

SCAC
MARKETING AND MEMBERSHIP TELECONFERENCE MEETING
Minutes Meeting #2
May 26

1. Attendance
 - a. Carmen Slack
 - b. Catherine Salmon
 - c. Dr Kevin Ryan
 - d. Jane Higgins
 - e. Matt Larson
 - f. Paul Fondersmith
 - g. Sabine Goerke Shrode
 - h. Wes McCormick
2. Metrics and are they accurate
 - a. A review of web hits appears to represent reality in terms of source and frequency of hits. We are now up to about 30 per day.
 - b. This may increase now that the prior SCAC web site is merged and all domains including www.SolanoCountyArtsCouncil.org point to only one site
 - c. Directing Spotlight Photography Pay Pal purchases to this site will also help (Pay Pal link will go to spate Spotlight account- no comingling funds with SCAC)
3. WE must constantly reinforce the Etix and web based model for all members
 - a. Program and Policies Maximal use of Etix
 - i. Continued training for all on the business model is essential i.e. all tickets should be sold off SCAC site not parent company site and all parent company sites should redirect buyers to main site for maximum individual and group benefit
 - ii. Aggressive marketing of on ticket ad initially without charge to worthy retailers with high affiliation (dinner and a show) will also help
 - iii. Need direct city support as the model is still not being implemented correctly with CHAM- essentially all tix for FCCA should be purchased by whomever by visiting SCAC site, whether it is from home, CHAM walk up, over the phone to CHAM or Box office. Etix can handle all types of payments and the service fee is nominal. Do NOT go to back door of Etix. City already had a fee for some types of purchases and will benefit from tax revenues due to increased on ticket ads generating retail business. Clear that council level direct intervention is needed
 - iv. Cultural Arts Awards Committee of Fairfield which gives out FCCA space, a major and growing venue, must not close down. City resolution allows for free rent to grantees and there is enormous excess capacity and no restriction on origin of Production Company geographically. CAAC must be partnered as per #12 so that every grantee has a one stop shopping experience of ticketing, promo photos, ads, retail partner on tickets, and engagement of underserved populations and so on. This will delight all applicants, rapidly increase applications, increase quality, drive retail business, serve underserved and stimulate tax revenues and eventually SCAC ad sales. It is now clear that a strong face to face with council is needed and probably demonstration of the credible volume of voters in support in this election year will also be needed

- v. Need to work with those with other ticket solution to definitely use only the Etix model for shows at FCCA not using the city as primary link but them for direct payment.
- vi. Need to work to help others using brown paper, Vendini, tix.com etc see advantage of standard printer Etix model with on ticket ad space and competitive price and superior data sources for marketing
- b. Program and Policies to encourage producers to push web site and WHAT IS ON THE TICKETS
 - i. Must consolidate a master email list ASAP MAJOR PRIORITY
 - ii. All participant performance programs must showcase the SCAC site frequently on programs and
 - iii. From the stage (cell phones emergency exits photos and US and photos)
- 4. Members must emphasize SCAC on their web site
- 5. Define memberships and adjust BY laws accordingly
 - a. There will be more than one type, it will be tiered and there will be premiums for many levels. All must agree and PayPal donating link must be up ASAP
 - i. All Directors mandatory fee starting 1 July annual \$25
 - ii. Company Fee to belong mandatory start 1 July \$ 25
 - iii. Members Premium: (student \$ 10 Military \$10 Single \$25
 - 1. Name on web site " credits" roll
 - 2. 1 free ticket to performance of choice /yr
 - iv. Family Membership Premium \$40
 - 1. Name on web site" credits" roll
 - 2. 2 free ticket to performance of choice
 - 3. Small web space graphic for photo or message
 - v. Friend Membership Premium (\$41-\$149)
 - 1. All of prior plus
 - 2. Invite to honorary annual breakfast
 - 3. 3 free ticket to performance of choice
 - 4. Medium web space graphic for photo or message
 - 5. Free invitation to two dress rehearsals of choice
 - 6. Advance notice on all events and shows
 - vi. Contributor \$150-\$249
 - 1. All of prior plus
 - 2. \$25 dollars in lottery tickets
 - 3. Free invitation to annual gala
 - 4. Honorary emcee spot production of choice
 - 5. Spotlight photography 25 photo CD deal for production of choice
 - vii. Editor \$250- \$499
 - 1. All of prior plus
 - 2. Reserved seats when available
 - 3. Special mention throughout season on program of choice
 - 4. Spotlight photography 50 photo CD package with personal photos at venue
 - 5. Mira cabaret wine and cheese table for two for 2 performances
 - 6. Free Dress rehearsal for two for season of choice
 - viii. Associate Producer \$500-\$999
 - 1. \$50 dollars of lottery tickets
 - 2. One hour music lesson with one of : Symphony Director, SCT Musical Director, Choral Director, Opera Director

3. Spotlight photography full show CD package with personal photos at venue show of choice
4. Season tickets for one for season of choice
- ix. Directors Circle \$1000-\$2499
 1. All of prior plus
 2. One dinner and a show package for two
 3. 1 Season of ON Ticket ad of choice
 4. One hour music lesson with each of : Symphony Director, SCT Musical Director, Choral Director, Opera Director
 5. Honorary emcee spot production of choice
 6. Larger graphic with AV capability
 7. 30% discount on Cinealmedia Videographer Services
 8. season tickets for two of choice
 9. Wooden Valley wine and cheese package
- x. Executive producer \$2500-\$4999
 1. 1 Season of On Ticket ad for two production venues of choice
 2. Bring an entertainer to work *
 3. Honorary emcee spot annual gala
 4. 90 second HD commercial spot on web site Cinealmedia
 5. season tickets for four to season of choice
 6. Vezer wine package
 7. Some kind of Visual arts lessons
- xi. Mogul over \$5000
 1. All of above plus
 2. Season tickets for four to any Arts Council member companies shows
 3. Name on every E tix sold
 4. One hour acting lesson from award winning Directors Jon Tracy, George Maguire and Barbara Norris
 5. Two hour consultation to your staff on public presentation skills with TonyDeaf.org

*restrictions apply

6. Jack and Linda Issue
 - a. Need to emphasize their marketing to their customers
 - b. Need to order when having meeting to meet their needs
 - c. Need to promote them as example to all other retailers
7. County Fair
 - a. Push strategic partnership of Fair and Board of Supervisors and County Arts council
 - b. Get on all web, their ours and all council companies
 - c. Consolidated emails blasts to all
 - d. Coordinated press releases
 - i. Stress outreach
 - ii. Education audience participation
 - e. Be in programs at gate
 - f. Be in TV ads
 - g. Work for special article re partnership with DR and VV reporter
 - h. Present to Board of Sups if Fair looks like success
 - i. Work tag lines and mantras

- i. Solano In Tough Times Hearts And Hearths Pull Together Seeking Wholesome Value Based Entertainment
 - ii. Solano, An Archetype Of Economic Tragedy, Extends Helping Hands, Not Seeking Hand Outs
 - iii. Solano , The County Where Arts Are A Core Competency Of Civil Communities
 - iv. County Fair And Arts Council Provide “E Ticket Rides”: Engage, Enthral, Enlighten, Enlarge And Entertain
 - v. Solano , Where The Good Ole American County Fair Thrives And Lives
- 8. Master data base needed
 - a. Of everyone email list supporters sponsors subscribers after permission KEY competency
 - b. Need permission for all Etix to access attendance phone name and email
 - c. Develop standard questionnaire for all on list
- 9. UCD MBA program
 - a. Second lead being contacted then will move to undergrad and the papers
- 10. Pricing structure for on ticket adds
 - a. Present consensus is no charge until interest, trust, kinks worked out and web volume increases,
 - b. Crucial to get #12 underway first
- 11. Pricing structure for on web ads
 - a. Same as above
- 12. CAAC staying alive is huge
 - a. Contact all SEED grant yet to perform @ FCCA
 - b. Assist with pan county marketing for maximum use of big carrot
 - c. Set up one-stop OUTFITTING once award granted
 - i. CAAC
 - ii. Seymour
 - iii. Business associations
 - 1. Downtown
 - 2. North Texas
 - 3. Other cities
 - iv. Youth councils
 - v. PAL
 - vi. Board of ed rep
 - vii. CHAM (I will shoot for mayor support of this)
 - viii. With SCAC to arrange and teach
 - 1. Spotlight photography
 - 2. McCormick
 - 3. Etix central and ON ticket Etix
 - 4. Stable of retailers to do web ads -commercials -on ticket adds
 - 5. Stress role of
 - a. Program of their show
 - b. Emails to their lists
 - c. Emcee (exits cell phones photos and Jane and SCAC
 - d. Web sites sell centrally only promote diffusely
 - e. Business model reinforce non mandatory membership
 - f. Strength in grant numbers
- 13. Logo and Mission statement approval recc

- a. Recommend contest with strong youth involvement and prize of logo placement and probably free mid level membership benefits
- b. Crucial to get mission statement done and on all lips and literature
- 14. Benchmark assignments of other county arts councils
 - a. Saturate the state and report back
 - i. Underway and partial list of great ideas follows
 - 1. Need educational l section
 - 2. Mission top and center
 - 3. Member seals for member sites
 - 4. Political links for local state and federal arts advocacy
 - 5. Glossary?
 - a. Visual art
 - b. Theatre art
 - c. Film
 - d. Dance
 - 6. Fine Art registry
 - a. All Artists
 - » 2-Dimensional
 - » 3-Dimensional
 - » Ceramics / Pottery / Porcelain
 - » Glass
 - » Jewelry
 - » Metal / Bronze
 - » Musicians
 - » Photography
 - » Weaving / Textiles
 - 7. Get noticed by participating in the online Registry Get a Web page for only \$50 p/y with up to 10 example images
 - a. Listing and your own Web page online Artist Registry. Your Web page can include your artist's statement, bio, exhibition history, contact information, and up to ten images!
 - b. Promotion of your exhibitions, and events by SCAC large email subscription list and on our events calendar
 - c. Discounts on SCAC sponsored exhibitions, workshops and events.
 - d. Special discounts on local goods and services.
 - e. Regular email updates on events, arts alerts announcements and invitations to exhibition opening receptions.
 - f. Ability to participate in the annual studios tour.
 - g. Ability to participate in our Beautify Business Program.
 - 8. Venue descriptions
 - 9. Dinner and a show menus as PDF's
 - 10. Own a Business but the walls are bare? There's art waiting for you with our Beautify Business Program coordinating exhibits from 1-3 months to a year
 - 11. Pamphlets of galleries and wineries in county
 - 12. Art classes
 - 13. Children teens schools and the arts links
 - 14. National endowment for the arts links
 - 15. California alliance of arts education links

- 16. California arts advocates links
- 17. Call for artists and auditions
- 18. Stock transfers and endowments: The Arts Council welcomes gifts of appreciated capital gains on stocks or mutual funds. By gifting these securities you may avoid capital-gains tax on the appreciation, and also generally receive a charitable income tax deduction for the fair market value of the securities. Inform your broker of your desire to transfer stock to the Solano County Arts Council. You can also leave a lasting legacy for the arts by naming the Solano County Arts Council as a beneficiary in your will. For more information about bequests, charitable trusts, gift annuities, and other planned gifts that benefit the Arts Council while offering tax savings and other advantages to you (depending on the type of your gift), consult your financial advisor.. Your generous donation helps to ensure that the arts council remains a dynamic artistic force in Nevada County for years to come.
- 19. Directory of Arts Education Programs in all arts disciplines offered to K-12 students.
- 20. Classified ads re arts
- 21. Reviews of performances
- 22. School performances calendar
- 23. Student showcase

15. Web site Issues

- a. Merger timeline
 - i. Merger is done
 - ii. Will rollover prior web site content pre launch of second generation web site
 - iii. Need heavy input from Sabine Carmen Dr Ryan and Paul Fondersmith and Mónica
 - iv. Prior web data already copied pre closure of old site
- b. Second generation roll out
 - i. Done as per master strategic steps below

16. Pay Pal

- a. Main site
 - i. Done and in test with both PayPal account payee and credit card payee
- b. Spotlight Photography
 - i. Pending placing link on SCAC main web site Paul will collect needed data and test

17. Wes McCormick Deal (Filmmaker)

- a. Structure policies roll out
 - i. Company name is Cinealmedia
 - ii. Company web site under construction

18. Political marketing

- a. Fairfield
 - i. Strongly recommend a meet the candidates classy press invited forum
 - ii. Web cast
 - iii. Allow vetted email questions
 - iv. Some read ahead question
 - v. Some for floor ,
 - vi. General topics but dedicated arts section

- vii. Need to be classy professional and not gotcha
 - viii. Crucial to have sound and some video on web
 - b. County
 - i. See master strategic plan but approaching time to present to board portably pre fair if fair is going to happen
 - c. State
 - i. Letter and phone calls to AB 700 POC in support sent and are on web
 - ii. Bill is still alive in committee
 - iii. Encourage others to write
- 19. Gala and Fund Raisers
 - a. See strategic plan will be needed pre grant writing
 - b. Goal of 20 K is realistic if multi venue
 - c. Need to start setting up a re granting committee
- 20. Strategic Goals remaining
 - a. Spotlight Photography and Cineal Media PAY PAL done ASAP
 - b. Fairfield politicians keep the CAAC open , fix Etix situation at FCCA and maximize CAAC
 - c. Agree on Donation categories and marketing plan
 - d. Agree on logo and mission statement and web load
 - e. Get all on Etix
 - f. master email list
 - g. Successful marketing of County Fair
 - h. Presentation to the Board of Supervisors before Fair
 - i. Train sales team
 - j. Build Educational web content, benchmarked best practices and transfer old web data
 - k. Major article on effort in media
 - l. Launch meet the candidates forum that gets press and web cast and post audio and script
 - m. One more gala
 - n. Build Grant team to research and apply

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AGENDA #2**

1. Metrics and are they accurate
2. WE must constantly reinforce the Etix and web based model for all members
 - a. Program and Policies Maximal use of Etix
 - b. Program and Policies Sell ticket off central web site only
 - c. Program and Policies to market adds on Etix
 - d. Program and Policies to encourage producers to push web site and WHAT IS ON THE TICKETS
 - i. E mails
 - ii. Programs
 - iii. From the stage (cell phones emergency exits photos and US
 - iv. On their web site
3. Define memberships and adjust BY laws accordingly
 - a. Is there more than one type
 - b. Are they mandatory
 - i. Who and what fees
 - c. Will we have tiered memberships
 - i. yes and their names
 - d. What premiums will we have that all will agree to and make sense
 - i. An annual event fundraiser and thank you, wine and cheese and free entertainment.
 - ii. Bring an entertainer to work (at sponsors meeting or whatever, some opera or some dance or a scene or some music)
 - iii. Cast receptions??
 - iv. Dress rehearsal with lecture photos pre show talks
 - v. Galas
 - vi. Tickets group rates and discounts
 - vii. Season, free or advance tickets
 - viii. Business arts breakfast
 - ix. Premium packages donated wine and chocolates, dinner at better restaurants, ad space on tickets or web space
 - x. Program mention
 - xi. Photography services
 - xii. Ideography services
 - xiii. Connect up restaurants and retailers and wineries and confectioners
 - xiv. Premium luxury packages types of thing
 - xv. Lottery tickets
4. Jack and Linda Issue (Kevin)
5. County Fair (Kevin)
 - a. If we have folks willing to do it how do we market them
6. Master data base needed
 - a. Of what
 - b. How do we get it

7. UCD MBA program (Kevin)
8. Pricing structure for on ticket adds
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