

Second Meeting of Solano Creative Arts Consortium

Jack and Linda's Country Café Fairfield

6:30- 9:15 Feb 25th, 2009

Attendees

Aaron Watkins Mobile Independent Marketing Consultant
Ann Jacobs Art Divas
Anna Maria Sablan Art Divas
Arthur Stout Videographer
Barbara Mc Fadden Fairfield Civic Theatre
Barbara Norris Solano Repertory
Beth Lancaster Solano Arts Council
Bob Jacobs Vaca Jazz Society and Alive Music Orchestra
Carla Slack Solano Arts Council
Chris Guptill Solano College theatre
Cynthia Garcia Fairfield Visual Arts Society
Dan Fowler Solano Art Council
Debbie Hayward Solano Symphony
Denita Pickens Jones and sister P.U.R.E Theatre Company
Don Bond Arts advocate "Paying Customer"
Fran Bond Solano College Theater Board
Jackie Zipwith North Bay Opera
Jana Stein MD Solano Choral society
Jerry Slack AFTRA
Jess Towne Cryer Pro Video
Julie Stout Vocalist and concerned citizen
Kevin Ryan Solano Arts Consortium and Tony Deaf.org
Mike Higgins Spotlight Photography
Mike Wright Businessman Arts Advocates
Monica Tipton Mira Theatre and Allow Me Productions
Opera one
Pam Spering Missouri Street Theater
Pamela Ryan Vocalist and Concerned citizen
Paul Fondersmith Nvisionary Design
Ron George Vacaville City Limits/Entertainer
Sabine Goerke Shrode Solano Arts Council
Steve Hunt Solano County Live
Susann Cox North Bay Opera
Ted Haskins Towne Cryer Pro Video

1. Meeting began at 6:40 Facilitated by Dr Ryan
2. The meeting was filmed by Art Stout who also conducted brief interviews of participants
3. Around the room introductions and Raison d'être for being here
4. Review of what has happened since first meeting
 - a. Fairfield city council
 - i. eliminated CAAP
 - ii. FCCA remains open with staff and budget cuts
 - iii. Free rent policy continues for now

- b. City has agreed to be another link in Etix chain but “Curious” requests from city are holding up launch- will adversely affect North Bay Opera and CATS ticketing process. Box office staffing at FCCA still underdetermined and not trained and City Hall at the mall not trained in Etix (*status will be ongoing agenda item as will general municipal budgetary or political developments as germane*)
- c. Solano College (*will be ongoing agenda item*)
 - i. Chris Guptill
 - 1. Indicated trustees would be carefully evaluating arguments for and against sustenance of SCT programs
 - 2. Updated on accreditation issue
 - 3. spoke at length regarding evidence and data for economic return on investment in the arts in general and in the particular at Solano College
 - 4. NEA funding for this year (projected)was reviewed
 - 5. Presented letter from SCT business and artistic management with data driven talking points in support of SCT and presented key POC’s to be contacted
 - 6. Letter was disseminated to entire consortium e mail list and posted on consortium web site and blog
- d. The reporter published two articles in support of Consortium, Vallejo Times Herald repeated management’s supportive editorial opinion. Daily Republic remains in support on concept of consortium and printed as much previously. *Publicity from media from media is ongoing agenda item*
- e. Dr Ryan met for three hours with Solano Arts council members. All endorsed notion of ASAP merger to create Solano Arts Council Home of Solano County Arts Consortium.
- f. Domain names- Dr Ryan renewed ownership of below names and is gifting cost to consortium effort: *Ongoing item with updates as needed*

Services	Term	Status	Price
fairfieldcenterforthecreativearts.com	1 year	FULFILLED	\$35.00
fairfieldcenterforthecreativearts.net	1 year	FULFILLED	\$35.00
fairfieldcenterforthecreativearts.org	1 year	FULFILLED	\$35.00
fairfieldcreativeartscenter.com	1 year	FULFILLED	\$35.00
fairfieldcreativeartscenter.net	1 year	FULFILLED	\$35.00
fairfieldcreativeartscenter.org	1 year	FULFILLED	\$35.00
Total: \$210.00			

- g. Dr. Ryan briefly presented that a cornucopia of California Arts Council Grants are available with a wide variety of application deadlines as well as many others. A strong emphasis is appears for grants addressing K-12 education and outreach to underserved populations
Ongoing agenda item
 - h. Web design and blog design improvements are underway. Paul Fondersmith will receive first two thirds of funding (\$ 2467) as per agreement by check signed by Dr Ryan and cut from consortium escrow account with Fairfield Community Services Foundation once in receipt of complete contract with change orders from Nvsionary design. Dr Ryan recommended remaining one third of funds be transferred to merged Solano Arts council/ consortium and transferred to a new subaccount and all transactions be transparent and web documented. Merged council will then disburse remaining funds to Nvsionary design (\$1233) after satisfactory launch of web presence as per contract ...*Ongoing agenda item*
5. Steve Hunt of Solano County Live proposed a rough outline for support of the consortium. See attached. Ideas were proffered by the group as to how to customize Mr. Hunt's boiler plate approach to synergize with his large contacts base and the consortiums large defined demographic and marketplace. Group will discuss this at next board meeting with plan to re visit a possible arrangement with Mr. Hunt long term... *Ongoing agenda item*
 6. Aaron Watkins and Paul Fondersmith presented some key aspects of next iteration of web site as static images (not live web presence. Key features of aesthetically consolidated materials, multiple routes to retrieve core data conceptually and simplistically organized were stressed as well as need to be inclusive of all arts disciplines and embracing of all consortium participants. Technological aspects of accomplishing that were addressed. *This is an ongoing agenda item.*
 7. Stressed need to have one POC per group to send all materiel to Paul for web posting- *Ongoing agenda item*
 8. Boots on ground marketing will be essential (*ongoing agenda item*)
 9. Dr Ryan presented a business model for so called preferred vendor House photographer and videographer with core aspects of revenue sharing, charitable in kind gift back, high throughput from large defined market and discount pricing. Spotlight Photography has been offered position as still photography vendor of first choice and is very interested. Dr Ryan created specs for shooting script for video companies to produce pro bono a 5-8 minutes suitable for web placement promotional video in support of consortium and pursuit of gifts grants proffers Art Stout will prepare his offer as will Town Cryer Pro video . All conflicts of interest issue will be removed before any vetting or voting for primary vendor. Principal in Town Cryer is board member- *Ongoing Agenda Item*
 10. Ticketing issues were presented by North Bay Opera. Their independent deal with Etix which works and is on site is more expensive that consortium deal, City of Fairfield not yet being on board has caused NOBO to consign ever other row to city. . Etix deployment is an *ongoing agenda item.*
 11. Dr Ryan presented broad overview of grants with emphasis on K-12 and underserved populations (see above) and in particular indicated strong interest in partnership by www.kidsdayoffishing.org and some other service groups. Coordination with PAL and various boards of education and other groups was stressed. *Ongoing agenda item*
 12. Discussion regarding merger of the Solano Arts Council ensued with unanimous consent. Carmen Slack briefed the relevant By laws and results of discussion with the state. Volunteers for board

membership are reflected in the attachment. Dr Ryan discussed concepts of board development, core team competencies by matching talent time and training with terrain. There will overlap. IN addition, as suggested by Board Member McFadden, some members can be the patrons or senators to reach out to designated arts groups throughout the county continuously. The goal will be to encourage maximum participation, full representation and thorough communication county wide.

Ongoing agenda item

13. All agreed to maintain present officers during crucial incubation phases and that board membership will have some elasticity (as allowed under by laws) and is not set in stone yet. NO one was volunteered in their absence without prior approval ... *Ongoing agenda item*
14. Need live internet at next meeting and probable Bill Seymour live on line from Etix
15. Will also need screen and laptop as well as speaker phone
16. Dr Ryan will prepare meeting minutes and send next meeting agenda around for vetting. SOP will be to post minutes on web site as well as agenda to maximize traffic
- 17. Next meeting is at Jack and Linda's Country Cafe who agree to be open for us (normally closed on Mondays) 6pm food for those wishing and meeting at 6:30**

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