

**OREM ARTS COUNCIL MEETING  
APRIL 17, 2015 – 12:00 P.M.  
OREM CITY CENTER – CITY COUNCIL CHAMBERS**

**MEETING MINUTES**

Attending:

Orem Arts Council: Cassie Barney, Cindy Clark, Cody Hale, Debby Lauret, Kate Monson, Peggy Philbrick, Adam Robertson and Ray Smith

Staff: Charlene Crozier and Christie Nuttall

Absent: Margaret Black (City Council Representative), Cody Clark and Dr. Randy Bernhard

Conducting: Cody Hale

**1. Review and approve meeting minutes from March 20, 2015**

a. The minutes from the March 20, 2015 meeting were reviewed. Ms. Lauret made a motion to approve the minutes. Ms. Clark seconded the motion. The motion was approved unanimously. Ms. Crozier said past minutes are available at the City Recorder's area of the City's web site.

**2. Notes of recognition or appreciation from the Arts Council**

a. No thank you notes were written.

**3. Arts Council Presents update and discussion**

a. Mr. Hale suggested we change the name from "Arts Council Presents" to "Arts Council Events," and asked for any other suggestions. Instead of presenting we want to put together events that anyone in the City can participate in. If we get the word out right, everyone in the City will know about these events and may want to attend. He said Mr. Smith suggested our musical event become the Orem Jam Session. Mr. Hale said that would be fun; folks would come to support their friends. He said it could be a karaoke type thing. Mr. Robertson asked if the Mayor plays an instrument. Mr. Smith said it could be Rock, Jazz or Vocal - a night of any genre. Ms. Clark said if there could be vocal with a Jazz band, it could be awesome. Ms. Clark suggested "Arts Council Creates" as a new name. It shows that people are participating with the Arts Council. Ms. Barney suggested "Create with the Orem Arts Council." Mr. Robertson said we are sponsoring the event. Mr. Hale suggested "Orem Arts – Create." He said using the singular is asking people to create, that "creates" sounds like it has already been done. Ms. Clark suggested "Create! Sponsored by the Orem Arts Council." Mr. Robertson asked if the name change is for this event or all events. Ms. Clark said this would be for all events. Mr. Smith said "Create!" could be the overall umbrella. It could just be our logo at the bottom. Ms. Lauret asked Ms. Crozier if we have an artist to help create a logo. Ms. Crozier said the City has been asking for a logo contest. She said such a method of determining a logo needs to not be judged by popular vote. Mr. Hale

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asked if the Orem logo is still the same or changing. Ms. Crozier said the logo has not been officially changed, however, they are doing a soft entry, and are looking for the economic development package. Mr. Hale asked if the term “Arts Council Presents” was official. Ms. Crozier said she thought it was not official, that it evolved over time. When writing a grant it is good to have a theme to build around, but the Council does not need to stay with that; art by nature changes. Mr. Hale said he likes “Create! Sponsored by the Orem Arts Council.” Ms. Barney suggested using “supported,” rather than “sponsored.” Mr. Smith said we could support other organizations’ events without their being part of our “Create!” series. Mr. Robertson asked if we are still the doing the same thing, just with a different name. Mr. Hale said we will continue to have four different “Create!” events: visual arts, music, dance and theater. He reminded the Council that at the last meeting we decided to make a big change from being a presentation group to a support group. Mr. Hale stated we will move forward with calling our events “Create!” events. The theater event, Play in a Day, will be September 26<sup>th</sup>. Mr. Hale said we still need a music event. Mr. Smith said we can do it.

b. Ms. Barney said what is vital to our success is that we make our web site one that gives the community access to information, and we should focus on that. Mr. Hale agreed. He said he had viewed arts.orem.org, and it has a few events listed. He said we would want to discuss web site layout, with a bigger presence of calendar. He and Ms. Crozier then accessed the OAC calendar, and Ms. Crozier pointed out that Mr. Hale had passed through to “Now Playing Utah.” She noted on our calendar there are some events listed. People are allowed and encouraged to submit events. Ms. Crozier asked if OAC is researching and populating that calendar, or if we expect the community to do that. Ms. Barney said if we expect the community to do it, we need to get the word out, and give them submission forms. Ms. Crozier asked if, as people in the arts community, a local calendar is doing something different than “Now Playing Utah.” She asked if our artists/members are listing events and accessing “Now Playing Utah.” Mr. Hale said he liked going to “Now Playing Utah” more than to our local calendar. It is more catchy. He asked if people have to pay to advertise on it. Ms. Crozier said no, that we are required to list events there because we are receiving funds from the Division of Arts and Culture. Ms. Barney said she rarely goes to something like that. She said, however, that if it was on the City’s Instagram, or the Library or in an email from SCERA she would note it, but she has not been going to it on her own.

c. Mr. Hale said he had another idea for supporting the Arts, that we should all make the effort to attend something, and have a 5-10 minute period when we report to the Council on what we attended. Ms. Clark reported that Les Miserables was great. Ms. Barney went to a ballet of Hansel and Gretel at SCERA, and it was awesome. Ms. Monson’s dancers performed at BYU, and it was great. It was suggested that members take “selfies” at these events and post them, so we support the event. Ms. Lauret asked if

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we can get on the Orem City Facebook page. Ms. Crozier said the City would like some, but not an overwhelming amount. Ms. Lauret asked if we can highlight what is coming up, be proactive about what's coming up, and make recommendations. She asked if Mr. Hale and Mr. Robertson could report on what they are doing at their venues. Mr. Hale reported that Les Miserables has been sold out for the last month, and closes a week from Saturday. The next production is Big Fish. The Hale also has five full blown children's productions, by children, for children. Annie Jr. was the last one, which sold out a week before it opened. He said the next children's production is Dr. Doolittle Jr. Mr. Robertson said SCERA finished Hansel and Gretel, that Guys and Dolls opens tonight, and is the last indoor show. They just closed the Inspirational Artist exhibit in Gallery 101. For the next two weeks the SCERA Arts Studios exhibits the work of hundreds of kids in the gallery. They are also at the end of the year with the SCERA Youth Theater, where each age group puts on a show. They are doing Cinderella, Guys and Dolls Jr., Miss Orem, and then will be gearing up to go outside for Mary Poppins, and Stadium of Fire competition/battle of the bands on Saturday, May 23<sup>rd</sup>. May 25<sup>th</sup> is Liberty Voices, an a cappella group that performs at Disney World every day, who have been dubbed America's vocal ambassadors. SCERA is flying them out from Orlando. Mr. Robertson noted that the entire outdoor season can be found online.

**4. Arts Council positions, assignments**

a. Mr. Hale asked for comments on how members can support their areas of expertise, for example, Mr. Clark can help promote through the website. Mr. Hale and Mr. Robertson are the dramatic arts representatives. Ms. Crozier said this is a continuation of Ms. Escalante's idea of having a chief "worrier" over areas, such as Dr. Bernhard being over grants. Ms. Crozier said we definitely want to get a better handle on the website. She said Pete is working on the City's website, and she is hoping for a lot more collaboration on the City's web site as Pete goes to full time. She said we want to piggyback on their success. Ms. Crozier also asked who the person is who is willing to do that for the OAC website. She stated unpaid interns are not prevalent. She said she can't see how we can do it but we can try. Ms. Lauret asked whether each member would be the chief worrier over their area of focus. Ms. Crozier suggested the challenge is feeding the idea machine. She said people like a pick of the week type thing, or a hidden gem, or "did you know...they do this at this studio, or that you can hear great musicians by coming to..." We can spread it out, such as "they're having a great festival at this location." Ms. Barney suggested doing it via videos and photos on our smart phones. Ms. Crozier said everything is getting abbreviated down, that the younger generation is "on the fly." Ms. Barney said it would be helpful if we had an info sheet for how to post to the City's Instagram or Facebook pages. Ms. Crozier said they probably will not give us access to the City's account, but that we could text information to Pete. It was suggested we invite Pete to our meeting to work out the details, and

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what his criteria is for getting information out there, ie, is it timely enough, interesting enough. Ms. Crozier said it depends on the feed – if four is the appropriate number of posts for today, then we may be able to squeeze one in or not. She said if we had an idea of the pick of the week, or an Arts preview for this day or this month, they could build around those kinds of things. She said we need to feed the right amount, the right workload and the right product. Ms. Barney suggested we have our own Arts Council “Create!” account that visitors link to. Mr. Hale said we have changed, and whatever we can do to create an online presence will be best. Ms. Clark said she would need a “how-to” guide and need to talk with Pete.

**5. 2015 Stage Summer Series schedule**

a. Ms. Crozier asked if someone wants to help in picking the slots that are not programmed, or whether the Council would like staff to do it. Mr. Smith volunteered to help with it. Ms. Philbrick asked if performers apply, like they do for Summerfest. She wondered if she should pass on the excess applicants for Summerfest. Ms. Crozier said we have enough applicants. She and Mr. Smith will meet and decide on the remaining performers.

**6. Other**

a. Ms. Philbrick passed out copies of the Summerfest schedule. She said approximately eight applicants were thanked but informed we had no more room. She noted CARE recipients on the schedule for Friday are: SCERA, Institute for Young Dramatic Voices, Cries of Freedom, Utah Valley Civic Ballet, and Grassroots Shakespeare. Ms. Crozier questioned if Grassroots receives CARE funds. Ms. Philbrick will check. She said she did not realize that “Miss Orem” is a whole group of 6-7 young ladies who will be performing in the “Miss Orem” time slot. Ryan Shupe is the main performance, with Bri Ray before him. On Saturday, CARE performers are: Center Stage Performing Arts, Orem Chorale, Latinos in Action with two, 2-minute dances. There might be a musical number from students at Mountain View and Orem Jr. High School, then Hale Center Theater, and Utah Baroque. She noted they will be quitting earlier, at 5:30, because last year’s last act had no audience. Ms. Philbrick said we will see about having a DJ and music. She said it is still being determined who will provide the music and sound system. They will be giving the performers ten minutes between acts, instead of five, though a few spots had to squeeze back to five minutes. Ms. Philbrick asked each member to sign up to introduce these groups. She said they gave SCERA more time this year for “Acting Up.” The Council members expressed appreciation to Ms. Philbrick, Ms. Monson and Ms. Barney for their work.

b. Ms. Barney said we had talked about what we want in our OAC booth, and Summerfest said they will put us near the stage. Ms. Crozier said we requested two booths, in the event we were doing the interactive activities. Ms. Clark said we weren’t

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going to do it this year. Ms. Crozier asked if they wanted us to do something at the booth. Ms. Barney said we would like to get artists in Orem to sign up at the booth. Ms. Clark suggested advertising for “Create!” events, such as “Follow us on Instagram.” Mr. Hale said we could explain “Create!” and ask for participants, even in between acts. Ms. Philbrick suggested we advertise that we have a website. Ms. Clark suggested handing out cards saying where to check us out. Mr. Robertson said it would be good to have a banner on the Arts Council booth advertising our web site. Ms. Philbrick said we will have to provide our own banner for Summerfest. She said there will be a description of the performing groups in the Summerfest magazine, and suggested OAC could submit a write-up about “Create!” and our Summerfest booth, to be published in the magazine. The article would have to be submitted within the week. Ms. Crozier asked if we are sticking with the Arts Council Facebook page. Ms. Lauret suggested giving stuff away to “like” us. Ms. Crozier noted it is challenging to get an engaged group if they are only there for the giveaways. She said we can set up our own Instagram account. It could include an overview for the year, what the Arts Council does, the four events for the year, and how to get further information. Ms. Crozier said we have the visual art event in January, the theater event in September, and a general idea for events in the spring and summer. Ms. Crozier said we could suggest they check back for more information about events highlighting these activities. Ms. Barney said she likes the idea of using a survey to discover how we can support the artists, and perhaps plug them into Facebook. Ms. Lauret said if someone wants to meet regarding solidifying this, she can do it next week. Mr. Robertson said we’ve also tried to collect brochures from groups, and have given them tickets to events. Ms. Crozier, Ms. Lauret and Ms. Barney will meet Tuesday afternoon at 2:00, at Ms. Crozier’s office. It was suggested the Jam session should be scheduled after Summerfest. Mr. Smith said we should pick a date now. Mr. Smith suggested inviting the three Orem high school jazz bands to come together and play a couple of tunes, followed by a jam session. He said we would have to do it in May, before school is out. Mr. Smith suggested they perform at the outdoor stage. Ms. Crozier said she would notify the parks crew so they can spruce things up. Mr. Smith said the first half, until intermission, would be regular numbers, then the jam session would follow intermission. We could invite all from public to join in the jam session. Mr. Smith asked for a Saturday night, possibly May 9<sup>th</sup>. Mr. Hale said as soon as the date is solidified, we will really need to announce it and get it out. Ms. Crozier asked what equipment would be needed. Mr. Smith said we would have to rent a piano. Ms. Crozier said we have a keyboard. Mr. Smith said they would also need chairs, music stands and power.

c. Ms. Crozier asked about applicants for Arts Council. She said Barry Merrill and John Reinhard have applied. Mr. David Fullmer from UVU was suggested. Ms. Monson said she has someone to suggest but needs to find out if he lives in the City.

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d. Ms. Crozier asked if anyone would like to attend the Mountain West Arts Conference on May 7<sup>th</sup> at the Community and Culture Center in West Valley. Mr. Robertson said he often goes, and may be able to attend. Mr. Robertson will let Ms. Crozier know if he can attend, and we will also check with Dr. Bernhard.

e. Mr. Robertson announced that this Saturday Miss Orem will be presenting a Princess party at the SCERA. The Utah Puppetry festival will also be at the SCERA Saturday. He said the puppet show is at 11:00, and there are various rates, including a family rate. The information is all online.

**7. Adjournment**

a. Mr. Robertson made a motion to adjourn. Ms. Lauret seconded the motion. The Council voted unanimously to adjourn. The meeting adjourned at 1:07 p.m.

b. The next meeting will be held May 15, 2015 at 12:00 p.m.

Approved: May 15, 2015

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Christie Nuttall, Associate Librarian