



CULTURAL CORE
BUDGET COMMITTEE MEETING
October 16, 2018

Committee Members in Attendance: Virginia Gowski (*Committee Chair*), Eric Egenolf (*Committee Vice-Chair*), David Gee (*Committee Member*), Sarah Pearce (*Salt Lake County Representative*), Lia Summers (*Salt Lake County Representative*)

Cultural Core/Downtown Alliance Staff Present: Dee Brewer, Kristin Beck, Tyler, Samantha, Nancy Kaschmitter, Ryan Mack

Dee Brewer welcomed everyone and called the meeting to order at **9:03 a.m.** In response to Dee's request, **David Gee** made a motion to approve the minutes and **Virginia Gowski** seconded the minutes. Virginia the only change is Diana to Diane.

Review of Public Comments

No public comments to review.

Current Business

Officer Nomination and Election

Dee Brewer I wanted to acknowledge Lori but she isn't here today, we will move on to office nominations and elections. **Sarah Pearce** made a motion to nominated Virginia Gowski for chair and Eric Egenolf for vice-chair. **David Gee** seconded the nominations. The motion was unanimously approved.

Program and Placemaking Report

Tyler Bloomquist Urban Plein Air was very successful—it was a high impact project with a small financial footprint and we had great feedback. **Kristin Beck** the total financial footprint was almost 6K. **Dee Brewer** we had great media coverage and front page coverage from the Tribune. It's a really big win for us. **Tyler Bloomquist** Jackson Layton was one of the artists who got highlighted on Park City TV and he did a plug about the program. We sold 8 pieces at the show. We could develop this and maybe pass it to another community partner. The video we used in the presentation was created by Twig Media the same media we had for the 200 west underpass. We are going through budget stuff is the only update for Paint by Numbers and we need to get a sealant on before winter. Again, nothing has happened to it and everyone is really respectful of it. **Dee Brewer** the Salt Palace is looking at that now as a programmable location. **Tyler Bloomquist** We were a community partner with AIGA for Design Week, which was started 5 years ago, we were there for the commencement. Our involvement was supplementary with the box truck; basically what we did was something similar to the community mural we used the box truck to do a community collage with Mayor Biskupski putting up the first few pieces. Unfortunately due to the weather and rain, there wasn't much we could do. We have two fresh panels leftover for the box truck that needs to be activated before it gets cold, so we will be thinking what we

can do with it. **Kristin Beck** the Busker Fest was an Art Council organized event—we donated some staff time and it was a great success. It introduced a lot of ideas and ways to interact with artists. **Tyler Bloomquist** we are going to do the second round of installations for the kiosks. It brings more visibility and attention to the kiosk, which helps with promotion for legacy organizations. It brings eyes to the art and hopefully the audience will see what is going on downtown, updating these all the time will be beneficial.

Promotion Report

Ryan Mack This is a year to date update, we had over 4 million impressions with a total of 3,904 ad clicks, keywords are when they search us with 1,644 clicks, retargeting ads has 94 clicks and a geo-targeting with 386 clicks. **Lia Summers** it's a great tool to have and be able to show that we have this tool to draw a line and create a custom geo-targeting. **Ryan Mack** we are doing something similar with social. On the website from year to date we have 12,050 visits and average time spent is 1:11 but we will be including some newer additions to the website, we're adding videos and an interactive map with four layers, which hopefully will engaged the audiences to stay on the website longer. We are pushing for the maps to be on the front page to engage the user. **Dee Brewer** just a callout for the video that is running on the website, I think it captures a nice broad spectrum of what is happening downtown. **Virginia Gowski** the website looks great and the video looks cool—I think it makes us look like a cool city. **Ryan Mack** another thing we are doing is scheduling social media takeovers.

Budget Report—Finance Subcommittee

The committee reviewed the documents that The Blocks provided. **David Gee** the detail finance report and summary does not match up: personnel expense is \$236, 440.88 but on the summary sheet it says \$288, 350.00. There are some deviations between the two sheets. **Dee Brewer** we will dive into these and get this number right and get them back to you. **David Gee** as we switch to a quarterly budget should this run July '17-July '19 so it shows how much funds we have left? **Dee Brewer** I propose we meet again in November and in January and then meet on a quarterly basis where we will review these. That will allow us to discuss in-depth. But we will figure it out when we start meeting on a quarterly basis. **David Gee** if we get to June 30th and we have a 300K surplus but we have programs planned ahead, we don't need to spend that money right away? **Lia Summers** the City and County finance will be glad to hear that we are planning ahead but we do not need to spend the money right away. **David Gee** the ideal planning would be April after Q1. **Lia Summers** do you envision having the sub-committees meet regularly or just before the quarterly meetings? **Dee Brewer** if we can get it button down a week before the quarterly meeting that would be ideal, but we can meet as a group more frequently if they would like. The next focus for staff is planning for 2019 and that's why we sent out the 2019 priority list for you to indicate your preference and what you feel is more important. **Virginia Gowski** just to bring us back to the budget report, do we have an action item here? **Dee Brewer** there are the two invoices to the City and County that the committee needs to approve. I did make some adjustments since this was sent out. **David Gee** as of mid-September there's a 84K surplus and you are invoicing 76K. We need to close out interim monthly at the end of the month and not mid-month and we need a final quarterly and financial summary, we need to see something that is consistent. **Virginia Gowski** it's hard to approve the invoices because we need some processing time. But if we can say we closed out and our projections

then we know what to approve for the next invoices. We are much closer to where we would like to be. I don't think we are in a position to approve the invoice though. **David Gee** subject to the understanding that we need to get on a quarterly system and recognizing that we are on a system that ends on January 31st, at some point we have to adjust for any surplus cash that we have given you and that it will be effectively deducted from some future allocation, I don't have a problem advancing this money. But the staff needs to decide when it's an appropriate time to adjust—that's a motion. **Lia Summers** there are also things that were already approved for; we could think about what we have waiting that could transition into cold weather easily. I just want to make sure we are on track and ready for the Council approval when that time comes. **Eric Egenolf** it will be a good case to finish things by the end of December and start in January with a road map. **Lia Summers** the Council just need a high level report of this is what we did and why we didn't spend this but that is a good approach **Virginia Gowski** what is our best plan now? Do we want to review this now or wait? **Dee Brewer** I say lets approve these invoices, we have to reconcile and go back when we make the changes on December 31st if we make some change or anything other we will let the committee know how, why and when. **Virginia Gowski** is it better to clear this out of the City and County expense; do we need to get permission? **Sarah Pearce** this money has already been approved, so we already got the permission. **Virginia Gowski** if we already have permission, we might as well approve then. Let's go back to David's motion and approve these invoices with the agreement that we will be over the next several months looking at the reconciliation and tweaking quarterly accounting system. **David Gee** to expand I would like to get a program to date budget closed out on December 31st and then we will make any adjustment for an overpayment out of the next quarter disbursement. **Eric Egenolf** seconded the motion. The motion was unanimously approved.

Virginia Gowski with no further business to discuss, we will adjourn. **Virginia Gowski** made a motion to adjourn and **Eric Egenolf** seconded the motion. The motion was approved unanimously and the meeting was adjourned at **10:34 a.m.**

 11/20/18
Virginia Gowski, CCBC Chair