

MINUTES OF WEST VALLEY ARTS FOUNDATION JULY 26, 2023

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THE BOARD OF THE WEST VALLEY ARTS FOUNDATION MET ON WEDNESDAY, JULY 26, 2023, AT 1:08 P.M. IN THE BOARD ROOM, UTAH CULTURAL CELEBRATION CENTER, 1355 WEST 3100 SOUTH, WEST VALLEY CITY, UTAH. THE MEETING WAS CALLED TO ORDER BY JEFF OLSEN AND CONDUCTED BY JEFF OLSEN.

THE FOLLOWING WERE PRESENT:

Eric Bunderson, City Attorney (*electronically*)
Nichole Camac, City Recorder (*electronically*)
Andrew (Andy) Carroll, Asset Optimization Director
Nancy Day, Parks and Recreation Director (*electronically*)
Sam Johnson, Strategic Communications Director (*electronically*)
Jeff Olsen, Executive Director
Laurie Stringham, Board Member (*electronically*)
Jim Welch, Finance Director (*electronically*)

ABSENT:

Erin Carlson, Board Member
Tod Christensen, Senior Accountant
Niclas Hales, Chief Accountant
Donn Jersey, Board Member
Elizabeth Weight, Board Member

APPROVAL OF MINUTES OF BOARD MEETING HELD JANUARY 25, 2023

The Board considered the Minutes of the Board Meeting held January 25, 2023. There were no changes, corrections, or deletions.

Nancy Day moved to approve the Minutes of the Board Meeting held January 25, 2023. Jim Welch seconded the motion.

A voice vote was taken, and all members voted in favor of the motion.

COMMITTEES AND MEMBERSHIP UPDATE

- Jeff Olsen, Executive Director, indicated that the previous chair, Nicole Cottle, Assistant City Manager, has resigned. He expressed well wishes to Ms. Cottle and called for a vote of appreciation for her work on the board.

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Laurie Stringham moved to express appreciation for Nicole Cottle's service to the Board. Andy Carroll seconded the motion.

A voice vote was taken, and all members voted in favor of the motion.

- Jeff Olsen, Executive Director, stated that Wayne Pyle, President of the Foundation, has put forth Andy Carroll for consideration as the new Chair.

Nancy Day moved to appoint Andy Carroll as the Chair of the West Valley Arts Foundation. Laurie Stringham seconded the motion.

A voice vote was taken, and all members voted in favor of the motion.

THEATRE 2022-2023 FY PRODUCTION REPORT

Jeff Olsen stated that the theatre had a successful year with 5 different shows. He provided a summary as follows:

- In the Heights
 - Gross sales approximately \$80,000
 - Over 4,000 in attendance
 - Highest attended show at the West Valley Arts Theatre
- Little Shop of Horrors
 - Gross sales approximately \$60,000
 - Over 3,500 in attendance
 - In the top 4 highest attended shows at the West Valley Arts Theatre
- Clue
 - Gross sales approximately \$72,000 (\$15,000 more than projected)
 - Almost 4,000 in attendance
 - Highest attended individual show at the West Valley Arts Theatre
- Into the Woods
 - Gross sales approximately \$62,000
 - Number 3 highest attended show at the West Valley Arts Theatre
- Puffs
 - Gross sales approximately \$50,000 (\$14,000 more than projected)

Mr. Olsen indicated that all major reviewing parties who attended the performances provided positive reviews for shows performed at the theatre this past fiscal year. Ms. Day stated that the theatre also received the Best of State Award for semi-professional theatre. Mr. Olsen agreed and added that the theatre also received the silver award for Salt City Best. He indicated that an additional 27 awards were provided at the Broadway World Regional, one of which was best production for 'In the Heights', favorite local theatre, and numerous award recognitions for acting accomplishments.

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CY 2024 THEATRICAL SEASON

Jeff Olsen, Executive Director, indicated that the 2024 production season has been announced with the following performances:

- A Tale of Two Cities directed by John Sweeney
- Shakespeare in Love directed by Kate Ruffener
- The Lightening Thief directed by Jennifer Hohl
- Legally Blonde directed by Jenny Barlow
- Jekyll and Hyde directed by Shelby Ferrin

STAFF UPDATES

Chairman Andy Carroll stated that he is excited to work with the Foundation and the City Council to define a clear understanding and goal for the West Valley Performing Arts Center. He indicated his goal is to go out and assist in getting funds and resources to provide a successful arts program for the residents of West Valley City. Chairman Carroll stated that staff has done a great job in scheduling the 2024 season and noted it's important to continue determining the vision for the program and articulating that vision to obtain funding in the many ways it is available.

Laurie Stringham, Board Member, asked if the 2024 season schedule has been released. Jeff Olsen, Executive Director, replied yes. Ms. Stringham asked how this was done. Mr. Olsen replied there was an announcement to previous cast and crewmembers at an annual appreciation event followed by a social media and website release. He indicated that funding for marketing is fairly small, but adjustments are being made to staffing and budget to increase that for the future to allow for other advertising methods such as radio ads. Ms. Stringham suggested doing a special release night as part of a gala or fundraiser with a small meal and special performances of scenes from each show that is announced. She indicated that oftentimes actors or strong supporters of the theatre are willing to pay a fee, and this creates excitement for the announcements while also generating funding. Mr. Olsen agreed and indicated that this is something that has been considered for the next season. Ms. Stringham offered to assist in this effort.

DONATIONS AND GRANTS UPDATE

Jeff Olsen, Executive Director, described several grants that have been received and those that have been applied for. Laurie Stringham, Board Member, asked what level the ZAP grant is at. Mr. Olsen replied that it was previously a Tier 1 but the Foundation is applying for a Tier 2 this year as the Tier 1 status was not accepted. He indicated that a financial health plan is being worked through to hopefully succeed at obtaining the Tier 1 status in the coming year. Chairman Andy Carroll asked what it takes to obtain a Tier 1 status. Mr. Olsen replied that there are various factors but noted that there are 26 entities that can be

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accepted, 27 applied, and the Foundation was not selected because one of the entities had a better financial health assessment. He noted that Salt Lake County is supportive of the effort in West Valley City and is working closely with staff to ensure the Tier 1 status is achieved. Ms. Stringham stated that she will also reach out to see what she can do to assist in the effort. She asked how much of a financial difference there is between Tier 1 and Tier 2 for this year. Mr. Olsen replied that he is unsure at this time but noted it will be significant. Ms. Stringham stated that Tier 1 funding is required to be spread out through communities and indicated that this is determined by Salt Lake County Council seats. She stated that she will look into this but added that if West Valley City is lumped in with Salt Lake City, this may be where the issue lies.

Mr. Carroll stated his goal is to assist in obtaining funding and making the arts program in West Valley City a success.

MOTION TO ADJOURN

Upon motion by Andy Carroll, all voted in favor of adjourning.

THERE BEING NO FURTHER BUSINESS OF THE WEST VALLEY ARTS FOUNDATION
THE MEETING OF WEDNESDAY, JULY 26, 2023 WAS ADJOURNED AT 1:33 P.M.

I hereby certify the foregoing to be a true, accurate and complete record of the proceedings of the Board Meeting of the West Valley Arts Foundation held Wednesday, July 26, 2023.



Nichole Camac, City Recorder