

**CULTURAL DISTRICT COMMISSION
MEETING MINUTES**

August 13, 2015
Creativity Center Conference Room
107 E. Chestnut Street
Bloomington, Illinois 61701

Attendance

Commission present: Vicki Tilton, Alex Cardona, Sherry Galbreath, Matt Giordano, Kiasha Henry, Jessielee Hinshaw, Mike Kerber, Jamie Mathy, Karen Schmidt, Carol Ringer

Staff present: Jay Tezloff, Tina Salamone, Brandy Maloney, Erin Shannon, Eric Veal, Thom Rakestraw, Pam Starks, Eric Veal, Dave Young

Meeting called to order by Chair, Vicki Tilton at 7:35 a.m. and roll call taken. No Public Comments were made.

Item to be Presented

With a motion by Ringer and a second by Schmidt, the July 9, 2015 Cultural District Commission meeting minutes were approved.

Staffing of Bloomington Beer Fest

Salamone reported the following:

- Tables will be staffed with two volunteers per table to pour.
- Current groups participating are
 - Friends of the BCPA
 - Miller Park Zoological Society
 - Holiday Spectacular
 - Community Players
 - Downtown Bloomington Association
 - Pepper Ridge PTO
- We still have people dialing in about volunteering.

Cardona asked if Western Avenue is involved. Salamone responded they are on the call back list. Kerber suggested Bike Blo-No may want to participate and noted Mike McCurdy would be the contact for that. Salamone responded Bike Blo-No is participating with Bruegala, but they are also more than welcome to join Bloomington Beer Fest as well.

Staff Reports

Performing Arts Director Report

Salamone provided all with handouts:

- Performing Arts Intern Info
- Bloomington Beer Fest / Upcoming Season promo
- Bloomington Beer Fest FAQ's

Salamone also reported the following:

- Jamie Mathy / Red Raccoon Games is the Event Sponsor for Intergalactic Nemesis and Wells Fargo is the Event Sponsor for Million Dollar Quartet.
- The management company for Wellington International Ukulele Orchestra show changed our show date without notifying us; they have booked that 2/25/16 date in Iowa. We are unable to have the show on 2/26/16 because the date is already booked, so we will have to cancel if we are unable to get the 2/25/16 date back.
- The BCPA Volunteer Coordinator position has been offered to one of the candidates.

New Commission Member, Kiasha Henry, was introduced and introductions were made around the table.

Marketing Report

Shannon and Rakestraw reported the following:

- Current main focus is on Bloomington Beer Fest.
 - Thanks to the Parks staff for placing yard signs around town.
 - There are additional yard signs; please take one if you can place it in your yard.
 - We will have the cover story in next week's GO Section
- Regular radio and Pantagraph ads are running.
- Additional digital marketing is ongoing: Google Ad Words, Twitter, etc.

Cardona asked if it's possible to print reusable signs to help folks navigate to Bloomington Beer Fest, similar to those used by the Cornbelters for their games. Young responded that there has been discussion about sandwich board type signs for near and around the building and noted road signs are expensive. Cardona stated he was referring to yard signs. Tilton commented that it is worth looking into.

Mathy noted he will be sending out info for people to sign up to volunteer via Volunteer Spot for the Friends of the BCPA tables at Bloomington Beer Fest.

Cardona stated he posted on the Friends of the BCPA Facebook page an article concerning the economic impact the arts have on the community. He noted it's important to keep folks informed, as there is a lot of misinformation out there. Mathy asked everyone to please continue to share BCPA events and information and noted we should be vocal for the things that we like and are important to us and the community.

Community Engagement Report

Veal provided the Monthly Cultural Commission Report handout to all and commented on some of the highlights.

He also reported the following:

- Miller Park Summer Theatre just finished.
 - As in previous years, two-week theatre workshop was included for those 18 and under at the Creativity Center.
 - The younger cast members performed “Aliens Among Us” on the BCPA stage.
 - Over 2,500 people attended the “Hairspray” performances at Miller Park.
- School starts next week. We have sent emails and post cards to educators; the Spotlight Brochure will be sent soon.

Facilities Report

Young reported the Bloomington Beer Fest supplies have been ordered / bought. He is finalizing the diagram and getting things ready.

Commission Task Forces

Salamone stated if Commissioners want to be more involved, there are plenty of opportunities to help, and asked that interested Commissioners contact her. She also noted leadership is needed for a Creativity Center Task Force.

Friends of the BCPA Update and Fundraising

Giordano reported the following:

- There is an 11:30 am meeting today.
- There is a little over \$2,000.00 in the account.

With a motion by Kerber and second by Ringer, meeting adjourned at 8:40 am.