ARTS COMMISSION MEETING

Wednesday, October 08, 2014, 5pm-6:30pm

Present: Jan Grant, Jean Krautt, Craig Widen, Martina Celerin, Fancesca Sobrer, Sally Gaskill, Miah Michaelsen, Alain Barker. Absent: Paul Sturm, Lynn Schwartzberg, Abby Perfetti, Peter Jacobi

A Discussion with the ARTS ALLIANCE OF GREATER BLOOMINGTON

Guests: Joanne Shank, Guy Hardy, Michelle Martin Coleman, Gail Londergan, Jeffrey Huntsman, Julianna Burell, Scott Myers, and Sara Peterson

Joanne presented an analysis of activities and responsibilities of the BAC, BEAD, and the Arts Alliance of Greater Bloomington.

> Miah suggested that, if the intent is to consider and represent the greater universe regarding support of the arts, we may want to consider others orgs as part of the conversation, Ivy Tech, for instance. Sarah Peterson mentioned that the Nonprofit Alliance of Monroe County is also looking for an arts representative. Joanne suggested the formation of a sub-committee to work on a comprehensive publication, collaborative website, or something like that, including PDF resource guide for services supporting the arts in the community. Michelle agreed that could take the form of a brochure as well. Miah mentioned that interns would be available to help with the project. Guy suggested that other organizations can be considered to be a part of this, when seeking services; for instance, artists and organizations looking for an accountant, a list of physicians who can help musician-specific illnesses. Alain mentioned that some of this might align with the entrepreneurship and career development program in the Jacobs School of Music and would be interested to help as well. Guy reminded the group that there is a mapping component on the website that presents information about artists. Sally suggested that changes to the draft document could be developed by the sub-committee. Including Alain and Jan's participation. Miah mentioned that peer-to-peer networking needs to be added to the AAGB offerings. Jeffrey thought that the document and underlying project makes it easier for arts organizations in Bloomington to not duplicate other's activity. It was agreed that ongoing communication between the three groups should be supported. A subcommittee would provide the connection between all three, functioning as a working group.

How can AAGB support the bringing business to the arts initiative?

> Jan mentioned that, as things unfold, the BAC would be in a better position to know how this might work. Guy said that the Bloomington Chamber of Commerce is already involved and was wondering how concrete plans are. He also reminded all that the AAGB is a membership org for the artists and would be a natural partner. Connecting to the business community is in the organization's strategic plan. Michelle mentioned that arts advocates need to be more involved from the AAGB perspective. Craig asked if the AAGB has membership with the Chamber of Commerce. Guy mentioned that present funds don't allow for a membership. Michelle – arts

advocates develop funding for the arts; they are part of the stakeholder group. Alain wondered if there are two conversations going on here, 1) the general conversation between the business community and artists and 2) the more specific project that the BAC is involved with that focuses on how art expression and experience can be infused into the business community. Miah mentioned that the BAC is giving control of the conversation (and project) to the business community. The benefit would be for the business community to consider arts integration and participation in a much more personal way. Guy mentioned that the vast majority of AAGB members are independent business people and are aware of the business aspect of the arts. Craig mentioned that this is an experiment on the part of the BAC: what kind of interaction we can generate in the business world, how to find businesses to partner with us. Miah mentioned that, when the BAC knows what it's looking for, there's a strong possibility that the AAGB will be in a position to help spread the world and assist.

Going back to the comparison between the AAGB, BEAD, and the BAC, Jean mentioned that document represents a gigantic amount of work and enables many in the community to benefit from it. She expressed thanks to those involved.

September Minutes

Moved: Alain, Second: Craig. Approved as presented

Treasurer's Report

Craig: remains the same. Operating fund has a few more $k than this time last year.

Business and the Arts: Chamber of Commerce

Miah shared a letter received from Mary Jo Orlowski and Jeb Conrad with the BAC. Mary Jo: The arts community needs to be engaged and discussed before we know what the partnership is. They will be looking to specialist individuals, key folks who might be able to help. Martina mentioned that the initiative needs to be business-focused and not have the arts community drive the project. Jan said that there is a need to make sure that the first venture is successful, as a way of building the project. Sally: the BAC can make money available to the business community to drive the pilot project.

Response from Jeb included discussion about a partnership for the Chamber's 100th birthday celebration. An idea of 100 artists/ 100 businesses was shared, perhaps opening the door to a focus group to discussion how to implement the project. Alain suggested that the focus of the BAC project needs to be holistic and not confined to one major celebration. The focus group definition was discussed: open to all BAC members, as well as some of the following: Jeb, Mary Jo, Smithville, WW Auto, IU Health, Bloomingfoods, Monroe Hospital, Local First, Scholars Inn, Cook, CFC, Curry, and Doug Bruce.

Public Art Master Plan discussion

Jan mentioned that minor changes on the way. Miah confirmed that there was a subcommittee that continues to consider priorities, strategies, and actions, as a way of making it realistic and implementable. The committee is made up of the following: Jan, Alain, Abby, Martina, Lynn, Peter, and Sally.

Staff Report: Miah

- Transit Building Signs are in design and are made of stainless steel and include information for the artwork.
- Clear Creek Trail: New partnership proposal to BAC in November.
- Current Display at the City Hall: Arts by the Numbers. Economic Impact of the arts in Bloomington.
- Webinar, Oct 20 at 1pm: Funding Opportunities and resources from the National Endowment for the Arts.
- Arts Admin grad students are studying volunteerism in the Bloomington arts community.
- Arts Alliance still needs Steering Committee members.
- Reminder that we have $600 left in granting funds,which must be spent by December 1.

The meeting was adjourned at 6:25pm