

PRAIRIE VILLAGE ARTS COUNCIL | MEETING MINUTES

Zoom

Wednesday, August 12th, 2020

5:30 P.M.

PLANNING COMMITTEE AS A WHOLE

EVENT REPORTS

Art of Photography 2020 Shelly Trewolla, AOP curator, shared the winning photos. There will be a blurb in The Voice (PV publication). The juror, [Laura Hurcomb](#), is an adjunct professor at UMKC. Dan Andersen asked if Laura would do a recorded video explaining why she selected the photos she did. Shelly said that she had indicated she would be interested in that. Shelly will send the winning info to Barb Fisher for certificates and checks. Dan will sign. 1099 forms are no longer required since the Arts Council funding goes through the PV Foundation now. Al Guarino to send winners email congratulations.

INTRODUCTIONS

We went around and introduced ourselves to our new Arts Council member with little fun tidbits going from the longest-tenured member to the newest:

- Daniel Andersen, 15 years - recruited by R.G. Endres (after whom our gallery is named) and has no formal art background.
- Shelly Trewolla, 11 years - came to Arts Council after volunteering for both the Tree Board and the Parks Board. Former SME ceramics teacher. Started Art of Photography 3 years ago. Is also a textile weaver.
- *Julie Flanagan, 10 years - Worked for 28 years part-time in the Nelson-Atkins education department and for 12 years with her own children's' art studio in her home. She is now retired and living part-time out-of-state and working on digitally-altered photography.
- Betsy Holliday, 5 years - has a B.A. in Art History and loves all things art and architecture. Went to the same high school as President Obama.
- Julie Hassel & Al Guarino, 5 years - Married to one another. Julie owned small businesses in both Hawaii and Seattle. Al is a practicing attorney. Recruited to Arts Council by Dan before they could volunteer for JazzFest.
- Paul Tosh, 3 years - Assoc. Professor of Art at UMKC teaching graphic design and illustration. Runs student-led graphics and communications shop, [EggHead](#). Hoping to retire after the 2020-21 school year.
- Sheila Evans, <2 years - retired orchestra CEO, left PV to go to Pennsylvania for 10 years, but is back full time. Started Chamber in the Chamber in 2019.
- **Kathy Clark, <2 years - retired K-12 art teacher
- Sherrod Taylor, <1 year - retired attorney. Followed grandchildren to PV 3 years ago. Amateur photographer and ink painter.
- Nancy Kalikow Maxwell, <1 year - retired college librarian. Writer from the [Broward Arts Journalism Alliance](#). Wrote her first book, [Typically Jewish](#), in 2019, and was the first Jewish student with a Masters in Catholic Theology!

- Jessie Cartwright, <1year - K-12 teacher in the Raymore-Peculiar school district close to retirement. Also worked at the Nelson-Atkins Education department for a couple of years overlapping Julie F.'s time there!
- Maddie Kamphaus, new - lives with daughter and husband in his childhood home. Graduated from KC Arts Institute with a BFA in fibers. Owns two businesses, one of which is marketing specific, and loves to decorate cookies as another creative outlet.

*non-voting emeritus member

** absent, but wanted to include her in the list for the record.

PLANNING

October State of the Arts Show Daniel Andersen, SotA curator, stated this show usually occurs in the 2nd week of October. He will start publicizing after the AOP People's Choice voting is complete to not muddy the waters. That gives him a week and a half to write the invitation, etc.

MARKETING

Marketing/Website Julie Hassel noted that the website has come a long way in the last year or so. It is a night and day difference. Bonnie stressed that we need to not be too tied to the website as it currently is and to be open to change each year as we review and evaluate our processes, needs, costs, and successes/failures. We need to look closely at a low-cost WordPress alternative utilizing free plug-ins because we don't need custom coding for the majority of our processes.

Next meeting TBD. Julie to send info to Bonnie.

Constant Contact We have about 440 addresses in this app, and a 58% open rate for the AoP communications. We still have about 1,000 email addresses to merge in. Discussed moving to a program called Grid, in lieu of Constant Contact. No vote. Julie will send a bullet-pointed list to Bonnie with reasons for switching to Grid.

Public Art Content on Website Jessie offered to chair a subcommittee to photograph and write blurbs for each of our PV public art pieces for the public art tab of our website which is currently empty. Nancy and Sherrod will help. Julie F. also offered to help photograph. Dan will send Jessie the inventory to start from.

Other Arts Initiative Ideas during COVID-19

- Social Campaign (Maddie)
- Walking Tour of public art in PV with QR codes linking back to artspv.org posts. (var.)
- Coloring Book (Julie F.)
- Write up on Ada Koch's (former Arts Council member) recent show (Sherrod)
- Write up on how art teachers are going back to school (Jessie)
- ***Current & Alumni Arts Council show (Shelly)
- Diversity - How can we highlight and celebrate?

- Dan noted that we display over 1,000 works of art from 264 artists and approximately 3,000 people per month walk through the gallery. - This is an opportunity to show more diverse art and artists!
- Mural in retail hubs.
- Outdoor art show of local artists of diverse backgrounds and perspectives

*** idea came in late, included her for the record

Having concluded the Planning Committee as a Whole, the meeting was adjourned at 7:14 P.M.

BUSINESS MEETING

Our chairperson, Bonnie Limbird, called this evening's meeting to order at 7:14 pm. Council members present via Zoom were Dan Andersen, Betsy Holliday, Sherrod Taylor, Al Guarino, Julie Hassel, Shelly Trewolla, Sheila Evans, Jessie Cartwright, Nancy Maxwell, Maddie Kamphaus, Julie Flanagan*, and Bonnie Limbird. *Paul Tosh had to exit the Zoom before the Business meeting was called to order. Kathy Clark is on a road trip with little to no wireless access.*

After **Roll Call**, the **Agenda** was unanimously approved with Dan Andersen making the motion and Julie Hassel seconding.

The **Consent Agenda** was unanimously approved after a motion by Daniel Andersen and a second by Betsy Holliday.

City Council Report – Backyard chicken update.

A discussion of the **2020 Budget Update** included an updated report, but the report didn't include the ~\$4,000 reimbursement to Dan from various charges dating back about 8 months. It will be on the August report. Also missing at this time is the \$270 payment to WAN Security. There is a \$200 check to Erin Woodworth from SotA 2019 that is still uncashed. Dan will contact her; she was a juror and may be "donating" it.

Jamie Robichaud, Deputy City Administrator and Arts Council staff liaison, needs to be updated on all details regarding online art sales including: where the revenues are now, how sales tax will be paid, where will the revenue go, and when we will receive the funds? Dan will close out the sales on August 31st, then print out the ledger, and have a check cut from FlipCause.

New Business

Nancy suggested **training** for the group from Maddie on **website analytics, SEO, etc.** to help us all be better writers for our artspv.org posts. Informal agreement by most/all. Maddie to select some date options and send out a Doodle to schedule.

Sheila suggested **publicizing local porch concerts and concert opportunities.** Informal agreement by most/all. No clear direction on implementation.

Announcements

Shelly announced that JCPRD has new art in the parks program, and Meadowbrook Park in PV will be the first park to get a new piece of public artwork. A subcommittee of JCPRD has been formed and Jessie and Ron Nelson will be on it along with Shelly.

There being no further items on the business meeting agenda, Dan moved and Shelly seconded to close the meeting. Bonnie adjourned the business meeting at 7:38 PM.

END