

CULTURAL DISTRICT COMMISSION MEETING MINUTES

Thursday, July 9, 2015
Creativity Center Conference Room
107 E. Chestnut Street
Bloomington, IL 61701

Commission present: Vicki Tilton, Matt Giordano, Karen Schmidt, Jamie Mathy, Neeraj Joshi, Ryan Huetter, Mike Kerber, Sherry Galbreath, Carole Ringer

Staff present: Tina Salomone, Jay Tezloff, Thom Rakestraw, Erin Magian, David Young, Pam Starks

Meeting called to order at 7:35am by Chair, Vicki Tilton. Introductions were made around the table. Public Comment card and new procedures for Public Comments were discussed. No Public Comments were made.

Items to be Presented

It was moved by Jamie Mathy and seconded by Carol Ringer to approve the June 11, 2015 Cultural District Commission meeting minutes. No discussion, voted and approved.

Staff Reports

Marketing – Erin Mangian and Thom Rakestraw:

- Discussed Bloomington Beer Fest advertising with additional advertising on Facebook and Instagram.
- Student Spotlight brochures and Arts Partner brochures are in the process of being designed and printed.
- Marketing has teamed up with the Bloomington Public Library to advertise some of our shows that have a literary content.
- July is Parks and Rec month and to celebrate, there will be an event on Sunday, July 12 from 3 – 6pm at McGraw Park, with an 80's theme
- Marketing has starting generating Playbill ads. A discussion was presented about the new Playbill format.

Facilities – David Young:

- Maintenance team is working on general maintenance and preparing the building for the upcoming season.
- They have set up the Ballroom for Bloomington Police Awards that will take place at 3pm on Friday.

Ticket Office – Pam Starks:

- Preparing for Morrissey concert on Saturday
- Announced Matt Drat has been rehired with a main focus on Group Sales

Other Business

Tina Salamone started a discussion about Bloomington Beer Fest, Friday 8/21/15 from 5 – 10 and Saturday, 8/22/15 from 2 – 10 pm with beer tasting beginning at 4pm. Headliners, Phil Vasser and Matthew Curry were announced to the public. Further discussion included process of the Beer Fest. The use of Not for Profit Groups taking shifts to pour beer, for the groups to realize a portion of the beer profits was explained. It was suggested by Mathy to break down pour times into shifts. Huette asked what our attendance goal was for this event and Salamone answered, we would like to see 4,000 people. She also explained that the BCPA would retain 100% of the Gate to cover expenses, and the profit sharing would come from the beer sales. She also mentioned at our staff meeting on Tuesday, we will be meeting with the beer distributor, David Young mentioned that our Beer Fest would have more of an educational experience as we would have representatives from the variety of beers, that would be on hand to answer questions and explain processes used to brew a specific beer. A question was asked if there was still time to add more groups to the pour list, some groups mentioned were Sunrise Rotary, West Bloomington Reorganization Committee and DBA Salamone responded we would be happy to add to our list, but requested responses come soon.

Salamone distributed papers with Year to Date Budget information. Mangian pointed out that the amount listed for marketing was not dollar amounts as some of their advertising is In-Kind. Mathy discussed budget concerns and questioned would having bigger name performers bring in better dollar amounts. Salamone said she had been trying to obtain some bigger names, but they end up going to the Coliseum. It was also discussed that the BCPA has some open positions that have been posted, but until those positions are filled, the BCPA staff is working together to cover those positions.

Salamone presented the idea of creating Task forces or Committees within the Cultural Commission members. Among these may include Bloomington Beer Fest, Grants, Prospects for Naming Rights, Farnsworth (Architects for the CC building).

Upon mention of the Creativity Center, there was a question about the progress with the architects and fund-raising. Salamone stated that the immediate concern is having money to get necessary repairs done to the roof and HVAC. Ringer asked how to raise money to get the project completed and agreed that there is a need for an Advisory Committee to discuss moving forward with the remodel and current needed repairs to the CC building. David Young mentioned the possibility of securing a loan, getting the project done, and paying the loan with money raised and income from the building tenants. This will need more discussion and a group to amass information on the remodel.

At 8:50am, it was moved by Mathy and seconded by Huette to adjourn.