



Syracuse City Arts Council

Meeting Minutes for

January 8, 2020

Meeting began at 8:14 p.m. and ended at 10:08
in the Syracuse City Municipal Building's large conference room,
located at 1979 West 1900 South

1. Opening Business

- Call to Order 8:14
- Adoption of January 8, 2020, Agenda – LeAnna moved and Brie 2nd. All voted in favor
- Review and Adoption of November 6, 2019 Minutes. Brie motioned to table to discuss changes suggested by Russ. LeAnna seconded. All voted in favor.

2. Discussion and Possible Vote on New Committee Member

- Candice Dallin sent in a letter of interest for the board, but she is sick and unable to make the meeting.
- Brie indicates that Candice wants to be on the board to get us better access to the theater at the arts academe.
- Chris moved to table. Russ seconded. All voted in favor.

3. Committee Reports

~ Tara Bruce, Chair/Grants/sponsorships

- All of us should have gotten an email about Trackit app. We should all start using this to track the hours we spend on Council projects.
- Tara will give Cindy access to the dashboard so that she can see what is going on.
- Tara requests that we all add this so we can use it to track our hours
- Rocky mountain power awarded us two grants \$1700 for orchestra equipment and \$1500 for general grant.
 - Brie would like to know if we can have someone come in with a large check to take a picture. We could submit to the local paper and this would give us publicity.
 - Tara says that we should look into this.
- Tara is looking to submit capital grant applications to Mountain America Credit Union.
- Tara says that the form for sponsorship's is too complicated and she would like to simplify the application.
 - She would like to remove the individual sponsorships and just put all of our sponsors on everything we do. This should make being a sponsor more marketable.
- Tara asks for suggestions on what we should do to help get sponsorships
 - Phil suggests that we announce sponsors at live events in conjunction with the grant sponsors.
 - We need to be better at announcing the grants at the events.
- Cindy informed the Committee that they removed the nightly sponsorships for the junior show and just made it a sponsorship for the entire show.
- Cindy asks how many presenting sponsors we have had.
 - Tara says we had four or five, but they are in-kind sponsors, and not cash donation sponsors.
 - In-kind donations are counted at ½ cash value. So, if they provide \$100 in non-cash donations, it counts as \$50 towards the cash donation level.
 - Kresta suggests that if we should consider doing something where we require a cash donation in addition to the in-kind donation to have the in-kind donation count.
 - Cindy suggested that we look at how much the in-kind donations count toward the cash value for the donation levels and adjust.

- Tara hopes to get sponsorship letters out by the end of the month.

~ Kresta Robinson, Vice-Chair

- Kresta looked at times we requested for auditions and some of the dates are not available. She will work with Tara to reschedule.
- We might need to move the choir auditions to the 15th and 16th, a Wednesday and Thursday night.
 - o Kresta will submit the request
- The mayor would like to recognize the Jr. Theater program at next Thursdays meeting.
 - o Kresta says that she would like the kids to come.
 - o Cindy will send out an email to the cast and crew.
 - o Tara thinks we should take some pictures to help publicize this.
 - o Brie will submit a list of the kids that did the show so that they can be recognized.

~ Dave Maughan, City Liaison (Absent)

~ Libby Fawcett, Treasurer

- Check from Eric Schaelling has donated \$250 to the timpani.

~ James Parker, Secretary

- Our email system is no longer functional.
- Cindy says that we lost \$500 to \$1000 in donations because the email was not work.
- Tara will reach out to Steve, to discuss.
- We should update our bios on the website.

~ Christopher Weaver, Orchestra Committee Chair

- Orchestra concert Monday February 24th @ 7:00. – Give my Regards to Broadway.
 - o Chris asks if Phil can work on artwork and he agrees.
 - o There were typos in the audition announcement.
- The December concert had 356 attendees.
 - o The concert went well.
- Phil reported on the Christmas concert
 - o The jazz band felt a little cramped.
 - o We can move all the way to the back of the stage like they do the high school concert.
 - o He would like not to use our own sound reinforcement.
 - o The tech is not up to par
 - James indicated that there were problems with the technical students not being able/willing to help when asked.
 - Tara suggested we set up a meeting with the school to discuss.

~ Russ Lynch, Publicity Committee Chair

- We need the materials for the choir concert as soon as possible.
- We will need to update to the right date for auditions.
- Phil discussed the process of how he puts together the design.
 - o There is a lot of back and forth on making the product look good.
 - o Phil indicates that there is a lot of stuff that needs to happen.
 - o He suggest that he be taken out of the process and allow someone else to do it.
 - o He is willing to train someone on how to submit and put things together.
 - o LeAnna asks Russ if he is comfortable with doing this instead of Phil.
 - o LeAnna says that we should have a standard, visually consistent for the entire season.
 - We need to use our logos consistently.
 - o We should use a template for each of the areas that we put publicity out on. (Facebook, website, programs, etc.) and just use it repeatedly. This builds a brand.
 - o Russ will take this responsibility on.
 - Russ and Phil will work together on a smooth transition.

~ Sheila Worley, Fundraising Committee Chair

- She has been thinking about doing an audition workshop as a fundraiser.
 - o General thoughts is that this would be a good idea.
- Sheila asks about the tea party for Beauty and the Beast.
 - o The general consensus is that this didn't make any money, but was fun.

- Sheila thought about doing a daddy daughter dance.
- Cindy says that we should really find someone that can come in and help us make sure our fundraisers are more in line with the amount we are spending.
 - o We seem to spend too much and get to little in return on our fundraisers.
- LeAnna suggests a paint night fundraiser.
 - o Sheila says that she is working on getting one of these up and running right now.
 - o Chris asks what a paint night is.
 - Sheila describes it as a class where an instructor who teaches people how to paint arts project.
 - o It can be geared towards kids or for adults.
- Tara asks if we have any ideas about Big Fish fundraisers and concessions.
 - o We could sell gold fish
 - o We could have a fish pond.
 - o We could do a carnival
- Sheila will put together ideas and come ready to discuss them at the next meeting.

~ James Hansen, Technology Committee Chair (Absent)

~ LeAnna Hamblin, Theater Committee Chair

- The theater committee needs to have a meeting before the next meeting.
- Auditions are the 15th and 16th of April with call backs the next Wednesday and Thursday.
- We are accepting letters of interest on for the production of Big Fish
 - o James brought up that it will be difficult to get technical volunteers from the community if the policy remains that we cannot touch anything in the theater.

~ Brie Corrington, Junior Theater Committee Chair

- Frozen sold out three of the four productions.
- They had ticket issues with the online vendor again.
- There was great feedback from the cast and from the audience.
 - o They gave away taffy to help encourage audience members to participate in the surveys.
- A DVD of the performances was created, and it turned out really well.
 - o A company in South Salt Lake put them together for us.
 - Rose Peddle Production.
 - o Ryan Jenson recorded the productions and then edited it for distribution.
- The show used a few more hours on the theater then they expected (35.5 hours used compared to 28 hours budgeted). This put the production over budget by \$592 on the facility rental.
 - o Most of the overage was paying for people from the school to be present for the extra hours.
 - o The council discussion on how this overaged was calculated
- It was suggested that we had a problem because we didn't have a contract specifically laying out the details of the engagement.
- Summer camp is the next big thing for Jr. Theater.
 - o Brie asked that we put something in the newsletter now.
 - o Hillary is working on the theme.
- During the Jr. theater performances, they sold wands as a fundraiser, and they sold well.
 - o All the non-food items sold well enough to make money, but it is unclear how much.
- Sheila asks about how we are making it worth it for the volunteers to come in and help with our shows.
 - o We did expect that we were going to make less money because each volunteer got the fee waived for one of their children for the show.
 - o The fee is not very high, and Tara suggested we consider cutting it back to half price for one kid.
- For Jr. Theater production they will limit it to getting one kid in the show.
 - o The problem is that people are volunteering so that their kid can get in without considering whether their child should be in the show.
 - o We should cast the show and then pull the production team volunteers.
 - This will ensure we have a strong cast.
 - o Auditions need to happen earlier than we did them this year.

- We need to focus on getting books on time
- The position of the Committee is that those who are cast need to pay or they are removed from the show.
- The Committee discussed the timing of the show.
 - There are scheduling issues with moving the date from where we have it set.
- Kresta says that some people don't mind paying the money, even when they qualify for free, so that they aren't making it more expensive for others who may not be as able to pay.
 - We need to look at what we want to make and then set prices accordingly while taking into account the free kids.
- Cindy says that we are giving them a fantastic value based on everything the kids are getting.

~ Cindy Hellewell, Volunteer Committee Chair

- Survey Company has provided this year for free.
 - She doesn't think we can get what we need without paying for a survey program because we need to have the company filter the answers.
- Phil suggests that we use a google form.
 - This can be dropped into an excel sheet and then filtered.
- Word of mouth is still the biggest way we get people to come.
- Supporting someone in the production is the main reason that people come to our shows.
- We need to move forward with our requirement to tailor our programs to those who have disorders or disabilities.
- Tim brings up the requirement that websites need to be ADA compliant.
 - Kresta thinks we are compliant.
- Cindy has sent out a sign-up list to see if anyone was willing to help out with shows. She has only had one person sign up.
 - Maybe send it out on Facebook or the website.
- Cindy has thought about maybe changing the title to PR chair but doesn't know what this change would invite from the community who have issues with the show/production.
 - LeAnna suggested that we change it to Community Relations. No action was taken.
- Discussion of both a paper and electronic survey.
 - We could have volunteers use an iPad to have a survey filled out.

~ Nathan Fawcett, Choir Committee Chair (Absent)

- Johnathan wants to have a kick off social on January 16th.
- Nathan will be in rehearsals for Oliver for the next few months.

4. Walk in Items

- Jazz band needs more trombones and trumpets
- Jazz would like to practice at the police station on Thursdays.
 - Tara will follow up with Dave.

5. Adjournment James P. moved 10:08 Chris 2nd all voted in favor.