

CULTURAL DISTRICT COMMISSION MEETING MINUTES

January 14, 2016

Creativity Center Conference Room

107 E. Chestnut Street, Bloomington, Illinois 61701

Attendance

Commission present: Matt Giordano, Kiasha Henry, Ryan Huetten, Neeraj Joshi, Jamie Mathy, Carole Ringer, Trisha Stiller, Vicki Tilton

Staff present: Eric Veal, Tina Salamone, Brandy Maloney, Erin Shannon, Pam Starks, Thom Rakestraw, David Young

Guest present: Jerry Ringer

Meeting called to order by Vicki Tilton at 7:35 a.m. and roll call taken.

Public Comment: None.

Item to be Presented

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

Staff Reports

Community Engagement Report

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

- He and Salamone just became aware WJBC posted an article about the possibility of one manager running the BCPA and the U.S. Cellular Coliseum. Veal has no knowledge of any discussions about this.
- Next week there will be a Council Meeting of the Whole, where the BCPA was discussed, including the BCPA recommendations from the Budget Task Force.
- Veal has asked City Manager David Hales about the results of the BCPA audit that was conducted months ago by the Brauner Group. Hales does not have a copy of the report yet.

Performing Arts Director Report

Salamone provided a copy of the Monthly Director's Report with highlights of activities for the month. She also reported the following:

- December shows were well received.
- She attended a meeting yesterday about the possibility of the BCPA being the site for the City's 2017 Cultural Festival Event. Councilman Mboka Mwilambwe is spearheading the event.

Marketing Report

Shannon reported:

- Paula Poundstone tickets went on sale today. She met with WGLT regarding a potential pre or post-show event for the performance.
- The mid-season mailer is at the printer. It will be ready next Friday and will be distributed to 26,000 people.
- She and Rakestraw will give a marketing presentation to the Commission next month.
- Ticket Office Manager Pam Starks was recently trained on sending targeted emails for marketing.
- Some show dates have changed.
- Center Street banners for the BCPA and the rest of the department have been created. Groups interested in advertising using Center Street banners should contact her; the not for profit rate is \$150.00.
- Ringer noted she is not happy the ISO cannot receive their ticket buyer information from the BCPA. Salamone stated it is the City's policy not to share patron information, but we can send out an email on the behalf of the ISO (or any other rental group) so that the patron can in turn, opt in to the entity's own email group.
- Mathy reported he and Tilton met with staff from the City's Information Systems Department regarding the BCPA Website. They are hoping to see improvements made to the site so that it better serves the BCPA and the patrons.

Facilities Reort

Young reported:

- The BCPA Ballroom is being stripped, waxed and re-waxed; the last time this was done was 2007. It is a huge project for the maintenance staff but well worth the time and effort.
- Rental events for 2016 and 2017 continue to be booked. The American Passion Play is booked at the BCPA through 2017 and Scottish Rite has rental bookings in the BCPA through 2020.
- Mathy asked if there is any follow up with renters after their events. Young noted there are follow up calls made and received and that staff does receive thank you notes. Mathy suggested those positive comments be posted and shared.

Arts Presenting Education Component:

Salamone explained the artist contract process, including booking, fee structure, costs and expenses, and the differences in the process when dealing with a government vs. non-government performing arts center.

Friends of the BCPA 501c-3 Fundraising Report:

- The group has had a couple of meetings; they will be meeting again soon.
- \$3,172.50 is currently in the Heartland Bank account.
- Board positions are available; please pass along suggestions of people who can help to raise money.
- The Friends of the BCPA address is PO Box 105, Bloomington.

With a motion by Stiller and a second by Joshi, meeting adjourned at 8:20 am.