The May 12, 2020 meeting of the Fishers Arts & Culture Commission convened at 6:00 p.m. via Microsoft Teams virtual meeting.

Mr. Decker called the meeting to order.

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

Members absent: Chris Lingner

Others present were: Ross Hilleary, Aili McGill, Ashley Elrod, Kay Prange, Stephanie Perry, Katelyn Coyne, Tom Rich

Mr. Decker asked for a Motion on the Consent agenda and Minutes. Ms. Sanchez made a Motion to approve the Consent agenda and Meeting minutes from the March 10, 2020 meeting. Mr. Decker seconded. The Motion was approved, 6-0.

New Business:

Brand Position Discussion:

Marisol Sanchez presented the concept of the logo with the goal to vote on one of the 3 concepts at this meeting. Ross Hilleary presented the 3 logos with their associated colors. It was decided to stay away from red and blue colors and the ampersand that looked like an A and an E, leaving #3 as the favorite. It is retro inspired using the Nickel Plate District for its inspiration. The A and C logo could be tweaked with patterning to distinguish the C from an E. It was agreed to use green and blue Fishers colors.

Mr. Decker asked for a Motion. Katie Haigh made a motion to move forward with Concept 3, Palette option 2 with some redefinition of colors. Marisol Sanchez seconded. All members approved, 6-0.

Lifestyle Site/HUB:

Ashley Elrod, Director of Public Relations, presented the concept of a Fishers Lifestyle site which would be distinguished from the Fishers Government site. The goal is a “home” to tell our story, to provide a comprehensive calendar for residents and visitors alike. Hamilton County technology and tools would be leveraged. For the Arts & Culture sub-site, development would cost between $5000-$9000. The contract was presented for approval.

In discussion, the Commissioners asked about who would maintain the site and timing. The events would be maintained by Hamilton County with input/additions from the Fishers PR team. The site would be up and running by July 1. We would need budget approval and to firm up the scope of work. Jaimie Follis suggested using the term “Explore” as a cohesive title.

Mr. Decker asked for a Motion. Marisol Sanchez made a motion to approve the expenditure of up to $9000.00 for development, which was seconded by Katie Haigh. The Motion was approved, 6-0.

Creative Council:

Presented by Cecilia Coble, a draft of Responsibilities was discussed, in addition a discussion about residents who were involved in the Master Plan who want to be involved in the Creative Council. Names should be sent to Ross. Aili McGill noted that we may want to wait a little while on that. Jaimie Follis noted that we don’t know the future of public events at this time. Ashley stated that the Community Engagement team could get involved. Cecilia asked of HOA’s are part of this? Are there organizations that are missing? Tom Rich, Co-Chair with Cecilia, suggested an every other month meeting schedule.
Nickel Plate Arts – Aili McGill presented the NPA update. She noted that the arts can go on during this challenging period. It can be viewed as a mental health tool. Performing artists have been hit hard by this. Even though Fishers District will be opening gradually, the murals will go forward.

Fishers Arts Council- Tom Rich discussed staying engaged with a virtually gallery tour, a juried art show and a Zoom series.

Cecilia thanked Tim for his contributions.

Fishers Public Relations and Fishers Parks- Stephanie Perry is looking toward launching the logo and the lifestyle site.

Fishers Planning and Zoning- Ross Hilleary discussed contactless pick-ups at the Fishers Farmer’s Market and the Indiana Arts Council survey.

Jaimie Follis noted that the shortened school year has had such an impact on students. His students have made a movie that he suggested for all to see.

Mr. Decker made a Motion to adjourn the meeting at 7:40 pm. All Commissioners approved.

Next Meeting: July 14, 2020

Respectfully Submitted by:

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Kay Prange, Recording Secretary