

Bloomington Arts Commission – Meeting Minutes

July 12, 2017

5:00 pm

Minutes by Abby Perfetti

Present: Lynn Schwartzberg, Alain Barker, Sally Gaskill, Abby Perfetti, Emily Goodson, Gabe Colman

Ex Officio: Sean Starowitz

Absent: Mike Wilkerson, Angelo Pizzo, Francesca Sobrer, Peter Jacobi

Guest Speakers: Gabe Gloden, Mary Jean Regoli

Call to Order

Meeting was called to order by Sally Gaskill at 5:01pm.

Public Comment

There was no public comment.

Guests

Sally invited two guests to speak at today's meeting.

Gabe Gloden

- **Managing Director at Cardinal Stage Company**
 - **First time for this position at Cardinal**
- **Challenges Cardinal has been facing:**
 - **Complete staff turnover through the past two years**
 - **Significant increase in production costs**
 - **Signed a contract with actors' equity union – an important opportunity for Bloomington, and for Cardinal to attract professional-level actors, and could help IU attract talented students who want to go to school in a town with an equity theater company**
 - **Cardinal lags behind other professional theater companies in ratio of contributed money to earned money; should be 60% contributed, but is currently around 45%. Public and individual funding needs to grow; corporate is doing well.**
- **Currently searching for an Artistic Director to replace Randy White, who has just left the company**
- **Lynn Schwartzberg: We need to educate people that their ticket price only pays for a fraction of the production costs.**
- **Could have a big impact if local funding has a tiered grant system for different sizes of arts organizations. Provides stability for the ones providing the most opportunities for**

artists and generate economic activity, and provides help for startups, small orgs, etc.
(Examples: Boise, Indianapolis)

- Gabe Colman: Tracking out-of-town arts consumers could help the industry demonstrate its impact.
- Cardinal's number of audience members from lower-income backgrounds is growing. Good trend for impact; they can't become major donors any time soon.

Mary Jean Regoli is the administrator of Friends of the Library.

- Friends of the Library, Monroe County Public Library (fol@mcpl.info)
- The Power of Words: Changing our World, One Author at a Time
 - Biennial program that brings an author to town to stimulate discussion in the community
- NEA Big Read: Bloomington is one of 75 communities nationwide to get this grant, and only one of four to receive full funding (\$20,000); they particularly liked the partnerships that we developed in the 2015 Power of Words (March)
- Theme of events and discussions: personal immigration experience, bi-racial experience
- Big community events planned, some in September and October, but mostly in November and in early 2018
 - Looking for more community partners, especially in the spring
 - Will host two open houses in August to reach out to potential partners
- Author Jamie Ford will be here, author of *Hotel on the Corner of Bitter and Sweet*

June Minutes

- Approval is delayed until our August meeting.
- Sally has edited the minutes from past five meetings to be placed on the city's new web site

Treasurer's Report

- 402 Municipal Arts, aka 1% for arts fund: \$61,635.66 (no change)
 - BAC can spend this on public art projects. Future growth: This fund will get an additional \$40,000 (approx) that should be spent on Switchyard project because that's what it comes from. Sean suggests spending some on the Bicentennial of Bloomington project.
- 403 Operating: \$4,518.55 (no change)
 - This is not a recurring fund. This is revenue from the postcard project, and when it's gone, it's gone. It has been spent on workshops and programs in the past; we are careful with how we use this.

Staff Report – Sean Starowitz

- Bicentennial and Switchyard projects:

- Sean will set up committee meetings to start the discussions
 - Switchyard: Abby and Martina
 - Bicentennial: Sally, Alain, Gabe, Mike
- Indiana Arts Commission
 - Community engagement grants to cultural districts for \$5,000
 - Building mutual relationships
 - A tool, not an end
 - BEAD will apply for a grant for \$5,000 designated for cultural districts in the new IAC budget
- BUEA grants meeting on July 11
 - About 30 attendees
 - Ivy Tech hosted
 - Meeting went well and also served as a networking event

Chair's Report – Sally Gaskill

- Strategic Plan
 - Questions:
 - What are some items we can accomplish this year?
 - What should be our priorities long-term?
 - Priority 1.1: Annual Public Art Plan
 - Alain: Because we have professional staff, we need to base it on what the City is planning. Sean could present a plan that we will give input on.
 - Priority 2.3: Promoting citizen participation in the arts
 - Sally: Bicentennial presents an opportunity
 - Sean: There will be community-wide initiatives and encouragement for organizations to plan events, put them on central calendar
 - Sally: Her idea is to commission a Bloomington Bicentennial Community Song to promote participation in the arts via singing; it could be an outgrowth of our sculpture (C)olumn at Seminary Square (the wordy art sculpture). Commissioners agreed that this project has exciting potential and we should develop a plan for it to be our Bicentennial project. Lynn and Alain volunteered to serve on the planning committee (along with previously mentioned Commissioners).
 - Sean has been talking to Secretly Canadian about an album
 - Need to come up with a budget, timeline, and funding source
 - 1.1 b and c: Need to clean Dale Enoch's Banquet sculpture; Gabe is working on this.

Commissioner Announcements

- **Gabe: Art and Soul show is up now at The Venue**
- **Lynn: Check out the art at the galleries**
- **Gabe will be running as a candidate to fill Tim Maher's seat on the City Council**
- **Our October meeting is being rescheduled to Wednesday, October 4**

Adjournment

Meeting was adjourned at 5:29pm.