

**OREM ARTS COUNCIL MEETING
MARCH 18, 2016 – 12:00 P.M.
OREM CITY CENTER – CITY COUNCIL CHAMBERS**

MEETING MINUTES

Attending:

Orem Arts Council: Cassandra Barney, Cindy Clark, Cody Clark, Cody Hale, Barry Merrell, Nancy Peterson, Peggy Philbrick, John Reinhard, Adam Robertson, Joseph Sorensen and Ray Smith

Staff: Charlene Crozier and Christie Nuttall

Absent: Kate Monson and Mark Seastrand (City Council Representative)

Conducting: Cassandra Barney

1. Review and approve meeting minutes from January 15, 2016

a. The minutes from the January 15, 2016 meeting were reviewed. Ms. Barney made a motion to approve the minutes. Mr. Sorensen seconded the motion. The motion was approved unanimously.

2. Notes of recognition or appreciation from the Arts Council

a. No thank you notes were written.

3. Elect new Vice-Chair

a. The duties of the Chair were discussed, which include attending the Mountain West Conference on Thursday, May 5th, presenting the annual report to the City Council and leading out at the meetings. Voting for a new Vice-Chair was put on hold until 12:15 pm. Mr. Robertson said he had served before, so if anyone else wanted a chance, he would defer. Ms. Philbrick nominated Mr. Robertson. Mr. Hale seconded the motion. The motion was approved unanimously.

4. Dance activity - update

a. Continued until Ms. Monson is able to be in attendance.

5. 2016 Summer Concert Series – set April meeting to review applications and finalize line up

a. Ms. Crozier informed the Council that they have opened the application period for the Summer Concert Series. She said Mr. Smith was involved in the selection of the acts last year, but did not know if he would be available this year and asked if anyone else has an interest in reviewing them. She said the application usually includes a media sample. She said we determine whether the applicant was popular last year, and try to

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craft a well-rounded offering. The applications are available now. Ms. Crozier said we aren't sure whether we can afford a headliner this year. If the same donor doesn't want to give this year, we'll have to find another donor. A headliner normally costs \$5,000 or more. Mr. Nathan Robinson, of the Library, sent an inquiry to Mindy Gledhill but has not received a response. Sometimes getting a headliner is about the connection, and is definitely about the fundraising. Ms. Crozier noted we may not be able to have a headliner every year. She noted that people have a lot of choices of where to put their money this year. She asked if anyone knows of a likely donor or a likely act we could try to work on. She said we have submitted the State Local Arts Agency grant application. She said last year we received only \$3500, even though we had more to match it. She said she hoped we can get bumped up a little bit this year. She noted that we had good attendance numbers last year for the Jenny Oaks Baker concert, and that we also count Summerfest as part of Summer Stage Series to reflect attendance numbers. The Council discussed violinist Lindsey Sterling, but doubt she is available because she tours a lot. Ms. Barney said we will come back to this item when Mr. Smith arrives. When Mr. Smith arrived, he said he is willing to help finalize the acts for the stage, but will be out of town April–May. Ms. Peterson is also interested in participating. She and Ms. Crozier will try to schedule between April 18-22 to meet and review applications with Mr. Smith.

b. Ms. Barney asked if there had been any applications online for Arts Council. Ms. Philbrick said she thought Carol Miller, an aerobics instructor, might be a great strength on the Council. She said she brings diversity, that she and her husband enjoy art and buy art, that she is trained in chakra, is a healer, and a fun person with a different perspective. She has lived in Orem all her life. Ms. Peterson added that Ms. Miller and her husband often attend little known arts events. Ms. Barney said Bart Francis is also willing to apply. Mr. Reinhard asked if it would be worth having a youth member. Ms. Barney suggested Mr. Francis as a youth advocate. She suggested that having a youth member as a guest might be a good idea. Mr. Sorensen suggested having a youth as an auxiliary member, maybe a student body president or two from the high schools would be helpful. Ms. Clark said Kevin Cantrell, a former student, is a big designer. She also suggested another former student, Dan Solen, who is a really talented artist and does addiction counseling, so his interests are well rounded. Ms. Peterson will check to see if he lives in Orem.

Mr. Smith arrived at 12:10 pm.

6. Update on changes to City website

a. This item is continued, due to Mr. Wolfley being out of the office with a new baby.

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7. Create! Supported by Orem Arts Council – events and logo update and discussion

Ms. Crozier said Mr. Wolfley was going to take a shot at creating our logo. Ms. Crozier gave him samples of what people were working on, and asked him to incorporate the Council's suggestions, with the circle and pen. Mr. Reinhard showed an example logo on his iPad. There was another sheet of logos by the library designer, but they were not preferred options. There was a discussion of the logos that Ms. Clark had, which was a variation that Mr. Hale used in his City Council presentation. Ms. Crozier took that logo to Mr. Wolfley, however, if Mr. Rinehard's logo meets our needs, it will be fine. Ms. Crozier gave Mr. Wolfley notes on the page.

8. Other

a. Mr. Sorensen told the Council he has been placed on training orders for 6/5-28, which will affect his service on the Summerfest Committee. He said he is willing to do duties leading up to Summerfest, but will need help from the Council at Summerfest because he will be out of town. Ms. Philbrick said the Council all took turns hosting on the Summerfest stage. She also suggested having the thank you notes right there at the booth, so the notes can be written immediately. Ms. Crozier told the Council we will do sign-ups for hosting the stage in April and May, closer to the event.

b. Ms. Barney said she got an invitation to a charette in Provo, which included their mayor, inviting artists, music people, and writers to bring their collective vision for the arts in Provo. They broke into different groups to discuss different aspects of the arts and how to promote them. The Provo group felt that Orem's CARE grant money goes to the people lobbying for money, but Ms. Crozier said the people getting the money are the people who apply for the money. When Provo did their Rooftop Concert series, Provo City facilitated that by cleaning up trash beforehand. Ms. Barney questioned whether we have discretion over how the CARE grant is spent. Ms. Crozier explained that the challenge with the Arts Council and the CARE grant is a disconnect in the State code language between the County (which is how the ZAP tax originated) to the City level, governing the distribution of the funds. There are articulations in the County language about an arts council, that are not in the City language. Our City Attorney does not feel that the municipal section allows for the Arts Council to receive money from the CARE grant. That is a loophole. The challenge with fixing a loophole is that legislators get in and start mixing with it, and all of a sudden you want to abort. There are probably arts councils that are doing it, but Ms. Crozier just recently went over this issue with our City Attorney. Our Arts Council actually could do different things, but would have to go to a domestic non-profit corporation for the lower levels of funding, and for the higher levels go up to a 501(c)(3). An individual in town could have a domestic partnership corporation for certain types of arts events; as far as City sponsored events it is a legislative concern. Provo's mayor told the people he would

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prefer the arts council be handled by private citizens, and said if an arts council becomes part of the city it becomes complicated and you can't accomplish anything. Ms. Philbrick asked if that's how we get around the CARE tax loophole. Ms. Crozier said CARE can be used for public facilities but not public programming. It may be used for private programming but not private facilities. Mr. Robertson explained they could create a Provo citizens' 501(c)(3) and apply for those funds. They could do the rooftop series and all kinds of things, and keep it out from under the City umbrella. He said there are a lot of free events throughout the year at SCERA that they use CARE funds for. Ms. Barney said the charette participants talked a lot about the fact that success focuses on publicity. She said we need to emphasize the publicity – website, publicity banners, etc. She said Provo uses banners, etc., and some of their money goes to publicity. She said we have arts events going on, but that people don't know about our events. She said, except for the Storytelling Festival, Orem doesn't do a lot of publicity. Ms. Barney said they talked of tapping into the tech companies who have funds, which we have but no one is tapping into. They suggested community art things, like an after school safe house where underprivileged kids can go to make art, having a grant writer, but Ms. Barney said all that would be a full time job. They talked about an art truck – just like a mobile library, getting out into the community. Ms. Barney said there are two separate things, supporting the artists in town and involving the community. Charette participants talked of connecting with other artists and public spaces. Ms. Crozier said 4-H has a mobile maker space, and they partner with other people. Ms. Barney said it was an interesting evening.

Mr. Hale left the meeting at 12:31 p.m.

Mr. Robertson said Provo's RAP tax is being used mainly for parks, with very little going to the arts. Ms. Crozier said it's interesting how little of their funding is going into arts, and questioned how they flourish in some areas without the outlay of cash. Ms. Barney said it seems to be people in the community. Mayor Curtis said he'd rather have private individuals head up the arts in the community, and when they need resources, they meet with the Mayor to see what they can work out. Ms. Barney said we need to do more than our once a year presentation to the City Council, that when we need something we should go to Mayor Brunst. Ms. Barney said she didn't think we need a meeting, but just wanted to make us aware by reporting this, that people are super psyched about the arts in Provo. Ms. Peterson suggested we host a charette. Ms. Barney said we had talked about hosting a charette, however, more artists she knows live in Provo. Ms. Crozier said a challenge to hosting a charette is we want it to be of value to those who are coming to a charette, not just the participants benefitting us. She asked if there are specific proposals we can make. If an artist is going to carve out an hour to attend, what would be the best focus that would compel them to devote time to it? Ms. Barney said she attended mainly because it was held in a house that was

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cool, and the guest list was a real “Who’s Who.” She said it was a round table, they sectioned it off, told participants to write down any anonymous things they wanted to, and those holding the meeting would tally it up. Ms. Barney said she would come to a casual event, one that was not too structured. Mr. Sorensen said we need to go to participants with “this is what we can do for you.” He said if we have something tangible for them, we can tell them it will impact them in this way. Ms. Barney said she would only attend for the altruistic. Mr. Robertson said a lot of those people are coming for the synergy of artists being active and involved; people are drawn to that. That is what is happening there in the arts scene, the music scene. Mr. Rinehard said we’re looking for someone to gather these people together. The City Council said we want to have an arts district, but asked what the “Arts District” means. He said he doesn’t understand Scera’s role to the City. He said there is a building in the Arts District up for sale, but no one’s talked much about the plan. Mr. Robertson said we should resurrect our arts information; we have polled businesses, arts people, and have that data, and a lot of it comes down to money – executed with private or public money. Mr. Rinehard asked what the next step is, i.e., go to corporations, to Thanksgiving Point. He said Orem just approved a tech company by the freeway with money, and asked if we should go to them. Ms. Barney said the Ashtons are not interested at this point. Ms. Crozier said we need a sense of identity for the Arts District. If someone feels passionately about it, she said the park elements are there. She said that the concept of artist in residence wasn’t well received; buying houses was an ambitious plan that didn’t resonate with the public. The public was supportive of outdoor music, low cost arts for families, free arts education in the Arts District, which is ongoing with the Scera’s activities. The biggest challenge with (purchasing) a building is making it useful and staffing it forever, even if we could raise the money to purchase it. She said if we aren’t even confident that we can raise the \$5,000 for a headliner. Ms. Barney said another topic about the Arts District is the artists need to be visual, out front, like in Boise, where local artists wrap art around bike racks. Mr. Robertson said we need a theme, the way some places have buffalo, etc. Mr. Sorensen said we need to take the Orem history museum model and expand it into a local artists’ gallery, where artists apply to have their art displayed. People can come for free until it grows, and then we can charge admission. He said let’s highlight the people who are doing art, in a small museum where they can display. Mr. Robertson said if the Arts Council wants to book Gallery 101, it is four walls, and it is large. He said the real key is the publicity, the marketing. He said he would welcome any input. The Gallery does twelve shows a year. Mr. Sorensen said his father-in-law said he would donate in kind with public relations services. We need publicity but don’t have the money. There was discussion about what is going to happen to the Woodbury museum with the mall changing. Mr. Rinehard said if we can co-host events, organize artists for the mall space, we could provide a running series that fills it. Mr. Sorensen said he feels that with Mr. Robertson and Mr. Hale we have sitting members of the Council with huge footprint of the arts, and as Orem grows we could invite their

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organizations to our meetings. Mr. Robertson said we need to support the arts more regularly, i.e., with the Storytelling Festival, Utah Regional Ballet, etc., we need to stay connected, asking what we can do, how can we help them. He said it always comes down to budget. He suggested the Arts Council could support an event's opening night, helping make it special in this or that way. He suggested members should go out to businesses, provide brownies, wear our name tags and go, so these organizations see us as supportive. Mr. Sorensen said if we want more money, we need to have a tangible impact on the community. Ms. Clark said we really need to partner more with Woodbury Corporation, then they'd be more willing to give us space.

c. Members need to compile a list of resources and arts people. It was mentioned that Provo Art and Frame has opened in Orem. Mr. Merrill said it is owned by Kim Anderson. Ms. Barney said we should go by and welcome them to Orem. Ms. Crozier will email a reminder for each person to bring a list of resources and artists they know to the next meeting. Ms. Nuttall is to send arts district information to Ms. Peterson, Mr. Rinehard and Mr. Sorensen.

d. Ms. Philbrick thanked the Council for the opportunity of serving with them, as this will be her last meeting. The Council members thanked her for her service and wished her well.

9. Adjournment

a. The next meeting will be held April 15, 2016 at 12:00 p.m.

b. Mr. Sorensen made a motion to adjourn. Mr. Merrill seconded the motion. The Council voted unanimously to adjourn. The meeting adjourned at 12:55 p.m.

Approved: April 15, 2016

Christie Nuttall, Associate Librarian