



## ADVISORY BOARD MEETING MINUTES - APPROVED

Thursday, January 10, 2019 11:30am  
*Capitol Theatre Rooftop Lounge*

### Attendees

- **Board Members:** Catherine Lake (Chair), Bing Fang (Vice Chair,) David Barber, Erik Christiansen, Maria Chumbita-Garcia, Elle Griffin, Annastasia Kaessner, Lisa Olken (on phone), Daphne Williams, Gordon Wolf
- **Staff Members and Guests:** Sarah Pearce, Melinda Cavallaro, Cami Munk, Jessica Liebrecht, Krystal Cardenas, Brian Van Ausdal (guest)

#### 1. Welcome

**Catherine Lake** welcomed everyone and thanked them for coming.

#### 2. Review of Public Comments

**Catherine Lake** called for any public comments. There were no public comments.

#### 3. Approval of Minutes

**Catherine Lake** asked if there were any requests for changes to the Arts & Culture Advisory Board meeting minutes for December 13, 2018.

**Action Item: David Barber made a motion to approve the December 13, 2018 Advisory Board meeting minutes as they were submitted. Gordon Wolf seconded the motion. All approved.**

#### 4. 2019 Salt Lake County Disclosure Statements

Disclosure statements filled out and notarized.

#### 5. 2019 Meeting Plan and Suggested Committees

Sarah Pearce spoke about upcoming meeting topics. Ideas are:

- Cultural Core Program Presentation – this is a program in partnership with the downtown alliance.
- Updates on Mid Valley
- Open Meeting Training
- Innovation Fund – This will include forming a committee.
- Strategic Planning and budget presentation
- Cultural Facility Master Plan update

#### 6. Preservation Fee Increase Communications Plan and Discussion

**Cami Munk, Communications Manager**, spoke about the Preservation Fund and its past and future projects. The fund was implemented in 2008 to provide dedicated funds for capital equipment and projects for the preservation of Capitol Theatre,



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Abravanel Hall, and Rose Wagner Performing Arts Center. (see attachment for fee rates, revenues, and projects.)

7. Marketing Update – New branding, New website  
**Jessica Liebrecht, Marketing Manager**, presented the new branding and future website for Arts & Culture. It has a very cohesive look for the division and each venue. The website will have new features and they hope to have a soft launch the 1<sup>st</sup> week of February.  
  
The test site will be sent to Advisory Board members for feedback.
8. Capitol Theatre Seat Campaign Update  
**Sarah Pearce** reported that Arts & Culture is having regular meetings with Ballet West and Utah Symphony & Opera. The basic structure is working, however sales aren't as robust as we hoped. As of 1/10/19, 80 seats were sold.  
  
Prices range is \$100 to \$5,000 depending on the location.  
  
Suggested to check on corporate outreach.
9. Innovation Fund Discussion  
**Sarah Pearce** reported that 1/3 of the funds from the seat campaign will go to the County to create an Innovation Fund. It is hoped that the fund will inspire arts organizations to create new programming at the Capitol Theatre.  
We would like to create a sub-committee to work on the details of the Innovation Fund applications and requirements. Sarah asked if there were volunteers who wanted to serve:  
  
Maria Chumbita-Garcia – Yes  
Daphne Williams – Yes  
Anna Kaessner - Maybe
10. **Catherine Lake** motioned to adjourn the meeting at 12:36 pm.

Next Meeting: **March 28, 2019, 11:30am – Rose Wagner**