

## **Kanab Arts Board Meeting Minutes January 2, 2020**

**Board Members Present:** Dave Owens, Katherine Van Hagan, Linda McCowan, Ellie Clough, Austin Soderquist

**Board Members Absent:** Jenna Corry

**Other Attendees:** Celeste Meyeres (City Council Liaison)

### **1. Call To Order:**

- a. Katherine Van Hagan called the meeting to order @ 6:30PM
- b. Dave Owens moved to approve the December 4<sup>th</sup> Minutes, Ellie Clough approved and Celeste seconded the motion.

**2. Elected 2020 Leadership Positions:** Chair-Katherine Van Hagan, Vice-Chair-Linda McCowan, Secretary-Ellie Mae Clough

### **3. Discussion of Budget, Surplus Monies and Grants:**

**KAB Account:** Katherine accepted position to track and keep the KAB financial reports. Dave Owens and Katherine Van Hagan discussed the correct flow for KAB expenditure. A meeting between Joe Decker, Josh Warburten and Dave Owens brought to light that surplus funds should be directed back to KAB rather than the Kanab City Council office. Celeste Meyeres presented figures acquired from Joe Decker which stated the total in the account: Total: \$15,900.83, with a surplus of \$4,000.00 (from that total) which must be spent by the end of the July fiscal, ending June 30, 2020. City Council returned \$11,000.00 surplus back into KAB account.

#### **Grants:**

Five Grants equaling \$20,000 were scheduled to be requested by Dave Owens and Katherine Van Hagan: **1. Library Art Shows:** (new grant request) \$2,000. **2. Tim O'Brien:** \$3,000. **3. Off Season Event:** \$5,000. (January 2021 or November 2020) **4. Farmers Market:** \$5,000. **5. Red Rocktoberfest:** \$5,000. Discussion of December events not being well attended due to other commitments of attendees. November or January being better times for a seasonal event. Ms. Van Hagan mentioned that the true amount that may be realized from grant request may be closer to \$10,000 for these 5 KAB events.

Deadlines for **Utah Grants:** April 1<sup>st</sup>. **Travel Council Grants:** recording requirements and deadlines need to be explored in order to apply in a timely manner.

Ms. Van Hagan mentioned that as a committee we should use budget not only to fund events but to enhance and market our events and continue to stay under budget. Expenditures are sometimes expected by grantors to be completed by certain times of approval and these dates are important to adhere to. Katherine said we need to be cognizant of Grant requirements.

**4. Library Arts Show:** Linda McGowen said the advertising and posters should be displayed by second week of January, next Thursday.

**Artist of the Year:** Katherine suggested 2018 award to be presented at February 7<sup>th</sup> show and 2019 at future Art show. Ms. Celeste Meyeres suggested any changes in dates should be done officially.

Mr. Dave Owen suggested that the Art Award could be presented at the Tim O'Brien concert or presented by the city council. Perhaps after presentation of 2019 the KAB can think about change in the awarding to a more public venue.

**Library Art Show Marketing:** Ms. Celeste Meyeres suggested that award be presented at the Library Art Show but have it also be an agenda item where the artist would also be recognized by Mayor. Mr. Dave Owens stated that by having City Council involved it will be covered by council reporter, awarding the plaque at the Library Art Show it may encourage more attendance at the event.

Austin questioned the process of voting for Artist of The Year and Art Supporter and the type of art accepted (visual arts, literary art, 2D, 3D, crafts etc.) Discussion of media platforms used to reach the public used: Mail Chimp, Facebook, for public suggestions for nominees.

Katherine Van Hagan and Anne will distribute posters and Katherine will post information on the Best Friends website and all Kanab Facebook sites.

Ms. Linda McCowan discussed how the refreshments for the Library Art Show will be donated by the Friends of the Library in the future. The meetings will be held quarterly to stay ahead of the shows. Librarian Ms. Jenny Chatweh, Linda McCowan, Eileen Gilbert-Bell and Ellie Clough will be in attendance. Ms. Linda McCowan discussed with Jenna Corry that the advertisement should be in the paper 3 weeks ahead of time as well as posters and any other advertising material. This timing seemed to work well with past events for Josh and Austin. Austin will share event information in whatever social media venues he has available.

Ms. Celeste Meyeres asked for clarification of presentation of awards for benefit of Jenna Corry's creation of document for the February Library Art Show opening.

Austin Soderquist is willing to write a press release for the paper about the upcoming show.

Acknowledgement that Ms. McCowan's show brought in more than 100 participants the general feelings was that advertising needs at least a three week lead time in papers.

Mr. Dave Owens mentioned that he will need the credentials for platforms for placing KAB events and notices: Facebook, Mailchimp, Kanab Classified, Unclassified etc. Farmers Market info. needs to be found and website credentials need to be found as well as Kanab Arts Board gmail passcode: [kanabarts@gmail.com](mailto:kanabarts@gmail.com). Ms. Celeste Meyeres mentioned it would be a good idea for other Board members to have the password to KAB gmail account.

Katherine suggested setting up KAB mailchimp account. Mr. Owen may know a web-guy to revive the mailing and website accounts etc. Katherine suggested we Skip to item #6...

**6. Discuss Marketing piece in Southern Utah Vacation Guide:** Blue skyline image with events listed for KAB may be used to submit to The Southern Utah Vacation Guide for 2020 including Tim O'Brien, Library Art Shows, Red Rocktoberfest. Mr. Owen mentioned that dates need to be solid for the printing to avoid conflicting dates. Ms. Linda McCowan mentioned that it may be a nice gesture to offer to reimburse the artist who volunteer at Red Rocktoberfest for supplies they use at their demonstration tables for the public. There may be a charge for advertising in Vacation Guide. Ms. Meyeres suggested a vote be taken to allocate funds. A suggestion was made by Mr. Owens and agreed to by Katherine Van Hagan for a maximum amount of \$500. All

attending members voted for that sum for advertising. Mr. Owens mentioned the Travel Council calendaring and website is free as well other venues.

**5. Tim O'Brien:** Discussion of contract logistics, tickets to be sold online in Event Brite, marketing, posters, distributing posters. Mr. Owens has housing, students, event covered. By next month's meeting Tim O'Brien posters and advertising should be distributed. Ms. Meyeres suggested hiring out poster graphics. Devon was suggested as a possible Graphic Artist.

Quality printing was highly recommended for any publications. Ms. Meyeres suggested board votes for advertising budget. A budget of \$100. maximum was voted on as well as using a local designer and printer with credit for their involvement included in the printed material. Motion was suggested by Katherine, made by Linda, seconded by Ellie Clough and was so moved. \$850,00. has been allocated through West AF grant monies toward the \$2,000.00 expense for bringing in Mr. O'Brien for marketing. Most Grants are both local and statewide.

**Ticketing:** Event Brite charges 2.5% + .99 per ticket. Thought that it best for Arts Board to absorb the added cost. Ticket sales on-line not available for everyone. Glaziers and Honey's would both be selling tickets for this event. Both stores will be asked they could donate chips and salsa and fresh fruit. **The opening act:** Not yet determined.

Seating will accommodate 562, seating could be added to the front. Children (17 and younger) free, \$20. per adult (18 and over). Celeste made the point that teens need to be considered and be admitted free. Tickets will be sold at the door. Celeste is available to sell tickets or to find the person to sell the tickets.

**Ticket sales:** at the door and credit cards accepted at a separate table with laptop and card reader. Dave Owens suggested we leave ticket sales open on Event Brite for Tim O'Brien until midnight.

With prior experience, Mr. Owens offered to work with Quality printing. Distribution of the posters, bringing back unused tickets needs to be worked out. Mr. Owens will be reaching out to coordinator for Tim Obrien to see if they need video or other technical backup. Ms. Van Hagan offered to put concert info. on Kane County board and speak to Chad Castagno to get concert put on the Highschool board and get information out to the public in the best way possible. (Facebook ad is felt to be ineffective) Nextdoor, Instagram, newspaper adds. Ms. McCowan questioned the cost of News Paper ads which sparked further discussion on advertising. Handbills were vote out of the mix.

**6.5: emailing and texting etiquette:** No more "liked" or "loved", thumbs-up to recognize delivery. It was suggested we respond only if NOT going to attend a meeting or scheduled event. Combination of Email and text might be the best way to handle a message that needs to be attended to.

**7. Candidates for Board Membership:** Eileen Gilbert Bell, letter of intent and bio.to be sent to Ms. Celeste Meyers. Dave Owen's suggestion was Betty Colston from symphony board may be interested in KAB membership.

**8. Any other business to discuss:** Closed the meeting at 8:45PM

(On Friday evening, 1/3/2020, Celeste Meyeres sent emails to the KAB members to nominate Eileen Bell to KAB at the next City Council Meeting. It was voted by all unanimously)