Salt Lake City Arts Council
Board Meeting Minutes
August 24, 2022
54 Finch Lane, Salt Lake City, Utah
WebEx Online

Present:
Kathy Davis
Annie Dayton
Josanne Glass
Thomas Kessinger
Sarah Longoria
Torle Nenbee
Cale Newhouse
Katherine Potter
Susan Rickman
Richard Taylor

Not Present:
Sonali Loomba

Excused:
Andrea Ashdown
Matthew Castillo
Erika Hill

Staff:
Felicia Baca
Dawn Borchardt
Susan Campbell
Lorena Riffo Jenson
Todd Anderson (ARPA Project Coordinator)
Cathie Rigby (Program Manager)
Sylvia Davis (SLC Council Staff)

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I. Call to Order and Welcome Guests

Ms. Susan Rickman, Chair of the Board, called the meeting to order at 5:31pm. Guests Sylvia Richards, Lorena Riffo Jenson were present online.

II. Recognition of Board Members

A. Ms. Felicia Baca announced that two board members, Ms. Annie Dayton and Mr. Matthew Castillo, would be leaving soon because their terms were up. She said, “We’re going to miss you so much. I’m going to squeeze every bit of time out of

you as possible. Thank you for everything." Former board member Ms. Ayanna Allen has moved out of Salt Lake City boundaries, so she will also no longer be on the board. Ms. Baca explained that all of them will be receiving small treats, as tokens of appreciation for their service.

III. Approval of Board Meeting Minutes - July 2022

Ms. Kathy Davis motioned to approve the July 2022 meeting minutes and Ms. Dayton seconded the motion. The motion was approved unanimously.

IV. Management

A. Program/Administrative Updates

1. Staff member Ms. Dawn Borchardt presented the Living Traditions Festival 2022 recap, starting out with a short video highlighting the performers, vendors, and craftspeople who were a part of the festival. The clips showcased the talented locals, colorful costumes and the attendees' enjoyment. Everyone present at the meeting clapped at the conclusion of the video. Ms. Borchardt let everyone know some statistics from the event, and was especially excited about the attendance numbers, which was estimated to be around 20,000, but 33,698 people were actually in attendance. This was attributed to broader, bi-lingual marketing efforts, and the excellent weather during the days of the event. Around 2,500 school kids were present for the "School Day" portion of the festival. 1,500 were scheduled to participate, and 1,000 arrived unannounced. This allowed for a broader range of age-groups to attend, and from more west side and statewide schools than in past years. There were 200 volunteers present at the festival, led by Volunteer Coordinator Ms. Daela Taeoalii-Tipton, who is continuing as Volunteer Coordinator, and who is keeping the list of volunteers active for other opportunities that the Arts Council might have throughout the year. Ms. Josanne Glass mentioned that perhaps some of those volunteers might be good candidates to fill the open Board positions. The event came in under budget, partly because of the beverage sales, of which the Arts Council receives a percentage of the revenue. Ms. Dayton mentioned that she was a volunteer at this event, and said that Ms. Taeoalii-Tipton did a wonderful job as coordinator.
2. Ms. Borchardt and Ms. Baca gave a recap of the 2022 Busker Fest, contracted out to Primrose Productions, which was held on June 24th and 25th at Main St., Regent St. and Gallivan Ave. in Salt Lake City. There were 96 artists busking and around 8,000 people in attendance, which was about a 50% decrease from last year. They attributed this drop in attendance to the fact that the City of Salt Lake canceled the Open Streets event due to protests/marches that occurred because of the Supreme Court's decision to overturn Roe v. Wade on the first day of the festival. Ms. Sarah Longoria mentioned that the event was also held on the same dates as the Utah Arts Festival and wondered if that could have contributed to low attendance. Ms. Baca mentioned that "we're at a point

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in the size of our community that events are going to start overlapping." Ms. Susan Rickman said that "maybe there could be a benefit to that [overlap in] timing in the future." It was explained that artists could receive busking permits for $35, along with information about busking, from Salt Lake City's Community and Neighborhoods Division.

3. Acoustic Stroll was another aspect of the Busker Fest event, also run by Primrose Productions, and it took place on May 12th and 29th along the Jordan River Parkway. 19 artists performed, and around 800 people attended, whether by chance, or intentionally. Ms. Baca said that it "really draws a neighborhood community." Ms. Dayton stated that she really appreciated that the event takes place in Districts 1 and 2, and that she hopes the event will continue to grow and be well advertised so many more people can enjoy it.
4. Mondays in the Park is an event that will happen for two more Mondays. Ms. Borchardt believed that the attendance average was about 200 per night, and Ms. Baca mentioned that the production quality has increased greatly since last year's events. The organization has engaged some of the same volunteers who helped at the Living Traditions Festival.
5. Busking in the Ballpark is another program that the Arts Council will be playing a role in. The event will take place on Kensington Street and will be presented by RoHa Brewery.
6. The Salt Lake Arts Council will also play a role in the NBA All-Star Weekend, events taking place in Salt Lake City February 17-19, 2023. Ms. Roberta Reichgelt, the Director of Business Development for the Salt Lake City Department of Economic Development will be working on this project and it will most likely enlist local artists to contribute.
7. Ms. Baca asked board members that the new Financial Policies and Procedures be adopted, after everyone was given the document to review. Ms. Dayton mentioned that there could perhaps be something added, in the future, to the document that allows for donations of cryptocurrency to be accepted by the Salt Lake Arts Council. Ms. Katherine Potter made a motion to adopt the Financial Policies and Procedures. Ms. Dayton seconded the motion, and it was approved unanimously.
8. The Salt Lake Arts Council has two new employees, Todd Orberndorfer, Visual Arts Manager, and Kaitlyn Christie, Marketing Coordinator.

V. Review of Financials

Mr. Cale Newhouse reminded board members that this is the first month of the new fiscal year for the Salt Lake Arts Council. He mentioned that some contributions need to be relocated to the 2021 fiscal year, and that about $800 needs to be added to the benefits line, in expenses, for an employee cell-phone reimbursement.

VI. Board

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A. Ms. Rickman announced that Ms. Baca has finished another important document, the revision of the Board Bylaws. “We’re very proud of these. They went through the Board Governance Committee and we’re just waiting for adoption, “ Ms. Baca stated. Mr. Thomas Kessinger motioned to approve the adoption of the revised bylaws. Ms. Davis seconded the motion. It was approved unanimously. Ms. Rickman said to Ms. Baca, “Congratulations! Way to get that done!”
B. Ms. Campbell presented a report on the decisions made by the Grants Committee for the General Operating Support and Project Support Grants - Round 1. Ms. Rickman thanked the members of the Grants Committee for reviewing all of the grant applications. Ms. Torle Nenbee motioned to approve the disbursement of funds as outlined in the report. Ms. Dayton seconded the motion, and it was approved without opposition.
C. The lease agreement between the City of Salt Lake and the Arts Council has gone through many revisions. There was a public benefit study done, and the Arts Council worked with City attorney Ms. Sara Montoya to finalize it. The lease will allow for the Arts Council to continue using the Art Barn at no cost. Ms. Davis motioned to adopt the lease. Ms. Potter seconded the motion and it was approved unanimously.
D. Due to the end of two board members’ terms, and one board member moving out of boundaries, there are openings for at least three new board members, preferably living in Districts 1, 2 and 4. Ms. Baca said that she would love some help from our current board members to identify potential candidates. Ms. Longoria asked if there were any particular skills that we would like to see in our new board members, and others mentioned that the board could always use people with experience in accounting, and the board could use a little more gender diversity, since it is composed of mostly female members. Ms. Baca said that targeting those specific districts is the most important factor in finding new members.
E. Mr. Todd Anderson and Ms. Cathie Rigby presented updated information about the Community Grant Program, which will be opening September 1st, 2022. Ms. Rigby began by saying, “We always enjoy coming to your Council meetings, because we end up having a lot of great things to put on our calendars.” She and Mr. Anderson explained the different layers of regulation and rules that needed to be followed, in dispersing these federal funds. $2 million is available to small businesses, artists, artisans, creatives and nonprofits. Each can apply for a maximum of $50,000. Those with specific Covid 19 recovery programming can apply for up to $100,000. Applicants will be able to meet one-on-one with either Mr. Anderson, or Ms. Rigby, and they can apply online or in person, in Spanish or English, or using the city’s translation services to apply in other languages. Ms. Baca wanted to commend the team for updating the grant process to make it more accessible, to waiving the requirement of a business license, and adding a member of the Arts Council to its deciding committee (Ms. Longoria). Ms. Baca had a question regarding the necessity of having an EIN to qualify. Ms. Rigby

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clarified that an applicant can also use a Social Security Number, and does not need to have an EIN. Ms. Rigby estimates that there will be at least 800 qualifying applicants, but maybe more likely around 1,000.

VII. Arts Events Discussion

Ms. Davis attended 23 out of 29 events during the Fringe Festival, as well as a Pink Martini concert.

Ms. Baca attended a My Morning Jacket concert.

Ms. Rickman attended a Black Crows concert.

Mr. Thomas Kessinger wanted to remind everyone about Crucial Fest, happening in August at Metro Music Hall.

Ms. Potter let everyone know about the Utah Department of Cultural and Community Engagement Cultural Capital Grants program, opening September 7th, 2022.

VIII. Other Business

No other business was presented to the board. Ms. Dayton motioned to adjourn the meeting, seconded by Ms. Davis. The meeting was adjourned at 7:15pm.

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