

CULTURAL DISTRICT COMMISSION MEETING MINUTES

November 12, 2015

Creativity Center Conference Room

107 E. Chestnut Street, Bloomington, Illinois 61701

Attendance

Commission present: Roger Elliott, Sherry Galbreath, Matt Giordano, Jessielee Hinshaw, Ryan Huetter, Mike Kerber, Jamie Mathy, Carole Ringer, Karen Schmidt, Tricia Stiller

Staff present: David Hales, Jay Tezloff, Eric Veal, Tina Salamone, Brandy Maloney, Nick Niemberg, Erin Shannon, David Young

Members of the public present: Carol Baker and Ryan Wilke

In absence of Chair Vicki Tilton, meeting called to order by Matt Giordano at 7:35 a.m. and roll call taken.

Public Comment

Carol Baker stated she is a former Cultural District Commission member and is an avid arts supporter. She wants to see things continue to move forward with the BCPA, and wants the community to understand how important it is.

Item to be Presented

With a motion by Mathy and second by Ringer, the October 2015 Cultural District Commission meeting minutes were approved.

Staff Reports

Performing Arts Director Report

Salamone provided a copy of the Monthly Director's Report and provided an overview of newly added shows. She also reported the following regarding the Creativity Center:

- Over \$1 million in private funds have been raised.
- The approach for HVAC will be greener than previously planned; the upfront costs will be higher, but will save money in the long run.
- The building is used more than people realize. In addition to the Passion Play Office, some of the other recent/current groups are:
 - The Walk-In Bike-Out group, who are currently using space to repair and donate 250+ bicycles
 - BCAI School of the Arts, who hold dance classes for disadvantaged youth.
 - Holiday Spectacular rehearsals
 - Rehearsals for the Concert Readings of new scripts. The Concert Readings will be held on the BCPA stage
 - Painting space for the artist who created the mural that was put up in Downtown Bloomington most recently

Marketing Report

Shannon reported marketing is working on:

- Marketing Jeff Tracta
- Preparing a plan for unveiling announcement of new performances
- The Black Friday Sale; it will run Friday through Monday
- Marketing Plan for next fiscal year, which will soon be shared with the Commission
- December 11 Allister Bruce event with PBS station WTVP at the BCPA
 - Salamone and Shanon will be making a TV appearance at the station on Thursday, November 19 from 9:30 to 10:30 pm.

Community Engagement Report

Veal provided a Community Engagement handout with highlights of the month's activities. He also reported:

- Progress is being made in getting his BCPA position posted so that it can be filled.
- There will be one Spotlight performance next week of The Lion, the Witch and the Wardrobe.
- Governor Rauner was at the BCPA last week. At that time, Rauner noted he was not expecting the state budget to be finished until January 2016. Veal is hoping attendance for Spring Spotlight shows will increase once this happens.
- SOAR participants will be participating in a ukulele lesson and performance program with the BCPA and the Wellington International Ukulele Orchestra.
- A BCPA volunteer appreciation dinner was held recently. Volunteers account for \$143,000 in service so far this year.
- There was a Foley Sound Workshop held prior to the Intergalactic Nemesis show. Salamone thanked Jamie Mathy for sponsoring the show; Mathy noted he has received great feedback.
- The Youth in Harmony music festival went very well.

Facilities Reort

Young reported there is already 100 day usage booked at the BCPA for 2016. In addition to day-to-day activities, maintenance staff is working on:

- Stripping and waxing the 11,600 square feet of the BCPA Ballroom
- BCPA paint touch-ups
- BCPA plaster repair

Volunteer and Front of House Report

Niemerg reported he has received positive feedback from volunteers and staff regarding the BCPA Volunteer Appreciation Banquet. He met recently with an ISU professor and hopes to gain some volunteers from ISU.

Other Business

Bloomington Beer Fest

Salamone noted the checks have arrived for the Charity Beer Pour Teams who donated their time at the Bloomington Beer Fest. She presented the check for the Friends of the BCPA to Matt Giordano.

Salamone reported next year's Bloomington Beer Fest will be June 17 and 18.

Miller Park Summer Theatre

Salamone noted there has been talk recently regarding the money spent on Miller Park Summer Theatre. She stated not only has the spending been a long standing tradition, the audience supports it and continually wants to see more. The funds spent pay the orchestra, show royalties, wardrobe, props, and professional staff – almost half of which are union stage hands. She added that the stage hands will spend that roughly \$9,000 money locally, thereby helping the local economy. Veal reminded all that while the Miller Park Summer Theatre budget is now a part of the BCPA budget, it was a part of the Parks and Recreation budget for thirty years prior.

Huette asked if donations were solicited at the Miller Park Summer Theatre shows. Salamone responded yes, but there were so many audience members in attendance that they could not get through the whole crowd. Salamone also stated there are ways to offset costs for this program. This year, it was decided not to do so, because we didn't want to compete with other sponsorships. She also noted the idea of charging a dollar or two can be explored, but that does create a have vs. have-nots situation. We are trying to do our best for the people that need it the most, those who sometimes have the least.

Stiller added that like other things in the arts, Miller Park Summer Theatre bridges gaps and shapes lives. Additionally, everyday people are asking for more and more of these types of experiences for kids. Salamone noted educational programming has been added to the budget for next year.

Arts Presenting Education Component

Salamone reported we are going to start giving a deeper look into arts presenting at Commission meetings. Each month, we will go over a different aspect of Arts and Arts Administration. "Arts and Economic Prosperity," a report by the Americans for the Arts was distributed.

Friends of the BCPA 501c-3 Fundraising Report

Giordano reported:

- The Memo of Understanding is being finalized.
- The Friends organization will focus on helping the Creativity Center.
- It is important not to underestimate the economic impact the Creativity Center will have.
- The committee will get together within the next couple of weeks.

With a motion by Ringer and second by Elliott, the meeting adjourned at 8:35 am.