

***Holladay Arts Council Meeting
Mt. Olympus Room, City Hall***

Date January 15, 2020

Minutes recorded by: Sheri Sohm, Secretary

- **Meeting called to order by Kathy Murphy, Chair at 5:30 pm**
- **Attending:** Natalie Bradley, Ginger Gunn, Chris Knaphus, Kathy Murphy, Sheri Sohm, JC Conrad, Lisa O'Brian, Jon Jensen, Jenn Clark, Michaeljohn Kudlik, Zoe Rodriguez
- **Executive staff and Ex-officio attending:** Sheryl Gillilan (Executive Director), Beckie Rock, Paul Fotheringham, Doug Roy
- **Guests:**

Business

- **Motion to approve Minutes:** Chris motioned to accept minutes and Ginger seconded. -All in favor- no opposed.
- **Hall Lighting:** Sheryl has received one bid at \$37,300 and is still waiting for the other two bids. Stage lighting: There will be three light boxes. Currently one is in place and the other two will arrive later.
- **Senior Project:** The Council is working with Spring Gardens Holladay (formerly Abbington Senior Living) on a project where professional writers will work with facility residents. Currently the professional writers are booked, so we will seek a visual artist to work with residents in the meantime.
- **Holladay Library-opening in February-** The council will encourage artists to hang art in the new library. There will be a library tour next meeting. A podcast room is included in the library and also a larger room space that could be available for an open mic.
- **Masonic Temple Tour:** Friday at 12:30-- Jason Woodland will lead the tour.

Updates

- **Jenn: Violin Concert-**This will be a great concert for young kids. It will be thirty-five minutes of music spotlighting three teens in different phases of their careers. 7:00 January Thursday Jan 16.
 - **Natalie: Stonecutter-**Natalie thanked Chris and Beckie for producing flyers. All schools wanted flyers. The Stonecutter is a Japanese folk tale presented in a choral type performance.
 - **Chris:** Flyers will go out next month for the Fine Art Show; some will also go to schools. Jenn will secure the musicians for entertainment during the receptions. Ginger, Natalie, and Jon will do the food. FAS is March 27th and 28th, 5-8 pm. Chris will pass out a volunteer sign-up sheet at the next meeting. Judges will be Derek Dyer, Valerie Price, and Laura Howe.

- **Ginger: dance concert-** 10 schools will participate on April 6th. We need help with programs.
- **Artist of month for April will be Megan Fotheringham.** Sheryl will hang some of her dance photos in the front hall where the art is usually hung.
- **Financial Report:** We are doing well on expenditures. This is the time when revenue will come in.
- **Summer Concerts:** Kathy: concerts locked in. A contract will be drawn up between the city and Excellence in the Community. Kathy read the names of performing groups for the summer of 2020. We have excellent performers. The Blue Moon will be held on August 29. The Music Fest will be on June 27th. We advertise digitally as well as with flyers and banners.
- **Jon Jensen: Social Media-** Jon will develop a short Social Media Guide which will be distributed to the Council. Various marketing strategies include Facebook, announcing at events, Insta-Gram linking to original posts and Facebook. Pinterest may be valuable to present art. You-Tube can capture concert footage and interviews. Sheryl manages email and Pinterest, Jon will manage Instagram, and Beckie is managing Facebook. The key to effective marketing is taking and showing interesting images of events and everyday life. We need to take photos of everything! Hank will take photographs of the violin concert.
- **Photos should be taken during all concerts.** Beckie set up a drop box so we can submit photos there. Interesting photos include: performers, public interest, background shots, audience shots during concerts. It was decided that a release form is not necessary because all photos will be taken in public and will not identify people by name. Determine “Hashtags” for each event, and for the placement of photos and comments. Donations can be sent to the website, or delivered onsite at events or to City Hall.
- **Motion to adjourn.** Lisa made the motion, JC seconded. Motion- sustained. All in favor
- Meeting is adjourned: 6:46 P.M

Zoe Rodriguez took headshots of all council members after the meeting.