

**CULTURAL DISTRICT COMMISSION
MEETING MINUTES**

October 9, 2014
Creativity Center Conference Room
107 E. Chestnut Street
Bloomington, Illinois

Attendance

Commission present: Vicki Tilton (Chair), Alex Cardona, Roger Elliott, David Hauman, Matt Giordano, Neeraj Joshi, Mike Kerber, Jamie Mathy, Carole Ringer, Karen Schmidt, Curtis Trout

BCPA staff present: Tina Salamone, Brandy Maloney, Erin Mangian, Bev Spencer, Eric Veal, Dave Young

Meeting opened at 7:30 a.m. by Chair, Vicki Tilton. Roll call taken.

With a motion by Schmidt and second by Kerber, previous minutes were approved.

Board Exercise

Salamone provided a copy of the article, “Ruthlessly Practical Fundraising: The No. 1 Fundraising Skill Your Board Members Need to Master” to Commissioners. She asked that they read the article and ask themselves the following questions:

- Why do I personally care about this organization?
- Why do I want to be on the Cultural District Commission?
- What is my story?

She explained this is in preparation for an exercise for Commissioners at next month’s meeting, which should help members with their “elevator speech” for the BCPA.

Recent/Upcoming Events and Activities

Salamone shared an overview of October’s activities from the Director’s Notes handout. Tilton noted she received very good feedback regarding Under the Streetlamp, including from those that had not previously attended a BCPA show but now plan to do so, due to their experience at the show.

Salamone also reported the following:

- Staff has been working on the budget. Elliott asked if the budget process has been moved up a couple months from previous years. If so, what, if any, ramifications does that have? Salamone responded there is a perception that if we start earlier that there won’t be a rush at the end, but that that thinking is nonsense, as there will still be a rush at the end, so it is a bad idea. Additionally, last go around, our sales were up during the budget process because it was later in the season; since we are going in two months earlier, those not paying attention may not realize that is the reason for the difference. We are doing well and she is not concerned, as she can easily make the explanation.
- Mike Ingersoll (of Under the Streetlamp) has offered to help with a big gala fundraiser for the Creativity Center in whatever way we would like, including bringing other artists from Chicago.
- Casey Abrams will be arriving in Bloomington the day before his BCPA performance. She is hoping he can be a part of the Youth in Harmony event. Young added that in addition to the Sound of Illinois guests, having Abrams there would be a big boost to the students.

Veal commented on his experience at the Arts Midwest Conference, noting that after seeing and learning more about the shows booked for this season, he now has a better understanding of the selection and is more excited for the performances. He added that Tina's previous experiences with these artists and agents allow for better booking prices. Salamone noted that Veal had also previously stated that the artists he met at the conference were "idea machines," that they were telling their stories and therefore helping on how to market their show which, in turn, will help us.

Veal provided the September Cultural Commission Report handout to all and also reported the following:

- He spoke at a Rotary meeting regarding the BCPA and Community Engagement.
- WJBC has a new afternoon radio host; Mangian will be on air this afternoon promoting Four Stand Up Dads.

Young reported the following:

- We have six new park benches for Lincoln Park; they are made from recycled plastic, which will fade little and last longer. Cardona asked if there are opportunities to sponsor the benches. Salamone responded yes, that opportunity is still there.
- The patio/café area in Lincoln Park is being completed; this space is for all in the community to use at their leisure. He thanked Parks and BCPA staff for their work on the project.
- The tuck-point project is finished on the west side of the BCPA.
- Illinois Symphony Orchestra will be in the BCPA this week; Illinois Wesleyan Civic Orchestra will be in next week.

Ringer asked how things are progressing with ticketing. Salamone reported we are paid through the spring for the Choice ticketing system. When she was at Arts Midwest, she asked others what they used and talked with the Ovation Tix representatives and brought their information back to Jocelyn Whitehart and Pam Starks in the BCPA Ticket Office for their thoughts. They liked what Ovation Tix has to offer. Ringer asked if the Ovation Tix system has a fundraising module. Salamone responded it does, as well as scheduling. Veal added additional modules can be built and it is a service fee based company, unlike our current Choice system, which has a flat fee. Mathy asked if a percentage of sales will go to the ticketing company. Salamone responded yes. Spencer added that we now take in \$90,000 in with ticket fees and she would hate to see us lose that. Salamone responded that we would not lose it.

Mathy inquired about the requirements in maintaining the BCPA Website. Mangian responded it is operated out of the same CMS as the City Website; it has already been rebuilt and we may not be allowed to do it again for some time. Mathy asked if the site could be branched away from the City. Salamone noted that one focus of the Information System Department is to protect the information, as we are a government entity. Mathy offered to be involved in conversations with the IS Department in helping to have a better, more useful site. Schmidt added maybe Bobbie Herakovich could be of assistance.

Cardona offered to the Commission the help of his Innovation Team at State Farm, who provide short-term consulting. Salamone thanked him and suggested this be revisited after the October 20 preshow at the BCPA that Cardona is working on coordinating.

With a motion by Giordano and second by Ringer, meeting adjourned.