

**CULTURAL DISTRICT COMMISSION  
MEETING MINUTES**

January 9, 2014  
BCPA Patron Lounge Rm 231

**Attendance**

Commission present: Carol Baker, Alex Cardona, Bruce Bergethon, Roger Elliott, Neeraj Joshi, Matt Giordano, Mike Kerber, Judy Markowitz, Carole Ringer, Karen Schmidt, Vicki Tilton, Jim Waldorf

BCPA staff present: Tina Salamone, Nora Dukowitz, Brandy Maloney, Erin Mangian, Rodney Stickrod, Bev Spencer, Eric Veal, Kimberly Wright, Dave Young

Meeting opened at 7:30 a.m. by Chair, Jim Waldorf. Roll Call taken.

Staff and Commissioners made brief introductions.

**Review of recent activities and events**

Salamone reported the following:

For the first time, the BCPA participated in the DBA's First Friday event. Three different artists performed in the lobby; sixty seven people were in attendance; twenty one patrons toured the facility. It was a successful event, with full staff participation. Salamone noted we are happy to participate in such events. We will be participating in February's First Friday - Tour de Chocolat' – and will be hosting the chocolate competition as well. Cardona commented social media is very helpful with these types of things; Commissioners can share and help promote the events. Salamone agreed and asked for all to please share and repost BCPA items/events.

Herman's Hermits performed on December 19. Ticket sales were \$22,686.05; 667 sold tickets and 55 comp tickets.

USA Ballet's Nutcracker was performed on December 21, with ticket sales of \$3,506.00; 267 sold tickets and 78 comp tickets. This was a rental event. Markowitz asked if BCPA staff discusses rental events while on the radio. Salamone responded that previously, this was not generally done. Moving forward, we will promote *all* events, BCPA and rentals. The Commission agreed this is a good change and expressed appreciation for moving in this direction.

Upcoming performances include Tig Notaro on January 10, Buddy Holly on January 11.

**501c-3 Update**

Waldorf reported they are reviewing standard bylaws and will send the terms of the bylaws to Commissioners when updated.

### **BCPA Programming Survey**

To complement the information given at the previous Commission meeting, Mangian and Dukowitz provided a PowerPoint presentation with information regarding the recent BCPA survey. Their presentation included an overview of survey objectives, structure and feedback.

Salamone thanked Mangian and Dukowitz for their time, hard work and efforts in analyzing the data. Commissioners echoed the gratitude. Dukowitz noted the marketing staff is now allowed to be much more involved in collecting such data than in the past. As such, we are also sending post-show emails to patrons with a link to a survey to collect additional feedback.

Salamone noted the word “privileged” that has been associated with the BCPA by some is bothersome and we will work to change that. Commission agreed and appreciated her comments. Cardona noted we need to get the community invested in the BCPA. Salamone agreed and added that people can be invested in the BCPA in various ways, and we need to let them know that. Additionally, in order for us to seek the part of the investment that is *financial* from the community, we all also need to be financially invested. After all, how can we ask for donations from others if we are not donating ourselves? All Commissioners and staff need to be Arts Partners.

### **May Fundraiser: conversation tabled.**

### **New Business / Comments**

Salamone stated the Creativity Center needs to be exciting not just on the inside but also on the outside. That said, the facade needs to be something different than what’s been previously proposed. Per Salamone’s request, Stickrod created a design possibility for the Creativity Center exterior. Stickrod shared a copy of his design and gave an explanation of the design, which includes an old movie theatre type marquee; LED lights and screens which allow for a billboard and scrolling screens; aluminum tubing with LEDs behind it, etc. It would be able to be seen from Locust, Main, and East Streets. Stickrod added the design could serve as a jumping point that gives an idea of what could ultimately be a really creative space. Commissioners were very impressed and in favor of the design.

With a motion by Tilton and second by Giordano, meeting adjourned, 8:40 am.