

**CULTURAL DISTRICT COMMISSION
MEETING MINUTES**

January 8, 2015
Creativity Center Conference Room
107 E. Chestnut Street
Bloomington, Illinois

Attendance

Commission present: Vicki Tilton (Chair), Carol Baker, Alex Cardona, Roger Elliott, Matt Giordano, Neeraj Joshi, Mike Kerber, Carol Ringer

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

Meeting opened at 7:35 a.m. by Chair, Vicki Tilton. Roll call taken. No Public Comments made.

November Meeting Minutes

With a motion by Baker and a second by Giordano, the December 2014 minutes were approved.

Staff Reports

Veal provided the Monthly Cultural Commission Report handout to all and shared some of the highlights. In addition to BCPA-presented performances, Veal noted the BCPA was also used for the Holiday Spectacular, including a Princess Lunch; the Rainbow Girls to make cookies and fudge; piano lessons and improv classes; BCPA mini-tours and City employment interviews.

Young reported he and the maintenance crew are working on basic winter upkeep, including keeping the pipes and heads from freezing. He noted January 2015 was the busiest January we have ever had.

Mangian reported she and Rakestraw are working on following: marketing the seven BCPA January shows; getting more of a presence on the City Website and social media; preparing to market Weir Al; monthly e-blasts with BCPA show information. She also noted: there was a big social media push for the Frozen movie, which played at the BCPA last weekend; there will be more Throwback Thursday posts and BCPA tour posts on Facebook – thank you to Carol Baker for supplying some photos for those posts; the season brochure for the second half of the BCPA season are going to the printer today and they are set to arrive late next week. Mangian urged all Commissioners to continue to like and share BCPA events on social media and via email.

Salamone noted the attendance for Frozen was 470 patrons, across 4 showings. She stated that there was positive feedback from community members thanking the BCPA for the opportunity to see the movie and at such affordable price. There was also some criticism from people saying we should not be having events like these. She asked that if anyone on the Commission comes across people griping about the BCPA, please tell them to come and talk to us. Salamone said our concern is to serve our community, and we will continue to do that.

She noted other movies will be shown at the BCPA, adding that those with shared communal experiences will work well, including classic films and comedies.

Salamone added that the Downtown Bloomington Association needs to be more active in driving the First Friday events, rather than just making requests in a nice person voice to the downtown business owners. For instance, at the First Friday event last week, we could have essentially recreated the downtown streets in the BCPA ballroom, filling it with many of the downtown businesses. But because there was not enough participation from businesses due to how the DBA deals with the business owners, that set up and experience at the BCPA could not and did not happen.

Salamone also reported the following: we will be interviewing potential interns from IWU; Lincoln Park may be the site of an international festival in 2016; Dick Folse from IWU visited yesterday, there may be some granting opportunities coming our way; Kimberly Wright – Patron and Event Services Manager – has accepted a position with the American Cancer Society; Jim Martin – Assistant Technical Director – is the unofficial BCPA Technical Director.

Ringer asked what the intern projects will be. Salamone responded that we want them to learn all of the aspects of what goes into running a performing arts center, so they will be doing a variety of things. A couple of projects will include creating budget forecasts with actuals for individual shows and creating displays for performances (one of the potential interns is a dramaturg).

Salamone announced Judy Markowitz has stepped down from her position as Commission Member; her term would have ended on April 30. Salamone read the resignation email received from Markowitz. As per Markowitz's request, we will continue to keep her in the loop regarding BCPA happenings. Commission and staff are grateful for Markowitz's contributions to the BCPA and the community as a whole.

The list of expiration dates for all Commissioners was distributed. Salamone asked that all that need to fill out the reappointment application, please do so.

Salamone congratulated Mangian and Rakestraw for doing a great job, noting we are already seeing results from the new team.

Tilton reported the 501c-3's tax exempt status has been approved. There are three Trustees: Roger Elliott, Matt Giordano and herself. They will coordinate with Salamone so that no one is tripping over anyone's toes for fundraising dollars.

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