

MINUTES: JANUARY 2020

Coralville Arts Commission
Tuesday, January 2, 2020
12:00 p.m.
Coralville Public Library



Present: Bob Goodfellow, Evan Hilsabeck, Nancy Mayfield, Nicky Beaurivage, Wes Habley, Sherri Proud, Ann Burton

Approval and Comments

- Call to Order: 12:03 PM
- Citizen Comments: None
- Approval of Agenda: (Wes/Ann)
- Approval of December Minutes: Approved with edits (Ann/Wes)

Reports

- City Council — None
- Parks and Recreation — Sherri Proud
 - We have been working on the budget and trying to account for some revenue we will not have in the next budget year (usually due to larger corporations disputing their property taxes). There will be some changes, but right now we are at step 1.
 - Sherri and Evan have been working on the fundraising RFP.
 - Sherri is still looking into getting some public art photos on the website.
 - On Friday Jan 17, we are presenting a free movie for City staff and volunteers, planning on The Princess Bride. Reception at 6:00, movie at 6:30.
- Managing Director — Evan Hilsabeck
 - December was wild! 4 of the 6 Annie performances were sold out, and we even squeezed in some extra seats for the final performance.

- Betsy Osincup attended on Sunday; she was one of the singers for the opening of the Annie radio show in the 1930s. (She is the 100-yr-old mother of our graphic designer, Elyse.)
- We took the last two weeks off to prepare for a busy year, starting with a busier January than we have seen in recent years.
- The next grant cycle for the Community Fund will begin in February; we need to replace the brain of the projector, so all our equipment is compatible. Includes updating from analog to digital.
- City Circle Theatre Company — Wes Habley
 - Annie was a really moving experience, tons of positive comments
 - All in a Day Play Festival is on January 18. All of the slots are filled: writers, directors, actors.
 - January 26 is the donor appreciation / season announcement soiree at The Mansion from 2:00-3:30 PM.
 - Evita rehearsals are underway. This is a diva show, with 8 different women performing the Evita role. This is a concert performance, with the orchestra onstage. The shows are Feb 14-16.
 - Audition dates for Legally Blonde will be announced soon.
- Young Footlites Youth Theatre — Evan Hilsabeck
 - A YF representative will be chosen at the next Board meeting; Evan will fill in until that time.
 - A round of new board members were introduced in December.
 - There is a Winter Workshop this week; it filled up, so we added a second session later this month.
 - Auditions for Treasure Island are this Friday and Saturday. Matt Falduto is directing.
 - Chitty Chitty Bang Bang auditions are coming up. We are showing the movie this Saturday at 2:00.

Old Business

- Public Art in Coralville discussion – Thomas Agran will visit in March to talk about Iowa City's arts programs

New Business

- Fundraising: FY to date, the CCPA has raised \$92k in unearned income, about half of which is in cash. About 20K of that is in-kind, the rental of the costume shop. We are about 70% of the way to our budgeted goal.
- Fundraising Consultant RFP: See handout. Timeline is through November of 2020, not 2021.
- Notes from Wes:
 - Make sure to separate out annual campaign vs capital campaign.
 - It is not entirely true that the capital campaign is closed; CC's is still outstanding.
 - These are our proposal objectives; not a request for proposal objectives.
 - Turn deliverables into an action sentence. Ex. "Identify opportunities for income in the Coralville community." Be very specific as to what we want from them, and be consistent throughout.
 - Identify the activities/steps the consultant will undertake: interviews, reviews, etc.
- Discussion: Is this a necessary step, or would it benefit us to ask directly for capital campaign proposals?

Conclusion

- No Comments from the Commission
- Adjourn: 1:16 PM PM (Wes/Ann)