

**OREM ARTS COUNCIL MEETING
MAY 15, 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 Clark, Cody Hale, Debby Lauret, Kate Monson, Peggy Philbrick and Adam Robertson

Staff: Mike Smith, Charlene Crozier, Brandon Stocksdales, Leah Cardon, and Christie Nuttall

Absent: Ray Smith

Conducting: Cody Hale

1. Review and approve meeting minutes from April 17, 2015

a. The minutes from the April 17, 2015 meeting were reviewed. Ms. Barney 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. A Thank You note was written to Dr. Bernhard for his service on the Council. A Get Well card was written to Ray Smith.

3. Mountain West Arts Conference review – Mr. Hale

a. Mr. Hale attended the Mountain West Arts Conference in Dr. Bernhard's absence. Mr. Hale said it was a great opportunity, and that they are a great organization. The keynote speaker was the head of the National Endowment for the Arts. She spoke of how it is important for the arts in an area to reflect that particular area. Mr. Hale said as Mr. Stocksdales talks of refiguring Orem, we need to input ideas that uniquely reflect the Orem area. Everything we do arts-wise in Orem should reflect the values and uniqueness of the people, and should really say, "that's Orem!" The conference also heard from the president of the Utah Symphony. Mr. Hale attended a workshop put together by Deb Escalante, who has been putting out surveys to arts organizations to find out the economic impact of the arts, especially the Shakespearean Festival in Cedar City. The national average is \$1 outlay to \$7 generated, yet in Cedar City \$6 million was spent, and \$600 million was generated. Cedar City used to be a little town, and is now a national destination. Mr. Hale reminded the Arts Council we can play a role in putting Orem on the map.

4. Summerfest – Hosts needed

a. Ms. Philbrick will send each OAC member a schedule, including an introduction of the performing group. She said hosts need to show up ten minutes early, however, she

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will be there the entire day, near the stage or our booth. Ms. Clark asked what we want to say for OAC. Ms. Crozier said we want to tell them where to find us. Ms. Crozier then distributed copies of a preliminary “Create!” logo. She said we have started an Instagram account, and posted information about the jazz concert. To access the account go to: Orem Arts Council; the password is: oremarts. Ms. Philbrick said the jazz concert was a great concert; it gave the high school bands the opportunity to perform. Ms. Crozier said we put out advertising for it in a number of places. The City Facebook post reached 4,000 people. The concert was well attended. Ms. Philbrick asked why it was not in the Orem City newsletter. She asked if anyone from the City checks with us. Ms. Crozier said we were waiting until we had a date set. Ms. Crozier said the lead time was a challenge. Ms. Philbrick asked when the City needs a date for the “play in a day.” Dr. Bernhard was going to be in charge, but instead Mr. Hale will be heading it up. Mr. Hale said “play in a day” is set for September 27th. Ms. Escalante is willing to help with the event. Ms. Crozier asked if we have a date set for the dance event.

b. Ms. Crozier asked if we want to have surveys or drawings for prizes again at our Summerfest booth. Mr. Robertson said the City has already surveyed the citizens heavily. It was suggested we do a call for information on local artists. Ms. Crozier said we could do that, and noted last year we gave out sidewalk chalk so children could go create art.

c. The Arts Council discussed the preliminary logo designs. The question arose of whether the logo should be reflective of just the organization or of all the arts. Ms. Crozier will have our graphic artist tweak it. The members liked the paintbrush as an exclamation point. It was suggested we use bold primary colors instead of muted colors. It was also suggested that incorporating a small hand print might symbolize creativity.

5. Summer Concert Series Preview

a. Mr. Smith and Ms. Crozier have worked out the schedule for the Summer Concert Series. It begins after Summerfest. Performers will be Maddie Wilson, Jersey Street, Bluegrass Thunder, Annie’s Romance, 6 Miles Ahead, Red Desert Ramblers, Jenny Oaks Baker on July 25, and finish with B.D. Howes Band on July 27. Ms. Crozier said now that we have dates lined up with the performers, we will do the full marketing blitz. The schedule will be at the Arts Council Summerfest booth, in the next City news insert into utility bills, on social media, and included in the City newsletter. We will also advertise every Monday at the stage for the next performance. Ms. Philbrick suggested we advertise at the Recreation Center. She asked if we could also put a bulletin board at the Snak Shack at the ball fields in the park. She further suggested a bulletin board at the Friendship Center. Ms. Crozier said if we have a bulletin board, we need to

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populate it. Ms. Clark said she paints the bulletin board cork so it stands out. Ms. Clark is willing to paint the bulletin boards. Ms. Philbrick will call the Recreation Center to see if they can put a bulletin board up for us. Ms. Crozier offered instead to email Ms. Sarvela about the bulletin board at the Recreation Center. Ms. Black said if we have a kind of “brand” for “Create!” it would be instantly recognizable. Ms. Philbrick also suggested including that the performance is free in bold letters on posters for the Jazz jam session. “FREE” must be bold, big enough and highlighted.

6. Other

a. Mr. Hale asked for suggestions for a new Vice-Chair. The Council discussed the length of the term. Ms. Barney said she is willing to serve. Ms. Clark nominated Ms. Barney as Vice-Chair. Ms. Philbrick seconded the nomination. Voting was unanimous in the affirmative.

b. Brandon Stocksdale, Orem’s Long Term Planner, thanked the Arts Council for inviting him for another visit. During the first meeting he presented goals and asked for input on the State Street plan, which creates a long term vision of what we want State Street and the City to look like. His second visit was to give an update on the plan’s progress, and this final meeting is to explain the plan, and let the Arts Council know they are hoping to wrap this up by the end of the summer, get it approved, and start working toward implementation. Mr. Stocksdale introduced Leah Cardon, a Planning intern from BYU. Ms. Cardon distributed printed copies of the plan to the members. Mr. Stocksdale said they have held five open houses, and have had thousands of citizens sign up to give input. He explained the plan and presented slides which illustrated aspects of the plan. He answered questions from Arts Council members and staff.

Ms. Crozier arrived at the meeting at 12:45 p.m.

Ms. Lauret asked how UTA is involved. Mr. Stocksdale said UDOT owns State Street. Ms. Black told the Arts Council that UDOT is on board, and that there will be some partnership. Ms. Barney asked for Mr. Stocksdale’s email, which is bstocksdale@orem.org.

Mr. Stocksdale and Ms. Cardon left the meeting at 12:50 p.m.

Ms. Monson left the meeting at 1:15 p.m.

c. Ms. Crozier reminded members we need to get people to apply for the Arts Council. Ms. Philbrick suggested each member get one person to apply. Mr. Clark said the applicants do not have to have an arts background. Ms. Crozier reminded the Council we have four vacancies. Ms. Black asked if we have any distinguished applicants. She

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suggested we recruit a couple of expert types and a couple of community types. Ms. Philbrick suggested we consider if the applicants are available to come to our meetings. Ms. Crozier said we could change our meeting time, if necessary. Ms. Crozier reminded members that the Arts Council has four openings now, and stressed we need more people to apply. She said we can put it on the City's Facebook page. She will post it if the Arts Council is ready. She suggested we should put it out to the general public, and also recruit personally. Ms. Black said she would ask the City Council to bring it to their next meeting. Ms. Crozier said we can appoint two members and then two more. Ms. Philbrick said it is good to stagger the appointments and not have everyone leave at the same time. Ms. Black suggested having information at the Summerfest booth requesting applicants. Ms. Lauret asked if there is any reason we would not want the two applicants who have expressed a willingness to serve. No one mentioned any problems with those applicants. Mr. Robertson said we want more applicants in the pool, and can then determine who the most outstanding applicants are.

7. Adjournment

a. The next meeting will be held June 19, 2015 at 12:00 p.m. Ms. Lauret made a motion to adjourn. Ms. Clark seconded. The Council voted unanimously to adjourn. The meeting adjourned at 1: 27 p.m.

Approved: August 21, 2015

Christie Nuttall, Associate Librarian