

OREM ARTS COUNCIL MEETING
August 21, 2015 – 12:00 P.M.
OREM CITY CENTER – CITY COUNCIL CHAMBERS

MEETING MINUTES

Attending:

Orem Arts Council: Cassie Barney, Margaret Black (City Council Representative), Cindy Clark, Cody Hale, Debby Lauret, Kate Monson, Peggy Philbrick and Ray Smith

Staff: Charlene Crozier and Christie Nuttall

Absent: Adam Robertson and Cody Clark

Conducting: Cody Hale

1. Review and approve meeting minutes from May 15, 2015

a. The minutes from the May 15, 2015 meeting were reviewed. Mr. Hale made a motion to approve the minutes. Ms. Philbrick seconded the motion. The motion was approved unanimously.

2. Notes of recognition or appreciation from the Arts Council

a. The Commission members expressed thanks verbally to Ms. Philbrick and her crew for Summerfest, as well as thanks to all for their work on the Summer Concert series. Both the Jennie Oaks Baker concert and Ryan Shupe's performance at Summerfest were well attended. Ms. Baker's concert had over 1200 attendees. Ms. Crozier expressed appreciation for Wayfair's contributing \$5000, in addition to Orem's \$5000 for the Baker concert. It was very discounted for a community concert. She said we were able to fulfill all Wayfair requested, publicity wise. We hope they were happy with it. Ms. Philbrick mentioned that advertising the event at Summerfest was probably very helpful, from the booth and stage, as well as with the insert page with the City's utility billing. Mr. Hale said he appreciated the poster on the side of the stage, publicizing upcoming events.

Ms. Philbrick said Summerfest thank you notes were given to recipients right on site.

Ms. Philbrick said Adam Robertson of the Scera donated tickets to Scera Shell shows, so the Committee sent two tickets to every director and thanked them for participating.

3. Arts Council Presents update and discussion

a. Mr. Hale said he looked online at arts.orem.org and that our website is very outdated, that the last event listed is the Jazz event on May 11. Ms. Crozier said Pete is the one we work with, and he has been very busy.

b. Ms. Crozier said we need to talk about the Create! logo, that we had some great ideas but that the handprint logo is very overused by day care centers, etc., and makes it hard for us to be distinguished. Our graphic artist, Dawn Bloxam, asked if there is

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something we can look at in lieu of the handprint, and thinks we should do something different, including colors that fit more with City branding. Ms. Crozier said we can ask her to do a new logo, have a contest, hire our own or press our own into doing something for free. The members expressed we do not want to use the same logo everyone else is. Ms. Barney asked if Orem has changed the City's logo. Ms. Crozier said not officially. Ms. Barney asked if Orem has a catch phrase. Yes, it is Family City USA. Discussion followed regarding the Create! logo. It was suggested the word "create" be made in the form of a mountain, that the exclamation mark be represented as a paint brush. No decision was made.

4. Arts Council positions, assignments

a. Ms. Crozier said two Barry Merrell and John Reinhard are being interviewed by the City Council. Ms. Barney also suggested Sherpa Grierson, who teaches at BYU. Ms. Black said Mr. Reinhard has a daughter at Timpanogos who is a really good artist. Ms. Barney said we need a graphic designer more than anything. Ms. Crozier said we still have three openings. We need to get applicants. Ms. Philbrick suggested Rick Nye. Ms. Lauret suggested Glen Ricks. Ms. Crozier said Mr. Merrell and Mr. Reinhard are the only ones who have applied in a year. We haven't got any applications in the pipeline except these. Mr. Merrell has a general interest. Ms. Crozier left at 12:25 to obtain the applications and returned at 12:28. She recited the experience of the applicants. After discussion, Ms. Black said she will tell the City Council this Tuesday that OAC has reviewed the applications and recommends both.

5. 2015 Summerfest review

a. Mr. Hale said Summerfest went quite well. Ms. Philbrick said her term expires the first of June 2016, and said it is time to get someone for this position, which is very intensive in the spring. Ms. Philbrick will be gone for a whole month in the Spring, in April and May, and will not be available to help the person who takes over, instead she can help them earlier in the year. She said we need to get started earlier, that the request for applications needs to happen earlier. She said applications need to be in on time, that some performers aren't considered because their applications are not in on time. She said we need to mix it up and get some variety, some new performers, rather than only those who have done it year after year. She said some regulars get the crowds there, so you want to keep them. She said solo performers do not bring in a lot of people. Ms. Philbrick asked if people in the park could hear the performers. Mr. Hale said Mammoth sound did a great job.

Ms. Philbrick said we need another big name performer like Ryan Shupe. Intermountain Hospital donated to cover his concert. Ms. Crozier asked who we can approach for the next one – if the performer is from out of state, the cost is much higher. We are looking for the right type who will have mass appeal, be great for families,

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popular, and within a range of \$5000-10,000. Mr. Smith suggested David Archuleta. Ms. Black said there is a group at BYU, Gentry, who sold out. Ms. Philbrick thanked all the members for showing up, doing their part, and getting on stage and doing it. She asked Ms. Crozier to get someone right away for next year so that she can train them. Ms. Crozier mentioned it was good assigning the performers more time, so that we didn't need to pull the plug on anyone. Mr. Hale said the performers were good to end on time. Ms. Philbrick said our sound people were good at addressing their needs. She said the only problem was with the Shupe group's preparation getting a little loud. Ms. Crozier suggested flipping Grassroots to Friday, because the headliner set up conflicts with Grassroots, who don't have microphones or any sound. Ms. Philbrick said she would like to give groups like Grassroots a small stipend. Ms. Lewis said Grassroots did ask the audience for donations. Ms. Crozier suggested we need to have a fundraiser, and perhaps we could approach it from a Summerfest approach. Ms. Black said there are two people on the Summerfest committee, Liz and Wally, who are really good at fundraising. They accomplished a lot for Summerfest this last year. They have big motivations and big ideas. Ms. Black and Ms. Philbrick suggested we ask if Summerfest could raise a certain amount of money each year for the headliner. Ms. Black suggested we ask at the first of the year. Ms. Lauret noted that most budgets are made in the Fall, so we need to talk to Wally right now to get started. Ms. Crozier will check with Reed to see if we can approach Wally. We are not involved in the headliner. Ms. Black suggested the OAC suggest a headliner to the Summerfest people. Sound needs must be considered going into the sound contract.

Ms. Philbrick suggests having one person who attends Summerfest meetings, but having a committee that chooses performers, etc., and backs the designated person up. She is willing to help train them and get them going. Ms. Barney suggested the OAC vote next meeting on who will head up the Summerfest committee for us.

Ms. Crozier read the credentials of applicants Barry Merrell and John Reinhard. The Council expressed enthusiasm about the applicants. Ms. Black said she will push the City Council that we need these applicants approved and get a time line. We would like them by next meeting, if possible.

6. Stage Summer Series review

a. Included in Summerfest discussion.

7. Plan "Play in a Day" – September 26, Dance event

a. Mr. Hale suggested using the stage at City Center. If the weather turns inclement, we would need to talk to the Senior Center about moving it there. Mr. Hale also suggested the City Council Chambers, if necessary. It was mentioned that the event conflicts with the LDS Women's Conference. Mr. Hale has started writing a plan, will

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get artists to lead up groups: writing, music, dance – spending only 30 minutes in preparation. He suggested we use an existing story, a fairy tale, famous movie, etc. The music folks will pick a song everyone knows that fits the theme, the dance people teach their parts, then all will collaborate for another 30 minutes, break, then come together to polish it for the performance. The time frame Mr. Hale suggests is 2:00 p.m. to 5:00 p.m. for preparation, with the performance at 5:00 p.m. The activity will finish by 5:30 p.m. It was decided to move the event to September 19th. The Council discussed how improvisation and collaboration is really fun. The Council discussed who the audience will be. We could film it. The Council questioned how to advertise. Both the Hale Center Theater and Scera could push it on their Youth ads. The City could list it on social media and in the City newsletter. Ms. Clark will contact the High Schools and Jr. High Schools. Ms. Monson suggested we should Instagram during the 2-5:00 preparation time period. It was decided we should invite ages 8 and up, unless they have a parent present. Ms. Monson is willing to lead up the dance. Ms. Crozier said the City should provide water and snacks. Ms. Crozier will follow up a location in case of inclement weather.

b. Ms. Monson suggested possibly bringing in Geneal Christensen, Living Legends, poi balls, haka, etc. for the Dance Event. October 24 or November are good dates, and the location would be good in the City Council Chambers.

c. Ms. Philbrick said she hasn't been able to get hold of Lissy to get our events posted at the Rec Center. We need to get permission from the Rec Center to have one of our people put up events there on their empty boards.

8. OAC applicants

The link is <http://www.orem.org/index.php/boards-a-commissions/board-and-commission-application>

9. Other

a. No discussion.

10. Adjournment

a. a. Ms. Clark made a motion to adjourn. Mr. Smith seconded the motion. The Council voted unanimously to adjourn. The meeting adjourned at 1:12 p.m.

b. The next meeting will be held September 18, 2015 at 12:00 p.m.

Approved: September 18, 2015

Christie Nuttall, Associate Librarian