EVENT REPORTS

**Alumni Show** Shelly Trewolla provided an update on the Alumni show and encouraged everyone to come up to the gallery to take a look. She also complimented Bonnie's efforts to in putting the framed bios of all Arts Council members together as well as the vinyl letters announcing the show. She suggested that we needed to set a time to take down the show. Al said that the idea was that we should leave the show up until we can move forward with in-person shows again, so the Arts Council will revisit a take-down time when more information is known about when in-person shows will resume. Many of the works displayed in the gallery are for sale to the public.

#### PLANNING

**State of the Arts** Daniel Anderson said that the Call for Entry has been published but we haven't started advertising yet. So far, 30 people with 84 pieces have made entries into the show through Café. Dan said that he is getting ready to send the email blast on Café to promote that the call for entry is open. Below is the timeline planned for the show

- Dan to write and publish mid-September
- **Call to be open through mid-October (10/20)**
- Allow one to two weeks to Judge (10/20-10/30)
- Allow two weeks for getting online and marketing plan execution (10/31-11/12)
- **Second Friday Show Launch online - 11/13**
- Allow another week for People's Choice voting (11/13-11/20)
- **Announce Winners by the Monday of Thanksgiving Week (11/23)**

**Draft of Arts Council Member Page.** This is a page at [www.artspv.org/arts-council-committee.html](http://www.artspv.org/arts-council-committee.html) that Bonnie put together to feature all of the members of the Arts Council. The Arts Council thought it looked great and was okay with moving forward with publishing the page.

**Update on Public Art Content for Website and ArtWalk Featured Commissioned Sculptures** Jessie gave an update on her efforts in planning an ArtWalk for this spring and the research she has done on how other Arts Council's throughout the country have planned and managed their own art walks. The Committee requested that Jamie send out the statutory inventory to the Arts Council so that they can use that as a starting point for their efforts. The Committee is planning to write a feature on each piece of art included in the art walk and use QR codes so people can go to the Arts Council website for more information on each piece.

**Future of the Arts** The Committee agreed that Future of the Arts should be postponed for the time being due to the pandemic and the uncertainty of when in-person events will be able to take place again.

## MARKETING

**Alumni Show** The Marketing Committee is planning to do two posts about the alumni show, including the great blog post that Sherrod wrote. Julie is planning to go to City Hall on Thursday to get good pictures to include in the marketing materials.

**State of the Arts Marketing** Dan said he is marketing the show on Café and ArtShow.com. Dan is anticipating that we will get a lot more reach due to the ability to promote the show more robustly through Café. Dan inquired whether we should buy an ad through Facebook. The Committee discussed whether to boost the post about State of the Arts on Facebook. Maddie weighed in and said that it would likely be better to do an ad, but that because we advertise the call for entry through Café and ArtShow.com, Facebook is probably not the best place to advertise if we want a return on investment, but Facebook is a great place to advertise to promote the people's choice award voting.

**Upcoming Blog Posts** Al is working on two posts currently – one with Sherrod's article and one with Jessie's article. Al gave compliments to Bonnie for teaching him how to post the articles as actual blogs that give readers ways to interact with the posts.

Having concluded the Planning Committee as a Whole, the meeting was adjourned at 6:00 P.M.

## BUSINESS MEETING

Our vice chairperson, Ron Nelson, called this evening's meeting to order at 6:00 pm. Council members present via Zoom were Dan Andersen, Betsy Holliday, Sherrod Taylor, Al Guarino, Julie Hassel, Shelly Trewolla, Jessie Cartwright, Nancy Maxwell, Maddie Kamphaus, Kathy Clark, and Ron Nelson. Jamie Robichaud was present in her role as staff liaison to the Arts Council.

After **Roll Call**, the **Agenda** was amended to add consideration of an additional advertising expense to the State of the Arts budget under New Business. The agenda was unanimously approved by the Committee.

**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 September 2020 meeting summary.

**City Council Report** – Ron didn't have anything to share for the Council report. Dan inquired as to whether chickens were now allowed. Ron said that chickens were now allowed in Prairie Village.

A discussion of the **2020 Budget Update** included an updated report, and Jamie reminded everyone that any receipts from the alumni show need to be turned in by October 31 and State of the Arts receipts need to be turned in by November 30. The \$200 check to Erin Woodworth from SotA 2019 is still uncashed. Dan said again that he would contact her and notify Jamie Robichaud, Deputy City Administrator and Arts Council staff liaison, of the status.

Dan said that he has reached out to FlipCause to have a check cut to the Foundation. The current balance owed to the Arts Council from FlipCause is \$1,800 and this includes the two sales for the Art of Photography show. Jamie requested that Dan also send her the ledger of what all is included in the \$1,800 so that we can make sure that is reflected in the Arts Council's general ledger and so that we can determine the sales tax that needs to be paid to the State for the art sales.

### **Old Business**

The Arts Council agreed to finish the **current paid month** and pay for **one more month only** for Send Grid's services to complete the State of the Arts marketing and People's Choice voting. The Arts Council will then **switch back to Constant Contact** for the remainder of 2020 (at the reduced rate) until the marketing committee does a feature-by-feature comparison to make a final decision beginning in 2021.

### **New Business**

The Arts Council agreed unanimously that any **overtime hours for David Tai's services** over the 2 hours that he is contracted per month **must come to the Arts Council for pre-approval** with an estimate of hours needed before any work is completed.

There being no further items on the business meeting agenda, Dan moved and Shelly seconded to close the meeting. Ron adjourned the business meeting at 6:34 PM.

END