

BOARD MEETING MINUTES
October 14, 2015
Art Barn in Reservoir Park

PRESENT: Matthew Allred Richard Jaramillo
Mike Colby John Johnson
Megan Hallett Helen Peters
Kerri Hopkins Eva Rinaldi
Linda Hunt Cannon Tarbet
Whitney King Hyans Chad Whittaker
Katherine Potter, Mayor's Office

Staff Members

Karen Krieger, Executive Director
Kelsey Ellis, Assistant Director
Roni Thomas, Public Art Program Manager
Kandace Steadman, Visual Arts Program Manager
Wendy Evanoff, Office Facilitator
Jesse Schaefer, Performing Arts Program Manager

EXCUSED: Michael Braxton

GUEST: Cheyenne Liu, Falun Dafa Association of Utah
Dave Thurston, Falun Dafa Association of Utah
Jill Love, Community and Economic Development
Sylvia Richards, Public Policy Analyst, City Council Office

I. Call to Order/Approval of the Minutes

Mr. Cannon Tarbet called the meeting to order at 5:40 p.m. Mr. Matthew Allred made a motion to approve the minutes from the September board meeting. The motion was seconded by Mr. Richard Jaramillo and passed unanimously.

II. Executive Committee

Ms. Karen Krieger introduced Ms. Cheyenne Liu and Mr. Dave Thurston from Falun Dafa Association of Utah. The Association is a nonprofit organization that brings traditional Chinese cultural events to Utah. Mr. Thurston presented information on Shen Yun Performing Arts, a nonprofit organization based in New York, whose mission is to revive 5,000 years of traditional Chinese culture. Shen Yun will be performing at the Capital Theater and the Browning Performing Arts Center in Ogden in December, 2015.

Ms. Katherine Potter talked about the progress of the Eccles Theater stating the glass is being installed on the Regent Street side so you can see the Black Box Theater and the Regent Street administrative offices taking shape. Tours are available every Wednesday at noon. The grand opening of the Eccles Theatre is expected to take place in September, 2016.

Ms. Kelsey Ellis reviewed the Utah Nonprofits Association Code of Ethics. Ms. Ellis addressed each topic and the Art Council's compliance with the Standards of Ethics.

Ms. Kandace Steadman presented an Arts Advocacy update. She reported that Illinois Governor Bruce Rauner closed all state museums on September 30 as part of his effort to manage state finances while a budget deal with the Democratic Legislature is being negotiated. Ms. Steadman also reported New Jersey's Senate State Government, Wagering, Tourism & Historic Preservation Committee approved a bill that would provide tax breaks for top-billed entertainers who perform at least four shows in Atlantic City's Tourism district. Last, Ms. Steadman discussed Americans for the Arts DIY Community Visioning Forum which is a program where over the course of three hours, individuals that have gathered, will explore what a "healthy, vibrant, equitable community" is; what role the arts can play in pursuing the vision of that community; and how individuals, arts institutions, and support organizations can help to achieve that vision.

III. Budget Update

Ms. Karen Krieger reported that the annual audit is underway and is going smoothly. Ms. Krieger stated she is cautiously optimistic that there will not be a deficit recorded for FY2015. The audit will be complete by November 1 and discussed at the next board meeting.

Ms. Karen Krieger reviewed the budget forecast stating there is a projected deficit for FY2016. She stated that if the Living Traditions Festival were cut from the budget there would be no deficit. She cautioned that there are future financial consequences and it would be difficult to bring the festival back in future years. Mr. Cannon Tarbet, Mr. Richard Jaramillo and Ms. Megan Hallett stated that the benefits of the program to the community are many and in line with the organization's mission and did not want to cut the festival. They directed the staff to move forward with planning the 2016 festival with unanimous approval from the board.

Ms. Krieger reported that she contacted Pathway Associates and asked them to provide her with a proposal for helping the Arts Council staff research and identify new grant opportunities, identify an approach to individual fundraising, and development of corporate sponsorships for the organization. Mr. Richard Jaramillo reviewed their proposal with the board and then made a motion to pursue services with Pathway Associates. The motion was seconded by Ms. Whitney King Hyans and passed unanimously.

Ms. Kelsey Ellis shared a pie chart illustrating projected income for the Twilight Concert Series in July 2015 and actual income in October 2015. The pie chart represents how the changes in actual income from projected income effect funding distribution throughout the organization.

Mr. Schaefer reported that a survey was sent out to 2,200 people who purchased tickets to the Twilight Concert Series online to obtain feedback for the concert series. Out of the 2,200 that purchased tickets, 619 responded. The survey will help assess goals for future Twilight Concerts. More information about the survey and concert series financials will be presented at the next board meeting.

IV. Committee Reports

There were no committee reports.

V. Staff Reports

Ms. Kandace Steadman reported on the Holiday Craft Market. There will be a total of 77 artists participating this year. The market runs every day from December 4 through December 20.

Ms. Wendy Evanoff reported on her experience with the audit and what she can do throughout the year to be prepared for next year's audit.

Ms. Roni Thomas reported that 28 planters will be installed between 200 South to 800 South on 200 West on October 15. She also reported the RFQ for the McClelland Trail project was sent out on October 13 which is a call for local artists only. Ms. Thomas will be meeting with The Parks and Natural Urban Trails Board on October 15 to discuss plans for public art in the parks. Also, the Public Art website, www.saltlakepublicart.org, has been updated with new images and text.

Ms. Kelsey Ellis handed out grant documents to grant committee members. The documents are part of the new online system and Ms. Ellis would like suggestions and feedback before she moves on to the next phase. Ms. Ellis also reported there is a mini grant deadline on October 26, 2015.

Ms. Karen Krieger reported on the National Arts Marketing Project conference, which is November 6 – 9. The three keynote speakers are Jad Abumrad, Donna Walker-Kuhne and Beth Kanter. As a guest of the local host committee, board members are welcome to attend these sessions.

VI. Arts Event Discussion/Upcoming Events - None

VII. Public Comment – None

VIII. Other Business - None

The meeting adjourned at 7:00 p.m.