

PUBLIC ARTS ADVISORY BOARD
September 22, 2021

MINUTES

Meeting was called to order at 5:05pm and a quorum was declared.

Present- Lois Duncan, Melanie Shaw, Janetta McCoy, Nathan Gray

Staff-Jan Harris-Main Street Manager

Public-

Absent-Bryan Richie, Brent Humphreys, Richard Stone

PUBLIC COMMENT:

None at this time.

REGULAR AGENDA-REVIEW/DISCUSS AND CONSIDER ACTION:

A. Approve the Minutes from previous meeting of the Public Arts Advisory Board

MOTION- Motion to approve minutes from previous board meeting with amendments to spelling of "Jook" to "Juke", amend minutes to reflect Brent is developing a marketing plan and add name of the October band, Czech Melody Masters.

Shaw/McCoy/Passed

B. Financial Report

Melanie has a balance of \$5.38 remaining from the \$500 allotted for the Portal Project.

MOTION- Approve financial report

Gray/Shaw/Pass

C. Review Action Item Report from the August 25, 2021 Meeting

MOTION-Accept action item report

McCoy/Shaw/Passed

D. Staff Report:

1. Review Board Member meeting attendance

Melanie will have absences from January and March excused as she was working and unable to attend these meetings.

MOTION- Accept attendance report as presented

McCoy/Humphreys/Passed

E. CONTINUING BUSINESS

1. Portal Project

Several locations were discussed and are in need of some repairs. Jan Harris and Jim Gray will be coordinating with each other to get repairs done. Open call is set to begin for FY '22. Mixed media portals were discussed as a possibility to attract more variety to the art. Social media push was discussed and will be emphasized in the coming weeks and months. The Dickey Museum has expressed interest in reserving portals located near the museum. Graffiti coating was discussed but was ultimately deemed too costly and unnecessary by the board. Jan will work on developing a contract granting full media rights to all images.

MOTION-Approve report as presented.

McCoy/Gray/Passed

2. MUSIC ON MAIN CONCERT SERIES UPDATE

a. REPORT ON SEPTEMBER 16TH CONCERT

Response has been overwhelmingly positive. \$226 was raised at the last event and was distributed evenly to members of each band. An estimated 300+ people were in attendance, with many of them being families. Having a more formal check in and load in time was discussed in order to expedite the process. A contact sheet is being created with names and numbers of all members of the arts board along with sound and light operators. A stage manager position is being discussed and established. Bringing awareness to the events was also discussed with flyer distribution around area parking lots as well as inclusion of a flyer in local water bills. Start time adjustments was also discussed in hopes of accommodating more attendees.

b. REPORT ON UPCOMMING CONCERTS

Czech Melody Masters are being targeted as the band for the October concert. Bryan Richie is working hard to secure more acts for FY '22. The SPJST is being tapped to help with promotion. Local businesses were also discussed and a potential partnership was pitched with the hopes of restaurants providing food to go.

MOTION-Approve Czech Melody Masters as the musical act for Music on Main event to be held on October 21, 2021.

McCoy/Shaw/Passed

c. REVIEW MUSIC ON MAIN BUDGET INCLUDING INCOME AND EXPENDITURES

As of now \$18,000-\$27,000 needed to produce nine shows for 2022. Tiered sponsorship with varying levels of incentives was discussed

d. MARKETING AND SPONSORSHIP FOR NOVEMBER CONCERT

Marketing plan to be developed by Brent Humphreys. As of this meeting, artwork had not been provided but was in the process of being completed. Alternative artists were discussed as a backup option if marketing materials were not delivered in a timely manner.

MOTION-Approve report as is
Gray/Shaw/Passed

e. Music on Main T-Shirts

Use of one commanding image for t shirt promotion was discussed with the possible option of using unique artwork for each individual show. No further discussion as of this time.

3. CULTURAL/ENTERTAINMENT DISTRICT

Culturally relevant groups from the community will submit ideas and proposals by the next meeting. A letter of intent is being drafted and will be ready by end of year.

MOTION-Receive information relevant to the project
Gray/McCoy/Passed

4. PUBLIC ART MASTER PLAN WORKSHOP

November 22, 2021 is being targeted as the date with a running time of 11am-6pm. Date and time is still being discussed and will be determined by next meeting.

B. NEW BUSINESS

ITEMS FOR NOVEMBER AGENDA

A presentation from the Potter's Alley task force will occur at the next meeting, to include a mock-up and a rough budget outline for the project.

MOTION WAS MADE TO ADJOURN

Duncan/Passed

There being no further business, the meeting adjourned at 6:34 pm.

Respectfully Submitted,
Nathan Gray
Secretary, City of Taylor Public Arts Advisory Board