

CULTURAL DISTRICT COMMISSION
MEETING MINUTES
May 8, 2014
Creativity Center Conference Room

Attendance

Commission present: Carol Baker, Alex Cardona, Roger Elliott, Sherry Galbreath, Matt Giordano, Dave Hauman, Neeraj Joshi, Mike Kerber, Judy Markowitz, Carole Ringer, Vicki Tilton, Curtis Trout, Jim Waldorf

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

Meeting opened at 7:35 a.m. by Chair, Vicki Tilton. Roll call taken. Previous minutes approved with a motion by Ringer and a second by Elliott.

Review of recent activities and events

Veal reviewed the April 2014 BCPA Commission Report of April's activities. Highlights included

- School Sculptures workshops, mobiles and A Perfect Balance performance
- First Friday: five high school artists in the lobby and the addition of dance and art activities scheduled to be on Monroe Street moved to the BCPA Ballroom due to weather
- Well attended and great preshow for Fancy Nancy
- Other performances: Church Basement Ladies, ISO, IWCO, Lisa Loeb

Baker noted she participated in one of the School Sculptures workshops and had a great experience. Veal reported the Regional Alternative School created a video of their students' experience at the workshops; it is posted on our Facebook page. Veal thanked the interns from MCAC.

Cardona congratulated staff on the success of recent events and for the articles in the Pantagraph and WJBC interviews. He noted there seems to be a good amount of feedback and talk going on in the community about the BCPA. Salamone asked that Commissioners let her know if they hear people giving out incorrect information about the BCPA/Creativity Center; we will not have that and she will address it.

Salamone noted the 2014-15 Season Announcement Launch Parties will be on May 21 for the Inner Circle and May 28 for the general public. Other upcoming events include Whose Live Anyway on May 31, B.B. King on June 3 and First Friday on June 6.

B.B. King Performance

Salamone reported there are 120 tickets left. Wells Fargo is the show sponsor. Salamone will introduce opener Tallan Noble Latz, Waldorf will introduce B.B.

Mobiles

Salamone reported usually when School Sculptures goes to a school for a week, businesses or individuals will sponsor a piece prior to the building of the sculptures. We did not do that here. The mobiles will be staying for awhile and we will hopefully have someone buy and donate it back.

Talking Points

Mangian noted we have had good buzz lately. She provided an overview of the “Marketing Messaging: 2014-15.” Kerber commented how much he appreciated this information; his comments were echoed by the rest of the Commission.

Salamone noted it is difficult to program a season given how much is already on the calendar with rentals, stakeholders, etc., but that’s a good thing. We are programming more, with more variety, in an effort to engage different segments of the community.

501c3 status

Waldorf reported after the last meeting, he, Elliott, Tilton and Giordano met to discuss the 501c3, which will serve as the friends organization that is the fundraising arm of the BCPA and Creativity Center and will function independently of the City.

Waldorf reported the 501c3 now has a tax id number and this new non-profit has received it’s first donation check... from Jim Waldorf. This is the beginning of a fund that will allow for projects to be completed we feel are important, with access to the money when wanted/needed. Checks should be made payable to the Friends of the BCPA.

Kerber asked if endowments will be a part of the Friends of the BCPA. Waldorf replied yes.

Cardona thanked Giordano for the great Friends of the BCPA Facebook page and asked what the next step is for that. Salamone noted she wanted to table that discussion and added the next Commission meeting will focus on fundraising and led by Cowger.

New Business / Comments

Tilton reported Jamie Mathy will be appointed and Karen Schmidt will be reappointed to the Commission on May 12. We are happy to welcome Mathy and also keep Schmidt on the Commission.

Salamone reported the BCPA stagehands have ratified the IATSE contract; it will go to City Council on May 12. We expect it to be passed with no problems.

Salamone noted that in other theatres/performing arts centers, there is generally a charge when tour groups come through. It is not uncommon to charge \$7 per person, \$11 with an organ concert and more for lunch or dinner. She noted it is nice we provide free tours but that this is an untapped market here and we need to take another look at charging, especially the larger tour groups, who generally do expect a charge.

Elliott discussed a situation in New Orleans similar to that of the Creativity Center. They initially had problems gaining momentum in getting their “Creativity Center” going. They picked up steam when people were doing and seeing activities in the building, even though the building was safe but beaten up. Elliott said people responded positively to the building being used and that when the community sees good things happening, they will want to make it even better. Similar things can happen here with our Creativity Center. Salamone stated that right now our philosophy is it’s hard to ask renters to pay for certain things at the Creativity Center because we can’t give them all of the accommodations they need. So for now, we will let them come in and use the space for free and we will talk fees later.

Ringer noted the AART is having the Summer Arts Sampler this year. You can buy a sampler pass for \$10 per event at different venues. She will send more information soon.

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