



Syracuse City Arts Council

Meeting Agenda

September 9, 2020

Public meeting held electronically in accordance with Executive Order 2020-57
Extending the Utah COVID-19 Level of Restriction. No physical meeting location
will be available.

Join Zoom Meeting

<https://us02web.zoom.us/j/9771610462?pwd=RjBWNGIKTE1yTm1Ka3E3cDNBeWxydz09>

Meeting ID: 977 161 0462

1. Opening Business

- a. Call to Order
- b. Adoption of September 9, 2020 Agenda
- c. Review and Adoption of August 5, 2020 Minutes

2. Public Comment

This is an opportunity to address the Council regarding your concerns or ideas. Please limit your comments to three minutes.

3. Bylaws and Procedure discussion and possible vote to forward recommendations to Syracuse City Council.

- a. Update from bylaws committee
- b. Responsibilities and authority of each board position

4. Discuss and plan ways to obtain public input

5. Social Media Outreach with Ashlee Fawcett

- a. Expectations, responsibilities and authority
- b. Presentation, discussion and approval of social media calendar
- c. Discussion and vote on Virtual Costume Contest

6. Discussion and vote on FY 2021 budget

7. Nomination and vote on yearly Council Officer Positions (Chair, Secretary, and Treasurer)

8. Discussion and vote on committee chair assignments and open positions

9. Committee Reports

- | | |
|---|---|
| ~ Tara Wilson, Chair/Sponsorships | ~ Russ Lynch, Publicity Committee Chair |
| ~ Kresta Robinson, Vice-Chair | ~ Sheila Worley, Fundraising Committee Chair |
| ~ Dave Maughan, City Liaison | ~ LeAnna Hamblin, Theater Committee Chair |
| ~ Libby Fawcett, Treasurer | ~ Brie Corrington, Junior Theater Committee Chair |
| ~ Cindy Hellewell, Secretary | ~ Candice Dallin, Grants Chair |
| ~ Christopher Weaver, Orchestra Committee Chair | |

10. Future Agenda Items

11. Adjournment

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In compliance with the Americans Disabilities Act, persons needing auxiliary communicative aids and services for this meeting should contact the City Offices at 801-825-1477 at least 48 hours in advance of the meeting.

#### CERTIFICATE OF POSTING

On September 7, 2020 this agenda was provided to the Standard Examiner and submitted to Syracuse City for posting on the Syracuse City Hall Notice Board and for publishing on the Syracuse City website, at <http://www.syracuseut.com>, and on the State Public Notice website, at <http://www.utah.gov/pmn/indix.html>. A copy was also submitted to the website manager for publishing on the Syracuse City Arts Council website, at <http://www.syracuseutaharts.org/about-us/council-minutes>.

Cindy Hellewell, Syracuse City Arts Council Secretary

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## Social Media Representative for SCAC

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**Ashlee Fawcett** <fawcett.ashlee.n@gmail.com>

Wed, Aug 5, 2020 at 1:24 PM

To: tara@syracuseutaharts.org, taracjulien@gmail.com

(I was planning on coming to the arts council meeting tonight and proposing this as a walk-in but I ended up having to work!)

Dear Syracuse City Arts Council (Director),

My name is Ashlee Fawcett, and I would like to propose a way that I could help the Arts Council. I would like to volunteer myself to be the Arts Council's social media representative. For the past two years while I've been away for school, I was really sad that I couldn't be involved because I lived so far away. A couple of weeks ago this idea just popped into my head as the perfect way for me to stay involved with the Syracuse City Arts Council while still living in Provo. I would also consider it as an internship of sorts, because doing something like this would give me real life experience that will help me out with my career after I graduate from college.

I know that right now as an Arts Council, the future is pretty uncertain, and definitely difficult—at least, I feel that way as I think about my future as a theatre student. I have some ideas of ways that we can stay connected with people and continue to serve them and bring the arts to the community, even during this time of uncertainty. After all, the Arts Council exists to serve and bring joy to the people of Syracuse City.

The first thing we need to do is revive the Instagram account. Facebook is a great way to have interactions with the community, but the Arts Council could have a further and more inclusive reach if there was an Arts Council presence on both of those platforms. I've done some research on the social media algorithms and digital marketing strategies, and I would love to tackle the challenge of expanding our reach in the online community.

One thing that the Arts Council could probably use more of is data. Of course, I am not involved in council meetings, so I'm sure there's plenty of data that I am not privy to. However, the best way to know how to serve the community is simply by asking them! A poll doesn't necessarily have to be long or burdensome or have a lot of questions—how about just a quick vote on a Facebook or Instagram story?? It takes a couple of seconds, and gives helpful feedback for the Arts Council. I would also love to hear from the community what exactly they love about the arts, and what makes them want to be involved in the arts. That kind of information could help the Arts Council tailor its events to the interests of the community and get more people to participate!

Especially due to fall events being postponed, it is very important to keep people engaged online during these next couple of months and give them something to be involved in. A fun idea I had is to have a costume contest for Halloween!! It could be completely online, people would send in their pictures, and either the Arts Council could choose winners, or you could do it purely by popular vote on the social media platforms. I think this would be a great way to include people who don't usually participate in Arts Council events, because everyone loves dressing up for Halloween! Also, most people are really unsure of what this Halloween is going to look like, with COVID-19 still affecting all of our lives. A community costume contest would be great for community morale and could introduce a more diverse group of people to the Syracuse City Arts Council.

I would also advertise for upcoming shows and events, when we are able to have them again. One digital marketing strategy that I would like to employ is mixing up the kinds of content that we post as advertisements. Not only flyers and pictures, but also sneak peek videos and little snippets on the social media stories to get people excited for the upcoming event!!

I realize that most of my ideas are for the theatre aspect of the Arts Council, as that is the area that I have been most involved with. However, I would love to get feedback and ideas for choir, band, orchestra, and theatre, from the very capable and creative members of the Arts Council!

I have many more ideas that I'd be happy to share and discuss, and I would love to explain them more in depth if I am given this opportunity. I am volunteering my time and efforts, and I promise I will put in both time and effort if you give me this responsibility. My goals with this project are to increase the Arts Council's exposure in the community, lighten the heavy load of marketing for Council board members, and gain relevant experience in the field of my future career. I look forward to having an opportunity to better serve the citizens of Syracuse!

Thank you for your consideration,  
Ashlee Fawcett

| KEY           | Weekly Posting Schedule                                  |      |                                                                  |                                                                                                          |                                                            |                                                                            |       |
|---------------|----------------------------------------------------------|------|------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------|----------------------------------------------------------------------------|-------|
| no post       |                                                          |      |                                                                  |                                                                                                          |                                                            |                                                                            |       |
| post on feed  | MON                                                      | TUES | WED                                                              | THURS                                                                                                    | FRI                                                        | SAT                                                                        | SUN   |
| post on story | 9/7                                                      | 9/8  | 9/9                                                              | 9/10                                                                                                     | 9/11                                                       | 9/12                                                                       | 9/13  |
| live video    |                                                          |      |                                                                  |                                                                                                          |                                                            |                                                                            |       |
|               |                                                          |      |                                                                  |                                                                                                          |                                                            |                                                                            |       |
|               | Happy Labor Day? How is everyone celebrating Labor Day?? |      | SEPTEMBER BOARD MEETING                                          | Throwback Thursday                                                                                       |                                                            | Accepting letters of interest for board members, visit website for details |       |
|               | MON                                                      | TUES | WED                                                              | THURS                                                                                                    | FRI                                                        | SAT                                                                        | SUN   |
|               | 9/14                                                     | 9/15 | 9/16                                                             | 9/17                                                                                                     | 9/18                                                       | 9/19                                                                       | 9/20  |
|               |                                                          |      |                                                                  |                                                                                                          | FAQ Friday                                                 |                                                                            |       |
|               |                                                          |      |                                                                  | (share post on story)                                                                                    |                                                            |                                                                            |       |
|               | Video of some kind                                       |      |                                                                  |                                                                                                          | Board members - reminder about open positions              | Post involving a question for the followers, community, etc.               |       |
|               | MON                                                      | TUES | WED                                                              | THURS                                                                                                    | FRI                                                        | SAT                                                                        | SUN   |
|               | 9/21                                                     | 9/22 | 9/23                                                             | 9/24                                                                                                     | 9/25                                                       | 9/26                                                                       | 9/27  |
|               |                                                          |      |                                                                  |                                                                                                          |                                                            |                                                                            |       |
|               |                                                          |      |                                                                  | (share post on story)                                                                                    |                                                            |                                                                            |       |
|               |                                                          |      | Stay tuned for an exciting announcement tomorrow!                | Announce Costume contest! (There will be an 'event' created just so all the information is in one place) |                                                            | Video about cool halloween makeup look?                                    |       |
|               | MON                                                      | TUES | WED                                                              | THURS                                                                                                    | FRI                                                        | SAT                                                                        | SUN   |
|               | 9/28                                                     | 9/29 | 9/30                                                             | 10/1                                                                                                     | 10/2                                                       | 10/3                                                                       | 10/4  |
|               |                                                          |      |                                                                  |                                                                                                          | FAQ Friday                                                 |                                                                            |       |
|               |                                                          |      |                                                                  |                                                                                                          |                                                            |                                                                            |       |
|               |                                                          |      | Fun polls on story--are you going to dress up scary or fun? etc. | Something about it being October! (Halloween time :))                                                    | do FAQs on story but post on feed so people know its there |                                                                            |       |
|               | MON                                                      | TUES | WED                                                              | THURS                                                                                                    | FRI                                                        | SAT                                                                        | SUN   |
|               | 10/5                                                     | 10/6 | 10/7                                                             | 10/8                                                                                                     | 10/9                                                       | 10/10                                                                      | 10/11 |
|               |                                                          |      |                                                                  |                                                                                                          |                                                            |                                                                            |       |
|               |                                                          |      |                                                                  |                                                                                                          |                                                            |                                                                            |       |
|               | Post reminder about costume contest                      |      | OCTOBER BOARD MEETING                                            | throwback thursday ("What was your favorite costume you've ever worn? Drop a pic)                        |                                                            |                                                                            |       |

Hello wonderful board members! A couple of things about this schedule—I know it’s not completely filled out, and that’s mostly because I am eagerly awaiting the board meeting in order to get more feedback and guidance so I can better plan what kinds of things to post. That being said, this is just a general idea of the kinds of things I plan on posting. Another thing I want to mention is the “costume contest” that is on the schedule. I know that it hasn’t been discussed yet, but I believe it will be discussed at the board meeting on September 2<sup>nd</sup>. I thought it would be best to fill out this schedule as if said costume contest is happening, because there would need to be a lot of advertising and social media work for something like that! I’m very excited to be able to hear from all of you!

~Ashlee Worley Fawcett

Some things I would love input and ideas about!!

- I would love to switch up the kind of content that the page is posting, especially posting more videos and even having live videos! Please help me brainstorm some good ideas for live videos or pre-recorded ones :) (live videos are really good for keeping people engaged and allowing them to ‘participate’ in an event! Comment, react live, etc)
- I would also love to feature more content focused on band/choir/orchestra! Most of my experience is with theatre, so I have lots of ideas about it, but I really want to spread the love and highlight all aspects of the SCAC!
- Conversation starters—the SCAC social media pages should be a place for people to feel like they can connect and discuss with others! (I’ll explain more about this on Wednesday) Also, posts that start ‘conversations’ (aka get interactions) get boosted by the algorithms and then more people can see them, which will increase the SCAC’s reach in the (online) community!
- What does the board want to hear from the community? There are ways to get input from the community in a more lowkey way than a formal survey! (ex: comments on a post, polls, voting on a story) These kinds of things keep it fun for the followers to respond and still gives the arts council valuable information!



**Purpose:** Encourage visitors to our Facebook page and Website  
 Keep people engaged and stay relevant while we aren't doing events  
 Boost morale during times of uncertainty  
 Fun

**When:** Announce on: 9/24  
 Deadline to enter:  
 Voting:  
 Winners announced:

| Categories:           | Cash prize |                         | Cash prize |
|-----------------------|------------|-------------------------|------------|
| Individual: 0-5       | \$25       | Couples: any 2 people   | \$50       |
| Individual: 6-17      | \$25       | Group/Family: 3 or more | \$100      |
| Individual: 18 and up | \$25       | Pet                     | \$25       |

**Cost:** \$250 - to be covered by event sponsor (Econ Mortgage?)  
 Free for contestants

**Sign-up** Submit a form through our website

**Voting:** Pictures will be posted on Facebook, but they will vote through the website  
 \*Can ask for donations on form

**Rules:** SCAC board members and immediate family are not eligible  
 No inappropriate costumes

**FY2020 Totals**

|                        | <b>Revenue</b>      | <b>Expenses</b>     | <b>Net</b>          |
|------------------------|---------------------|---------------------|---------------------|
| <b>Summer Musical</b>  | \$ -                | \$ <b>4,404.94</b>  | \$ (4,404.94)       |
| <b>Mid-season show</b> | \$ -                | \$ -                | \$ -                |
| <b>Jr. Theater</b>     | \$ 13,545.47        | \$ 7,606.68         | \$ 5,938.79         |
| <b>Summer Camp</b>     | \$ -                | \$ -                |                     |
| <b>Orchestra</b>       | \$ -                | \$ 1,585.30         | \$ (1,585.30)       |
| <b>Choir</b>           | \$ -                | \$ 938.13           | \$ (938.13)         |
| <b>Jazz Band</b>       | \$ -                | \$ -                | \$ -                |
| <b>Operations</b>      | \$ -                | \$ 552.25           | \$ (552.25)         |
| <b>Storage</b>         | \$ -                | \$ 900.00           | \$ (900.00)         |
| <b>Fundraisers</b>     | \$ 1,985.00         | \$ 2,273.22         | \$ (288.22)         |
| <b>Equipment</b>       | \$ -                | \$ 1,804.19         | \$ (1,804.19)       |
| <b>Donations</b>       | \$ 213.22           | \$ -                | \$ 213.22           |
| <b>Sponsorships</b>    | \$ 650.00           | \$ -                | \$ 650.00           |
| <b>Grants</b>          | \$ 14,100.00        | \$ -                | \$ 14,100.00        |
| <b>Syracuse City</b>   | \$ 3,000.00         | \$ -                | \$ 3,000.00         |
|                        | <b>\$ 33,493.69</b> | <b>\$ 20,064.71</b> | <b>\$ 13,428.98</b> |

**FY2021 Proposed Budget**

|                        | <b>Expenses</b>     | <b>Revenue</b>      | <b>Net</b>         |
|------------------------|---------------------|---------------------|--------------------|
| <b>Summer Musical</b>  | \$ 14,000.00        | \$ 14,000.00        | \$ -               |
| <b>Mid-season show</b> | \$ 6,000.00         | \$ 6,000.00         | \$ -               |
| <b>Jr. Theater</b>     | \$ 7,500.00         | \$ 10,000.00        | \$ 2,500.00        |
| <b>Summer Camp</b>     | \$ 750.00           | \$ 2,000.00         | \$ 1,250.00        |
| <b>Orchestra</b>       | \$ 1,500.00         | \$ -                | \$ (1,500.00)      |
| <b>Choir</b>           | \$ -                | \$ -                | \$ -               |
| <b>Jazz Band</b>       | \$ -                | \$ -                | \$ -               |
| <b>Operations</b>      | \$ 1,000.00         | \$ -                | \$ (1,000.00)      |
| <b>Storage</b>         | \$ 1,500.00         | \$ -                | \$ (1,500.00)      |
| <b>Fundraisers</b>     | \$ 3,000.00         | \$ 4,000.00         | \$ 1,000.00        |
| <b>Equipment</b>       | \$ 10,000.00        | \$ -                | \$ (10,000.00)     |
| <b>Donations</b>       | \$ -                | \$ 250.00           | \$ 250.00          |
| <b>Sponsorships</b>    | \$ -                | \$ 1,500.00         | \$ 1,500.00        |
| <b>Grants</b>          | \$ -                | \$ 10,000.00        | \$ 10,000.00       |
| <b>Syracuse City</b>   | \$ -                | \$ 3,000.00         | \$ 3,000.00        |
|                        | <b>\$ 45,250.00</b> | <b>\$ 50,750.00</b> | <b>\$ 5,500.00</b> |

### SCAC FY2020 Budget

| Expenses           | Budget                 | Actual              |
|--------------------|------------------------|---------------------|
| Summer Musical     | \$ 16,000.00           | \$ 4,404.94         |
| Mid-season show    | \$ -                   | \$ -                |
| Junior Musical     | \$ 7,500.00            | \$ 7,606.68         |
| Summer Camp        | \$ -                   | \$ -                |
| Orchestra          | \$ 3,500.00            | \$ 1,585.30         |
| Choir              | \$ 1,000.00            | \$ 938.13           |
| Jazz Band          | \$ 500.00              | \$ -                |
| Fundraising        | \$ 4,500.00            | \$ 2,273.22         |
| Operating Expenses | \$ 1,000.00            | \$ 552.25           |
| Storage            | \$ 900.00              | \$ 900.00           |
| Equipment*         | \$ 10,000.00           | \$ 1,804.19         |
| <b>Expenses</b>    | <b>\$ 44,900.00</b>    | <b>\$ 20,064.71</b> |
|                    | *dependent upon grants |                     |
| Revenue            |                        |                     |
| Summer Musical     | \$ 14,000.00           | \$ -                |
| Mid-season show    | \$ -                   | \$ -                |
| Junior Musical     | \$ 7,500.00            | \$ 13,545.47        |
| Summer Camp        | \$ 2,000.00            | \$ -                |
| Fundraisers        | \$ 10,000.00           | \$ 1,985.00         |
| Donations          | \$ 250.00              | \$ 213.22           |
| Sponsorships       | \$ 1,500.00            | \$ 650.00           |
| Grants             | \$ 9,000.00            | \$ 14,100.00        |
| Syracuse City      | \$ 3,000.00            | \$ 3,000.00         |
| <b>Revenue</b>     | <b>\$ 47,250.00</b>    | <b>\$ 33,493.69</b> |
|                    |                        |                     |
| <b>Net Revenue</b> | <b>\$ 2,350.00</b>     | <b>\$ 13,428.98</b> |

### FY2021 Proposed Budget

| Expenses           | Expenses            | Notes                                 |
|--------------------|---------------------|---------------------------------------|
| Summer Musical     | \$ 14,000.00        | Big Fish                              |
| Mid-season show    | \$ 6,000.00         |                                       |
| Junior Musical     | \$ 7,500.00         | Matilda Jr                            |
| Summer Camp        | \$ 750.00           |                                       |
| Orchestra          | \$ 1,500.00         | 2 concerts                            |
| Choir              | \$ -                | Use existing music for Spring concert |
| Jazz Band          | \$ -                |                                       |
| Fundraising        | \$ 3,000.00         | Big Band Dinner Dance                 |
| Operating Expenses | \$ 1,000.00         |                                       |
| Storage            | \$ 1,500.00         | \$600 for organizing museum           |
| Equipment*         | \$ 10,000.00        | Timpani                               |
| <b>Expenses</b>    | <b>\$ 45,250.00</b> |                                       |
|                    |                     |                                       |
| Revenue            | Revenue             |                                       |
| Summer Musical     | \$ 14,000.00        | Big Fish                              |
| Mid-season show    | \$ 6,000.00         |                                       |
| Junior Musical     | \$ 10,000.00        | Matilda Jr                            |
| Summer Camp        | \$ 2,000.00         |                                       |
| Fundraisers        | \$ 4,000.00         | Big Band Dinner Dance                 |
| Donations          | \$ 250.00           | Donation box at events                |
| Sponsorships       | \$ 1,500.00         |                                       |
| Grants             | \$ 10,000.00        | UAM \$3500, Walmart and Pacificorp    |
| Syracuse City      | \$ 3,000.00         | FY2021 approved                       |
| <b>Revenue</b>     | <b>\$ 50,750.00</b> |                                       |
|                    |                     |                                       |
| <b>Net Revenue</b> | <b>\$ 5,500.00</b>  |                                       |



## Syracuse City Arts Council Sponsorship Levels 2021 Season

| Benefit                                    | Presenting<br>\$1000+ | Diamond<br>\$750-\$999 | Platinum<br>\$500-\$749 | Gold<br>\$350-\$499 | Silver<br>\$250-\$349 | Bronze<br>\$100-\$249 | Friend<br>\$50-99 |
|--------------------------------------------|-----------------------|------------------------|-------------------------|---------------------|-----------------------|-----------------------|-------------------|
| Name/Logo on Event programs                | Logo                  | Logo                   | Logo                    | Logo                | Name                  | Name                  | Name              |
| Thanks on Facebook & City Magazine         | ✓                     | ✓                      | ✓                       | ✓                   | ✓                     | ✓                     | ✓                 |
| Name/Logo on Website- 1 year               | Logo                  | Logo                   | Logo                    | Logo                | Name                  | Name                  | Name              |
| Comp tickets to the musical of your choice | 20                    | 15                     | 10                      | 8                   | 6                     | 4                     | 2                 |
| Ad in Summer Musical playbill              | Full page             | 3/4 page               | ½ page                  | ¼ page              | 1/8 page              | -                     | -                 |
| Facebook Ad/Post on our page per year      | 4                     | 3                      | 3                       | 2                   | 2                     |                       |                   |

**\*Cash donations are greatly appreciated and allow us to allocate the funds wherever they are needed.**

**\*In-Kind Donations are also welcome.** Gift cards/certificates, merchandise, gift baskets or other items may be used for silent auctions, raffle prizes, thank you gifts, or events. Services such as photography, videography, printing services, etc. In-kind donations are given 50% of their value to determine sponsorship level received. A \$200 gift card donation qualifies for the \$100 Bronze sponsorship level.

### 2021 Sponsorship and Donation Form

**Business Name:** \_\_\_\_\_ **Contact Name:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**\*Cash Donation:** We accept Venmo, PayPal, cash, or check. **Amount:** \$ \_\_\_\_\_

**\*In Kind Donation:** \_\_\_\_\_ **Value:** \$ \_\_\_\_\_

(Description) \_\_\_\_\_

**50% of in-kind donation value used in determining Sponsorship Level:** \$ \_\_\_\_\_

**Total Donation Value Used for Sponsorship Level:** \$ \_\_\_\_\_

**\*Playbill Ad for Summer Musical:** Advertise in our professional summer musical playbill.

|                 |                                 |                   |                                    |
|-----------------|---------------------------------|-------------------|------------------------------------|
| Full page \$150 | Dimensions 5" wide by 8" tall   | ¼ page Vert \$70  | Dimensions 2.4" wide by 3.9" tall  |
| ¾ page \$120    | Dimensions 5" wide by 6" tall   | ¼ page Horiz \$70 | Dimensions 5" wide by 1.8" tall    |
| ½ page \$95     | Dimensions 5" wide by 3.9" tall | 1/8 page \$40     | Dimensions 2.4" wide by 1.95" tall |

**Page Size:** \_\_\_\_\_ **Amount:** \$ \_\_\_\_\_

**Total Amount due:** \$ \_\_\_\_\_

Please email this form and business logo to Tara Wilson at [tara@syracuseutaharts.org](mailto:tara@syracuseutaharts.org). Call Tara at 801-510-5347 if you have any questions or to make payment arrangements. We look forward to hearing from you!