

**OREM ARTS COUNCIL MEETING
MARCH 20, 2015 – 12:00 P.M.
OREM CITY CENTER – CITY COUNCIL CHAMBERS**

MEETING MINUTES

Attending:

Orem Arts Council: Cassie Barney, Dr. Randy Bernhard, Cindy Clark, Cody Clark, Cody Hale, Debby Lauret, Kate Monson, Peggy Philbrick and Adam Robertson
Staff: Mike Smith and Christie Nuttall

Absent: Margaret Black (City Council Representative), Charlene Crozier and Ray Smith

Conducting: Cody Hale

1. Review and approve meeting minutes from February 20, 2015

a. The minutes from the February 20, 2015 meeting were reviewed. Mr. Robertson made a motion to approve the minutes. Ms. Barney seconded the motion. The motion was approved unanimously.

2. Notes of recognition or appreciation from the Arts Council

a. No notes were written.

3. Arts Council Presents update and discussion

a. Mr. Hale said in the last discussion we talked of changing Arts Council Presents, to be more participatory. Being more participatory will increase our ability to obtain grants. He said we have decided to take that direction with theatrical arts, as well as dance and music. Dr. Bernhard, Ms. Escalante and Mr. Hale had discussed the plan and they, along with Dr. Bernhard's wife, who has done this type of activity before, are going to be putting together these events. Each year we will have groups of people get together, not necessarily professionals, formed into teams and given a theme such as fairy tales, satire, etc., and everyone's different teams will be assigned different stories. Each team will work out a skit, then the entire group will do a musical number, which would be a good participatory event. He said this event is planned for Saturday, September 26th. He asked if there are any football games that day and learned BYU is at Michigan, so we will proceed with that date.

b. Mr. Hale asked if anyone had any updates, Ms. Barney said their activity is set for January, 2016. Dr. Bernhard said last month we talked about the dance and musical events being participatory. He said Mr. Dave Fulmer, who came to a previous meeting, had experience with doing participatory musical events. He said we would like to get him involved.

c. Mr. Robertson said we discussed direction and he is interested in pursuing Ms. Debenham's remarks, whether the Arts Council should be a presenting entity or should support the artists who are presenting. He said he likes this hands-on twist. Ms. Clark said what makes participatory activities successful is the school kids, because their families come as audience. She urged keeping the school children involved. Dr.

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Bernhard said part of what brought about this discussion was due to his writing our application for the State Arts Grant as our events being more participatory. It helped with the grant, but it also means more people are involved in the arts. Mr. Robertson said we are locked into that idea this year, but asked if this should be an arts council which is more supportive of a very active arts community. He noted we are not hurting in this community for artists and talent. He agreed it is important to still work with the schools, but supporting arts events with opening night, closing night, hands on events that would correlate with what is already going on would be good. He said if you go out to the presenters in this community and ask what the Arts Council does for you, they'll say, "Who is the Arts Council?" He said Arts Council members need to be present at these events, wearing our name tags and showing support. He said he personally gave season tickets to every Arts Council member; some came and some did not. He said that is an area where we can do better, that the artists should feel Arts Council support, at their own events. They need our support, rather than "we're doing our presenting and you do your own presenting." He said initially it was about getting our name out there by inviting the public to come to events, but we have reached that point and are now at a crucial point to say where we are going next. He asked if the artists in the community were surveyed about us, what we would want them to say. Mr. Hale said one idea could be in our meetings we find out what events are happening in this City, assign a member to support them, attend them, and then discuss at Arts Council. That way we would know, as an Arts Council, what is going on in the City. Ms. Philbrick suggested our website could become an information place people could access, and we could do a write up while an event is still going forward, with positive comments about the performance. Mr. Clark said the Library uses the website, but he can easily go in and put our information on it, whether it is reviewing an event, or just giving dates and times. Mr. Robertson said we should never review, but rather promote to encourage attendance. Mr. Clark said we could put their pictures on our website. Mr. Hale suggested taking and posting a selfie at the event. Ms. Lauret suggested we could do a "Where's Waldo?" idea. Dr. Bernhard said having a community calendar, one place to go for what is happening, and including a data base of artists and performers of all types, would be helpful. He also suggested a data base of all disciplines would be helpful. Another way to support agencies in the area is to provide opportunities for professional development for artists, such as how to create a 501C3, and to ask the artists what would be helpful to them. He said they had a professional artist in Louisiana talk about the business side, how to sell your art, how to make it as a visual artist. There are a variety of topics we could provide. It would take funding, but we could bring in people to do that. Mr. Robertson said we could do a monthly calendar. He said we spend time hanging posters for our events, and we could put in the same amount of effort, but achieve more global results by spending that time promoting "here is what is happening in Orem." Mr. Clark said he can put information on the website, arts.orem.org, he just needs the information. Ms. Lauret said there is information about

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the Stage at City Center on the site, but no Arts section. Ms. Barney said we could use Instagram. Ms. Barney said we do not need a lot of money to bring in professionals for workshops. She said there are many such workshops going on in Salt Lake City all the time. She questioned if we need something separate here. Dr. Bernhard said we need to ask people like Mr. Hale and Mr. Robertson what kind of support they need. Ms. Barney said she really liked the idea of supporting the presenters, going to artists and helping connect them with the City, letting them know that we are supportive of them. Mr. Robertson said there are many generous people who could possibly donate brownies, cookies, etc., and with an organization's permission we can help make their opening night special. We could ask for a copy of their poster and put it online. He asked Ms. Monson what OAC could have done to support her for her last event. He said he felt that is what we ought to be doing. He said in smaller cities the arts council is the presenting agency, but that is not how it is in Orem. He said we already have so much going on, yet they're all struggling for more eyeballs (audiences), more promotion. Ms. Barney asked if that is true for dance events. Ms. Monson said yes. Ms. Barney asked where we go to find out about those activities.

d. Mr. Hale said if we could advertise such that everyone in Orem knew that if they went to arts.orem.org, they could see a calendar of what is going on in dance, theater, and arts, and it would be a huge advertising help for the arts. He said each member of the OAC could be assigned to find out what events are happening in their discipline. Dr. Bernhard said you have to have someone working that all the time. He said they had asked organizations to submit their events for a calendar. Some organizations were good to get them information, some not so, but it got to a point where members of the community were regularly going to their website to find out what was going on. His organization worked a deal with the newspaper to have a link, and the newspaper finally stopped publishing their calendar of events and instead referred people to Dr. Bernhard's organization's website. He said it takes a lot of work. You need to get your logo out there, and it can become the "go-to" place in the community. We do not have a thing like that now. Mr. Robertson said it was because the organizations all had to put their own events on the calendar, after going through the approval process, but we did not take an active role in soliciting information. Mr. Hale said the calendar was there, but then it faded away and now it is gone. It is now mostly library events. Dr. Bernhard said we should have a dedicated part time person doing the calendar. He said we should not be a competitor with the arts in the community. He said our participatory events are just to get more people involved in the arts. Dr. Bernhard encouraged the database idea. He said Provo did one, and the whole County is on it. Mr. Robertson said we put so many hours into an event that only twenty people show up for, if we were to devote the same amount of effort, no more, we could have a bigger effect on the community. We would go from being worker bees to focusing our efforts on being supporters. Mr. Hale said we should all be contributing to the calendar. We should have a goal that every week we are going to post something. Dr. Bernhard said that is

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a nice idea, but it will take someone who is constantly working on it, either a volunteer or paid person. He said nothing is worse than having a calendar that is incomplete, that is outdated. Ms. Philbrick said having a relationship with the performers will get a response. Such a relationship takes time and effort. Dr. Bernhard said often if you sign up for an email list, they will send you a special deal, such as “mention this ad for a discount.” We should be promoting, getting people to the shows. He asked how many people even know about Woodbury Art Gallery. We need to promote arts appreciation. Ms. Barney said if we each took our area of expertise and connected with the artists and art shops, maybe that would be a good place to start. Dr. Bernhard asked how hard it is to post information on the website. Mr. Clark said that capacity is there, but if items need to be approved, that will slow it down. Dr. Bernhard asked what art is – should we have tattoo artists putting tattoos up. We have to set parameters. He asked “do we promote a singer at a restaurant?” The City Council has to determine what is appropriate, what can be accepted to post. Mr. Clark should have authority to post information on the web site, and if there is a question, he could consult Ms. Black, then Ms. Crozier. Mr. Clark said we need to make sure the City does not require us to go through the approval process. It is a question for Ms. Crozier.

e. Mr. Hale asked if we should have a name change from Arts Council Presents. Ms. Barney suggested we decide before Summerfest because that is a good advertising venue for us. Ms. Lauret said UVU is all about engagement. Mr. Robertson said we should call it what it is, an Orem community event. Ms. Monson asked if we would promote strictly Orem, or if it would be ok to promote Provo events also. Dr. Bernhard said we are the Orem Arts Council; we are part of this City. CARE grant money is given to the Utah Valley Symphony, however, the only portion is for performances in Orem. We have our hands full just keeping up with Orem events. If we do a good job with just an Orem community calendar, we will be busy. However, he asked if we are going to support Orem artists presenting in another venue. Mr. Clark asked if it is an Orem artist presenting in Provo, why not support them. Ms. Lauret said we can run it by the attorneys. She thought we would not have a lot of these situations. Mr. Robertson said there is nothing wrong with saying Orem artist James Christensen is having an event, as long as there is a tie to our City. Ms. Monson said we could start a Facebook page, linked to our website. Dr. Bernhard said we can also use Twitter. Mr. Hale gave the members an assignment to go to arts.orem.org before the next meeting, look at it, and be thinking how we could improve or add to it.

4. Arts Council positions, assignments

a. Mr. Hale agreed with Ms. Barney’s suggestion to have each person who has an area of expertise assume those responsibilities, however, when it comes to calendars and promotion, we should expand beyond our own areas when using social media. Ms. Barney noted that although we have a Latino population in the community, we have no representative of the Latino community on this Council. Mr. Hale said it would be

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exciting to have a mariachi band; it would be fun to promote Latino music. Ms. Clark asked Arts Council members to suggest someone from the Latino community to serve on the Council. Mr. Hale said that can often be hard because the Latino community stays pretty much in their own group. Ms. Clark said that is why we need this inclusiveness. Mr. Hale requested anyone who knows of someone who could serve to invite them to apply. Ms. Philbrick said she sent out a form to a gentleman at Latinos in Action. He replied and said he would send it out to local chapters. Ms. Clark said that gentleman is not there anymore. Ms. Philbrick will try to get answers. Dr. Bernhard said he will check with UVU and BYU for Latino artists that live in Orem, or just a community involved person. All agreed this would be a good idea.

5. 2015 Stage Summer Series schedule

a. Mr. Hale said the Library is in charge of the Stage Summer Series. He referenced an email from Ms. Crozier, who is absent, concerning five topics. First, she said we have not heard back from the State on Local Arts Agency Grants. Second, we have had three Orem Arts Council Presents events, and need to have four by June 30th. It needs to be a musical event. Ms. Philbrick asked if it is required. Dr. Bernhard said that is for the previous grant that ends June 30th. The current grant starts July 1, and is more participatory. An idea was suggested that we have a multigenerational band performance together, that Mr. Fulmer had done something similar before. Mr. Robertson asked where the September 26th event will be held. Dr. Bernhard said we have not decided yet, and need rooms besides the stage, but perhaps at Orem High School. If the SCERA facilities aren't booked, they are a possibility. Ms. Barney said her sister-in-law is the principal at OHS. We will need to speak with Mr. Smith to see if we can get Synthesis again. Dr. Bernhard said Mr. Fulmer's name was suggested to serve on the Arts Council. Mr. Robertson said Mr. Fulmer is great, and has been at Timpview High School for many years and at Provo High School before that. Dr. Bernhard will find out if Mr. Fulmer lives in Orem, and if so, will ask him to apply. Ms. Crozier's third item is we should look at dropping "Presents" from our grant application. Fourth, the stage is available for rental except for the following dates: June 12, 13, 15, 22, and 29, and July 6, 13, 20, and 25. Ms. Philbrick said the cost and availability could be posted on our website. Mr. Mike Smith said the price for stage rental is \$250 for a 4 hour slot, and the information is on the Orem City website under fees and charges. That includes power and light, but no sound system. Ms. Crozier's fifth item was that it would be good if the Arts Council members could help host Summerfest stage acts. Ms. Lauret said at Summerfest we gave surveys and had drawings. Ms. Barney said we could have a booth labeled "Orem artists check in here" or "Are you an artist?" to meet people, and to advertise at Summerfest. Dr. Bernhard said we should do a survey of artists and agencies in the community, inquiring how the Arts Council could serve local arts agencies and artists in this community. Ms. Philbrick asked how we will define who is an artist. Dr. Bernhard said they should be a

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professional, not a hobbyist. He said we do not have to start from scratch, that the Hale Center Theater and Scera should have some kind of data base of existing artists in the area. Ms. Lauret said there is a directory on our Orem arts web site.

6. Other

a. Ms. Philbrick said Ryan Shupe will perform at Summerfest Friday night, and is also Grand Marshall this year. The theme is "Dream Big." She sent emails to CARE recipients, and letters to those who have not previously performed. The following received emails or letters: Young Dramatic Voices; Grassroots Shakespeare; Cries of Freedom, the Musical; the Orem Chorale; Miss Orem; the School of Performing Arts; B. D. Howes Band from SLC; Triumph of the Wild, SCERA and Hale Center Theater Orem. Dr. Bernhard asked how many slots are available. Ms. Philbrick said there are twelve Friday and twelve Saturday, with five minutes between each group, however, we need more time between acts. Ms. Philbrick said that at last year's Summerfest, the final act, B. D. Howes Band, came, set up and did not perform because they had no audience. Their time slot was 6:10 to 7:00 and there was no audience, so we need to do good by them this year. She suggested this year we might have the last number be a "Battle of the Bands" with the City's high school bands for the final number. We could have the bands perform at the park and then go to the parade. Mr. Robertson said that will not solve the no audience problem, instead we need to end sooner. Ms. Philbrick asked how early we should have entertainment starting. It started last year at 12:30 pm, with Summerfest starting at 10:00 am. We could have the younger groups start earlier. Ms. Lauret said parade participants start line up at 5:00 pm and the parade starts at 7:00 pm. Ms. Philbrick said we could have the bands play at 4:30, and then go line up. It might get people to gather around and get them hyped up. Mr. Hale said we could have them each do their one number, then leave for the parade. Mr. Robertson said we should just play some good music on the sound system for the last hour. People want to get on their way to the parade. Mr. Robertson asked if we will have a sign-up sheet for hosting. Mr. Hale said it will be available when we get closer to Summerfest. Ms. Philbrick said we only have through the end of March to get performers to apply, and asked what our intent is with Summerfest, whether it is to have just wonderful entertainment or focus on Orem talent, people and professionals. Mr. Hale said we should put Orem residents first if we have too many applicants, but if not, accept others. Ms. Clark said a studio may be in American Fork, but have Orem participants. Mr. Clark said it would be best to give Orem residents priority. Ms. Philbrick said if we do not get enough applicants, we could just give them more time on stage. Grassroots Shakespeare will take at least 60 minutes. Ms. Lauret said if we emailed all performers from last year and have not heard from them, it should be first come, first served. The deadline was March 31, so after that date let others in. If Cries of Freedom were to perform it would be good advertising for them. Ms. Philbrick will send out a mass email reminder.

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7. Adjournment

- a. Ms. Philbrick made a motion to adjourn. Ms. Lauret seconded the motion. The Council voted unanimously to adjourn. The meeting adjourned at 1:10 p.m.
- b. The next meeting will be held April 17, 2015 at 12:00 p.m.

Approved: April 17, 2015

Christie Nuttall, Associate Librarian