



**The November 9, 2021 meeting of the Fishers Arts & Culture Commission convened at 6:00 p.m.**

**A roll call was taken. Those members present:** David Decker, Cecilia Coble, Jocelyn Vare, Marisol Sanchez, and Katie Haigh. Marissa Deckert and Ross Hilleary were also present.

**Members absent:** Chris Lingner, Ben Yoder. Aili McGill was also absent.

**Others present:** Megan Baumgartner, Ashley Elrod, Stephanie Perry, Megan Vukusich, Tom Rich, Kay Prange, Tracy Gaynor.

Mr. Decker presented a Recognition Award to Fishers Parks, for their contribution to the Fishers Arts Community, which was accepted by Marissa Deckert.

**Mr. Decker called for a Motion to approve the Consent Agenda. Marisol Sanchez made a Motion to approve, seconded by Jocelyn Vare. Cecilia Coble asked to abstain from approving the Minutes, as she was not present for the previous meeting. The Motion was approved, 4-0-1.**

**New Business:**

Stephanie Perry reported on Public Relations. They are working on tool kits for partners. Marisol is being interviewed for the Current. 2022 Grant program is to be announced. Shop Fishers is launching November 29.

Marissa Deckert presented Fishers Parks Winter Wonderland plans.

Ross Hilleary gave the Creative Council update for Aili McGill.

Ross Hilleary gave the Planning and Zoning Report- discussed 2021 Funds remaining, and the Grant program. Cecilia Coble asked if the program could open up earlier for early events in 2022. Jocelyn and David agreed.

**David Decker asked for a Motion to approve the 2022 Grant program. Marisol Sanchez made a Motion to approve, seconded by Jocelyn Vare. The Motion was approved, 5-0.**

The 2022 Meeting calendar was discussed. Meetings will move out of the Auditorium after approximately March of 2022 due to the construction of the new City Hall.

**David Decker asked for a Motion to approve the Calendar. Jocelyn Vare noted that Nov. 8, 2022, is Election Day. The Meeting date was changed to November 9, 2022 and communicated to the Commission the following day. Marisol Sanchez made a Motion to approve, seconded by Jocelyn Vare, with the understanding that Staff would change the November 8 meeting. The Motion was approved, 5-0.**

Tom Rich presented the Fishers Arts Council Review and Update. He noted that better tools needed to be available in the Auditorium for hearing impaired attendees. Tracy Gaynor noted that there would be new audio-visual tools available in the new building. Tom also noted that after March, the FAC no longer has an art gallery due to building construction. The FAC is updating processes and file storage. He is retiring and thanked all, including Aili and Les. David Decker and Cecilia Coble thanked Tom for all his contributions to the Arts Community.

A Work Session for the Strategic Plan was held.

It was agreed that the Commissioners like the wordsmithing from the last meeting for the Mission Statement.

## Big Hairy Audacious Goals

Megan Baumgartner listed:

1. Center for Arts and Culture
2. Arts and Culture in Trails
3. Renowned Arts and Culture Season and Events- synonymous with Fishers
4. Iconic Fishers “thing” – a symbol, location, something tangible like the Bean in Chicago- a Gateway

## SMART Goals- certain SMART goals were removed:

1. Executing and supporting at least one successful cultural community event.
2. Identifying funding for arts and culture not only by increasing the arts and culture grant fund but by promoting other sources of funding for creative and cultural leaders.
3. Gain national media recognition for an innovative idea or experience in Fishers (such as Fishers Test Kitchen).
4. Aggregate survey data to make strategic changes to future events and experiences
5. ~~Conducting a survey twice a year to collect formal feedback from the Creative Council~~
6. ~~Conducting surveys to be distributed by creative and cultural leaders at events supported by the Commission-~~
7. ~~Working with Nickel Plate to gather Fishers data from their larger survey.~~
8. ~~Monitoring social media to gauge public perception of programs and projects supported by the Commission-~~
9. Diversifying the City's methods of outreach to support Commission's events and work
10. Create KPIs for engagement and financial impact of Commission
11. Create KPIs for qualitative impact of Commission
12. Increase from \$50,000 in annual FACC grants
13. Ensure funding of maintenance for existing FACC work

## Next Steps

- Staff will put together goals in format where people can put comments for the next steps

Gathering data, diversity, outreach for the underserved, awareness/perception, qualitative measurements were all discussed.

Jocelyn suggested that the Commission meet with the Creative Council, either in a meeting or a less formal mixer. Aili and Ross will advise.

**Next Meeting: January 11, 2022, at 6:00 pm (Fishers City Hall Auditorium)**

**Adjournment-** As there was no other business, the meeting was adjourned at 7:00 PM.