



## Meeting Minutes

May 7, 2014

Present:

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

City Staff Noah Steele

Excused: Advisor, City Councilmember Karianne Lisonbee  
Becky Snarr  
James Hansen

1. Opening Business.

Chairman Jamie Murray called the meeting to order at 8:05 p.m.

JAMIE MURRAY MADE A MOTION TO ADOPT THE MAY 7, 2014, SYRACUSE CITY ARTS COUNCIL AGENDA AS OUTLINED, SECONDED BY MARIAH BAILEY; ALL VOTED IN FAVOR.

JAMIE MURRAY MOVED TO ADOPT THE APRIL 2, 2014, SYRACUSE CITY ARTS COUNCIL MINUTES AS WRITTEN. MARIAH BAILEY SECONDED THE MOTION; ALL VOTED IN FAVOR.

JAMIE MURRAY MADE A MOTION TO ADOPT THE APRIL 22, 2014, SYRACUSE CITY ARTS COUNCIL MINUTES AS WRITTEN, SECONDED BY JARED JENSEN; ALL VOTED IN FAVOR.

2. 2014 Farmers Market.

Noah, the Economic Development Planner, explained that the City would be taking over the Farmers Market again this summer. RC Willey had been hosting it in their parking lot for the last two years and decided not to continue. He and other Syracuse officials recognized the value of this Market to the residents and the City's economic development by attracting citizens into the downtown area and providing exposure and opportunities for local businesses and vendors. However, because of his many other responsibilities, he was hoping to pull this event together with the help of the SCAC and include a strong arts presence to create an environment where people would visit, get to know each other better, and leave with a good experience. He was not looking to reestablish the summer concert series, since he preferred local talent who would be well rehearsed and in need of exposure. He even suggested having just a sound system with pre-recorded music when live performers were not available.

The City planned to hold it just outside the Syracuse museum. Noah distributed a site plan of the Museum and adjacent City properties and explained that they could accommodate up to 119 booths if they were to use the sidewalk in Centennial Park as well as the Museum parking lot. This would provide some grass, trees, cooler temperatures, power, and an area for a stage. This arrangement also provided a nearby Wells Fargo ATM and restroom facilities in the Museum, which would also increase visibility for the Museum and its education on the City's agriculture, which supported the purpose of these Farmers Markets. He was still trying to tie down the dates for the Farmers Market but was fairly confident they would be from July 9<sup>th</sup> through October 1<sup>st</sup>. This time, however, they would be held in the evenings, from 5pm to dusk, on Wednesdays, instead of Saturday mornings, to avoid conflicts with other nearby

Farmers Markets. They hoped that this would also make it a more accessible event to entire families. In recent years, it had been losing more agricultural vendors and gaining more crafts and other retail vendors.

Jamie advised him that she had been able to discuss his proposal a few weeks earlier with their dance and voice affiliates, and they were all interested in having their students perform. She asked Noah if he wanted a liaison to help plan these events or if he was just asking for help arranging performances. Noah said he wanted to provide an area of the Farmers Market to the SCAC with a creative license to run with it. Jamie thanked Noah and told him the Board would discuss his proposal and get back to him. She considered this a great opportunity to get more community members and City officials involved and working together in a mutually beneficial way that would motivate more residents to volunteer and the City to continue supporting the SCAC.

After some discussion regarding the availability of power, Jared suggested using a generator to keep the power source from shutting down.

JAMIE MURRAY MOVED TO TABLE THIS ITEM SO THAT EVERYONE COULD THINK ABOUT THEIR TIME CONSTRAINTS AND DECIDE WHO WOULD BE AVAILABLE TO CHAIR THIS PROGRAM. JUDY MERRILL SECONDED THE MOTION; ALL VOTED IN FAVOR.

### 3. Musical Production Update and Discussion on Ticket Prices.

Jamie explained that James Hansen was unable to attend and present this agenda item that evening, but she was willing to open it up for discussion to consider James' request for an increase to the price of admission to this year's musical production from \$5 and \$8 to \$6 and \$10 each. In her opinion, she did not believe this was the appropriate year to make such a change. She preferred reducing the price in hopes of encouraging more people to attend and to become familiar with these productions and what the SCAC had to offer before raising prices. Last year's musical production of Annie drew the largest audiences, and the SCAC may have the support needed to increase ticket prices in 2015 if this year's Seussical production did as well Annie. Mariah and Judy agreed.

Jamie then referred to the letter of apology she delivered to the Director, Marinda Maxfield, and her assistants, Taleen Ericksen and Heather Sachs. It was well received, and they were all on board to finish the production and were even ahead of schedule. They conveyed their thanks to the Board for their time and written support, so Jamie was confident that everything was going well.

Melanie asked about the need to have a Board member present in the Community Center, after closing hours, for rehearsals and whether City officials would grant the authority to either Marinda or Taleen to supervise during those times. Jamie explained that she had already addressed that concern when she learned there had been no Board member present during last Monday's rehearsal after the building closed. She discussed the issue with Taleen, who agreed to step up and accept a potential recommendation to serve on the Board. She was already in receipt of Taleen's letter of interest. Jamie reminded the Board that there were still some who needed to submit bios and head shots for the SCAC website, which would also be given to the front desk of the Community Center so that they would know who was on the Board.

### 4. Peach Jar Advertising Option.

Spencer said he called the Davis School District and negotiated an agreement for Peach Jar to advertise the Seussical auditions for free. However, after getting it all worked out, the SCAC was unexpectedly charged some other fees on top of that, but Peach Jar ultimately decided to still do it for free this time. Spencer did not believe this method would be the best option pricewise, since it was almost \$15 to \$30 per school, due to the requirement of five credits per school per month.

Jamie pointed out that the auditions only brought in 8-10 people who said they learned about it through Peach Jar. The SCAC still had some leftover credits, and the Davis School District advised her that, if the SCAC wanted to volunteer hours or send them comp tickets, they could negotiate the Peach Jar fees. The most reasonable option would be to provide them 100 tickets for the matinee, to use in

raffles or for gifts, etc., in trade for their value to use in advertising in May for the July performances. She recommended using this option in order to see how well the advertising helped attendance for the show, but it would be too much money for any future shows.

Mariah thought the comp tickets to the Davis School District might be good advertising and then suggested putting a coupon for concessions on a Peach Jar flyer to see how much value it provided.

JAMIE MURRAY MADE A MOTION TO USE PEACH JAR ADVERTISING THIS YEAR BY COMPING TICKETS FOR THE MATINEE PERFORMANCE TO THE DAVIS SCHOOL DISTRICT, SECONDED BY MARIAH BAILEY; ALL VOTED IN FAVOR.

#### 5. Heritage Days Update.

Mariah reported that she spoke with Tim Koster about the Orchestra. They had a concert on Saturday with about 100 people in attendance, plus the Orchestra. It was well received. Tim voiced concern with the fact that the School's band director did not allow anyone to use their equipment, so they had to go find a truck and get their own timpani for the performance. She told Tim that the stage at the Arts Academy was nice, but smaller, and might be more conducive to the Orchestra needs. He agreed to contact Mr. Whipple. Jamie suggested that Mariah let Tim know that, if the Arts Academy wanted to know what they would get in return for the use of their auditorium, the Board could make them a sponsor and advertise for their school and productions.

Mariah added that Tim advised the Orchestra, at the end of their concert, that it was their last performance and rehearsal until the fall. She sent him a text about the Orchestra performing during Heritage Days, and he confirmed that the Pit Orchestra was still planning on doing the Seussical teaser but that he would not be interested in having the Orchestra perform there. Jamie said that Jason's band was not going to perform at Heritage Days anymore, either.

Melanie mentioned an email she received from Mike Buckner, who moved to Missouri and recently moved back, and he would like to volunteer with the Orchestra. Mariah thought maybe he could help with the Farmers Market or on the Board. Melanie agreed to discuss the Farmers Market liaison with Mike and offered to help set up the sound system for the Orchestra at the Market as well. Jamie directed Mariah to ask Tim if he wanted the Orchestra to perform at the Farmers Market.

#### 6. Discussion of SCAC Board Positions.

Jamie explained that there were now two Board members stepping down—Sam Porter as Treasurer because of his move to Kaysville, and Becky Snarr because she felt she was spread too thin and was not doing a very good job. Jamie read Sam's letter of resignation, and Jared volunteered to be the new Treasurer.

Jamie referred again to Becky's resignation, pointing out that the Board now needed a new Theater liaison. She reminded the Board of Taleen's willingness to accept a recommendation to the Board and added that she was also willing to accept a nomination as the new Theater Committee Chair.

JUDY MERRILL MOVED TO RECOMMEND TALEEN ERICKSEN TO CITY COUNCIL AS A NEW BOARD MEMBER OF THE SYRACUSE CITY ARTS COUNCIL AND, IF APPROVED, APPOINT HER AS THE THEATER COMMITTEE CHAIR. MELANIE ROLLINS SECONDED THE MOTION; ALL VOTED IN FAVOR.

Jamie then asked, since the Board still needed more members, that everyone put out some feelers, preferably for people who would be interested in the arts but were business savvy.

#### 7. Walk-In Items of Discussion.

Spencer said he had been working on the list of businesses from which to solicit sponsors. Sam suggested using a script to help in those solicitations and that Heather Steed was willing to design a sticker for business owners to put in their windows that showed they supported the SCAC.

JUDY MERRILL MADE A MOTION TO EXTEND THE MEETING TO 9:15 P.M., SECONDED BY MARIAH BAILEY; ALL VOTED IN FAVOR.

Judy asked Jamie to email the Board the various options she had already been offering to potential sponsors, such as advertising on a table in the lobby of the musical production, their businesses thanked before the audiences just before each performance, etc. Spencer suggested that every Board member take five businesses to contact before May 30<sup>th</sup>.

Sam promised to email the Board instructions on logging into their SCAC emails.

Mariah asked the Board to consider partnering with Clearfield City this year to produce the Christmas Pageant, so that the children in our communities had more of an opportunity to perform, since this summer's musical production had so few parts for them. Jamie said that the Lions Club asked for this production, and Jamie wanted to have it performed out on Antelope Island. Mariah suggested advertising it during this year's musical production, and Jamie recommended deciding on next year's show before that time as well, in order to advertise it in the 2014 playbill.

8. Adjournment.

JAMIE MURRAY MADE A MOTION TO ADJOURN AT 9:19 P.M.

**Action Items From This Meeting:**

**Jamie Murray, Judy Merrill, Jared Jensen, Mariah Bailey, James Hansen, Melanie Rollins, Spencer Rollins**

- Consider the liaison position for the 2014 Farmers Market and decide whether to volunteer as Chair
- Solicit City residents with strong backgrounds in business to volunteer on the SCAC Board
- Contact at least five businesses before May 30<sup>th</sup> regarding sponsorships
- Consider and be prepared to discuss a partnership with Clearfield City this year to produce the Christmas Pageant on Antelope Island
- Consider and be prepared to propose musicals for the 2015 summer production

**Spencer Rollins**

- Have Heather Steed prepare a flyer, to advertise the musical production dates, with a concession coupon, and to move forward with the stickers that the Board can provide to businesses who support the SCAC
- Work with Sam Porter to provide 100 tickets to the Davis School District for the matinee performance

**Sam Porter**

- Email the Board instructions on logging into their SCAC emails

**Mariah Bailey**

- Let Tim Koster know that, if the Arts Academy is willing to negotiate a trade for the use of their auditorium for Orchestra performances, the SCAC will make them a sponsor and advertise for their school and/or productions
- Find out if the Orchestra would be willing to perform at this year's Farmers Market

**Melanie Rollins**

- Discuss the liaison position with Mike Buckner for the Farmers Market

**Kresta Robinson**

- Have Taleen Ericksen's name presented to City Council for approval as a member of the SCAC Board

**Jamie Murray**

- Email the Board the various options already offered to previous sponsors