The March 10, 2020 meeting of the Fishers Arts & Culture Commission convened at 6:00 p.m.

A roll call was taken and those members present were: Cecilia Coble, David Decker, Katie Haigh, Jocelyn Vare, Chris Lingner, Marisol Sanchez, Marissa Deckert and Tony Bagato.

Members absent: Jaimie Follis

Others present were: Ross Hillery, Aili McGill, Ashley Elrod, Larry Lannan, Paul Green, Kay Prange

Ms. Coble made a Motion to approve the Consent agenda and Meeting minutes from the January 10, 2020 meeting. All members seconded and approved the Motion, 6-0.

New Business:

2020 Budget- Katie Haigh presented the 2020 budget. Assets, maintenance and new installations were considered. A sub-committee process was recommended. Ashley Elrod discussed the HUB as a tool for details. Tony Bagato will present to City Council in order to establish the fund and pay-in-lieu fees. Jocelyn Vare confirmed the budget is $40,000.00, asking what the next step is. Processes such as the RFQ and how to initiate spending were discussed.

Mr. Decker asked for a Motion. Jocelyn Vare made a Motion to approve, seconded by Katie Haigh. The Motion was approved, 6-0.

Brand Positioning- Marisol Sanchez presented Brand Positioning. The discussion included what the Seal can be used for, such as murals, film festivals, etc. The Seal will be launched soon and it will need to be leveraged. There was no vote on this item.

FACC HUB and Lifestyle Site: Ashley Elrod presented the need for a shared site which is user-friendly and searchable. This would ideally be a shared site with other organizations such as Hamilton County’s site. A late-May or June completion is the goal. There was no vote on this item.

Community Engagement: Cecilia Coble presented that Tom Rich will chair the Creative Council. Traditions and set events will be coordinated with other stakeholders each year. Marisol Sanchez confirmed that they will do the vetting of the items. Mr. Decker confirmed that the Seal will come before the Website. Jocelyn Vare noted that this will be a great partnership with Hamilton County Tourism. There was no vote on this item.

Mudsock Youth Athletics- Marissa Deckert presented the concept of painting the equipment boxes in the Fishers parks, similar to the Utility box paintings in the Nickel Plate district. The discussion included the possibility of $1000.00 to be split between 4 artists, with limited materials - no vinyl. Aili McGill noted that Nickel Plate Arts can develop the RFQ and research Sherwin Williams mural paint. Jocelyn Vare noted that this might be too ad hoc, and that we need criteria and to discuss how the grant would be structured. After Commission discussion, this item was continued to May. All Commissioners agreed to continuance. There was no vote on this item.
Progress Report- David Decker presented the idea of a Progress report. He noted that each team should update every 2 weeks and that one report should be sent out. Staff agreed to send out the progress report on a bi-weekly basis to highlight the progress of 2020 goals and subcommittees between Commission meetings.

Nickel Plate Arts- Aili McGill presented the NPA March Art Buzz calendar of events. She discussed the calendar, Fishers artists, March Disability Awareness month, and the upcoming planned workshop workshop for helping artists improve their entrepreneurial and business skills.

Announcements from Public Relations:
- The Fishers Ambassador Program was discussed. The new program will be done yearly, leveraging social media influencers that can help tell the story of what we are doing here in the city. This year we are focusing on diverse group of “millennial moms” who have a strong social presence and are authentic with their audiences. Four of them will start in the next month; some are going to be dedicated to arts and cultural. They will be champions for these events, great partners and a great sounding board. They are representing the city, but they are not a staff member. They are an ambassador of the City and not of the Commission.
- The Fishers Parks & Recreation Art Under the Stars event was corrected to April 22, 2020.
- March is Disability Awareness month. An Art Trail in partnership with the Arts Council will include prizes as check-in will be done on the Play Fishers app.
- A possible Restaurant event, similar to Devour Downtown, was discussed, to take place in mid-to-late July. The City understands the importance of culinary experiences and it will be structured similar to Shop Fishers.
- Spark Fishers events were discussed, including the Car & Art show at Holland Park in partnership with the Fishers Art Council.
- Summer concerts including local talent and emerging artists ticketed series concerts were discussed. Tuesday nights will be dedicated to new local talent, people you haven’t seen in the past two years in Fishers, Friday/Saturday nights will be a ticketed series of regional national emerging talent; a 6-part concert series. The concert series will be an experience at each event by shrinking the amp seating arrangements, will have a limited number of tickets. Dates are not confirmed yet. Staff will seek guidance from the Commission on branding with a follow up email.

Announcements from Commissioners:
- The March 2020 Cover Party and the Hub & Spoke Institute at the new Hub & Spoke facility was discussed.
- David Decker asked the Commission for future organizations that need recognition for their arts and cultural work. Staff took note of several organizations that were discussed.
- Jocelyn Vare noted the Fishers Symphony at the Ignite Theater will be held 3/29 at 4:00, featuring Beethoven’s 5th Symphony.

Mr. Decker made a Motion to adjourn the meeting at 7:30. All Commissioners approved.

Next Meeting: May 12, 2020 at 6:00 pm (Microsoft Teams Virtual Meeting)

Respectfully Submitted by:

Kay Prange, Recording Secretary