



Meeting Minutes

April 2, 2014

Present:

Boardmembers: Chair Jamie Murray
Co-Chair Kresta Robinson
Secretary Judy Merrill
Treasurer Sam Porter
Jared Jensen
Melanie Rollins
Spencer Rollins
Becky Snarr

Excused: Advisor, City Councilmember Karianne Lisonbee
Mariah Bailey
James Hansen

1. Opening Business.

Chairman Jamie Murray called the meeting to order at 8:10 p.m.

JAMIE MURRAY MADE A MOTION TO ADOPT THE APRIL 2, 2014, SYRACUSE CITY ARTS COUNCIL AGENDA AS OUTLINED, SECONDED BY MELANIE ROLLINS; ALL VOTED IN FAVOR.

JAMIE MURRAY MOVED TO ADOPT THE MINUTES OF THE MARCH 5, 2014, MEETING AS WRITTEN. MELANIE ROLLINS SECONDED THE MOTION; ALL VOTED IN FAVOR.

2. 2014 Musical Production Update.

Becky asked when practices could begin. Jamie explained that the Community Center would be available on Saturdays. They could start that upcoming Saturday, but a member of the SCAC Board would need to be present in the building for the duration of each rehearsal. Becky said, if that were the case, she would be sending around a sign-up sheet for Board members to help with those rehearsals.

Becky then reported that the Production Committee was doing well. They held a meeting on the previous Monday to go over their set design and through the entire script. Aaron Pratt recorded and disseminated a list of the desired casting roles and their applicable participation in each scene.

Kresta added that Heather Steed was able to post the signs that day for the upcoming auditions.

3. Musical Production Budget Request.

Jamie explained that Heather Sachs approached her recently with a concern regarding the Theater budget, saying it was too small and needed additional funds. Although Jamie considered their budget adequate, since they had \$2,000 more than any previous musical production, she agreed to bring their request to the Board for consideration.

Becky broke down the Theater's current budget: \$2,500 for the venue rental, \$3,500 for rights to the show, \$225 for costumes, \$100 for props, \$2,000 for set design, \$300 for lighting, \$700 for sound, and \$675 for ticket operations and rehearsal space, since they didn't know how much they would have to pay to use the Community Center due to the City's new policy regarding other potential revenue from the public wanting to rent their space on any given rehearsal day. Jamie recommended just offering to cover the cost of any rental fees imposed by the City so that the Theater Committee could have a set budget with which to work. Melanie agreed with Jamie's suggestion, as did everyone on the Board.

SAM PORTER MADE A MOTION TO USE MONIES FROM THE GENERAL FUND TO PAY FOR ANY BUILDING RENTAL FEES INCURRED FOR REHEARSALS AT THE COMMUNITY CENTER BY THE 2014 PRODUCTION CAST, SECONDED BY BECKY SNARR; ALL VOTED IN FAVOR.

4. Peach Jar Advertising Option.

Jamie explained that, if any of the Board members had children in the Davis School District, they were aware of the District's efforts to go paperless and with the Peach Jar program. Upon researching Peach Jar to advertise for the upcoming auditions and musical production, she was told that the SCAC would have to pay to use the Peach Jar email blasts, because they did not consider the SCAC to be a nonprofit organization due to the admission fees charged to the theater performances. The cheapest option for using Peach Jar was 5 credit fliers for \$20. Each credit equaled one flier to one school. Based on this information, Jamie wanted to know if the Board considered this approach for advertising worthwhile.

Kresta suggested emailing the desired information to the school Principals and asking them to email a blast to the parents of their student body rather than through Peach Jar.

Becky pointed out that Heather Steed intended to ask permission from the high schools to put the audition fliers in the Theater teachers' boxes and to post fliers around the schools in as many places as possible.

Judy added that, after the first few emails from Peach Jar and realizing their purpose as advertising only, rather than applicable information from her child's school, she simply deleted them as they arrived in her mailbox. She believed she was not alone in that decision and did not want to waste the SCAC's funds on such an option if a large percentage of households were not reading those emails.

Spencer disagreed with their assumption that the SCAC was not a nonprofit organization and offered to call Peach Jar and argue the point.

5. 501(c)3 Discussion.

Jamie explained that their membership with Fractured Atlas for access to a 501(c)3 number expired, so she had been looking again at the cost of establishing the SCAC's own 501(c)3 status. She determined the price tag to be approximately \$1,700 and would take a year to acquire, in a best-case scenario, or up to five years, in a worst-case scenario. Since some Board members were unfamiliar with the term, Jamie explained the meaning of a 501(c)3 status and how the Board could apply for a lot more grants and sponsors as well as advertise with Peach Jar at no cost. However, having its own 501(c)3 would require the SCAC to sever ties with the City and purchase separate insurance, etc. The membership fee for Fractured Atlas was \$100 a year. Donors then provided funds to the SCAC through Fractured Atlas, and the Board had to apply for those monies for specific projects/programs and sacrifice 7% of said donations. Therefore, the SCAC needed to receive at least \$100 in donations a year in order to recover that membership fee. James had been making plans to garner donations from his company, Applied Materials, but they had since gone to donating only to 501(c)3s and would not be donating to the SCAC this year. Kohl's changed their donation policy as well so that any potential project had to center around children. If the SCAC wanted donations from them, we needed to focus more on children rather than the community as a whole. Based on this information, Jamie asked if the Board wanted to continue its membership with Fractured Atlas.

JUDY MERRILL MOVED TO PAY THE MEMBERSHIP FEE TO FRACTURED ATLAS. JARED JENSEN SECONDED THE MOTION; ALL VOTED IN FAVOR.

6. How-To Discussion on Sponsorships.

Jamie emailed everyone the Google Doc that listed all the businesses the SCAC had contacted in the past and wanted to still contact but had not done so yet. She asked everyone to contact these sponsors and indicate, on line on this Google Doc, which businesses each Board member would be contacting so that we eliminated any duplication of effort and avoided leaving negative impressions by soliciting the same companies more than once a year. After each contact, she instructed the Board to add their

results to the document on line. If a company agreed to be a sponsor, the Board member needed to provide them the form, located on the SCAC website, to use for sending with their donation. If a business chose to donate a specific item in kind, she asked the applicable Board member to pick it up or contact someone else on the Board to retrieve it.

Sam offered to provide each Board member with the 501(c)3 form to use when contacting sponsors.

Mariah would be acquiring some grants for the Theater Committee from Wal-Mart.

Kresta offered to look on ECIVIS for any available arts grants. She also suggested going after home occupations in the City, to which Judy offered to get the email list from the City Community Development Department or through SBOSS.

Jamie said, if she didn't have to worry about local sponsors, she would have time to go after larger grants.

7. Walk-In Items of Discussion.

Judy asked Kresta for contact information for Pepsi to try and get some donations for concessions this year.

6. Adjournment.

JAMIE MURRAY MADE A MOTION TO ADJOURN AT 9:06 P.M.

Action Items From This Meeting:

Becky Snarr

- Prepare and distribute a sign-up sheet for Board members to help with the musical production rehearsals

Spencer Rollins

- Call Peach Jar and discuss their determination that the SCAC is not a nonprofit organization and report at the next Board meeting

All Board members

- Contact businesses listed on the Google Doc to sponsor the 2014 musical production and record results on line

Sam Porter

- Provide each Board member with the 501(c)3 form for sponsors to use when donating

Kresta Robinson

- Look on ECIVIS for any available arts grants and provide Judy with the contact information for Pepsi

Judy Merrill

- Acquire the contact information from the City or SBOSS for all home occupations in Syracuse and email them a solicitation to become sponsors of the 2014 musical production

Action Items From Previous Meetings:

Spencer Rollins/Jared Jensen

- Propose a committee to chair (Community Relations for Publicity, Sponsorship, Fundraising, or Donations, Theater, or to serve as Treasurer)

James Hansen

- Report on SCAC website/SCAC's page of City's website (Orchestra's page with content/pictures, Sponsors page and sponsorship Information section, Concerts in the Park page, Contact page, Blog page, and Meet Your Volunteers page)

Jamie Murray/Kresta Robinson/James Hansen/Jared Jensen

- Email head shots and bios to Heather Steed

Kresta Robinson

- Report on possibilities of dedicating a City phone extension for the SCAC
- Report on whether SCAC can pay musical production directors