

Solano County Arts Council Home of the Solano Creative Arts Consortium

AGENDA

MEETING VIII

Tuesday July 14th 2009

Jack and Linda's Country Café, Fairfield CA Dinner 6 PM 6:30 PM Meeting

- 1) Dinner at 6 pm PLEASE PATRONIZE JACK AND LINDA'S COUNTRY CAFÉ SO WE MAY CONTINUE TO USE THE FACILITY
- 2) Call to order
- 3) Attendance
3. Review and Approval of Minutes (**action**)
4. Financial Summary (**INFO**)
 - a. Third signature requirement has been added. All Officers
 - b. Electronic Banking enabled
 - c. Donations of in kind
 - d. Donations Cash
 - e. Total cash on hand is \$4066.02
 - i. Pending expense to Nvisionary Design of \$1233.33 when final generation web site completed
 - ii. Pending expense of Logo scholarship \$100
 - iii. Expenses for laptop and projector reimbursement (**vote**)
 - iv. Additional funds to web master for fair activities not part of original contract (**vote**)
 - v. Fair associated and general sales activities (non commission based costs) (**vote**)
 - f. Business Plan and fundamental processes **review**. **Also will be posted on web site**
 - i. Spotlight Photo
 1. All members send e mail message to Spotlight Photography and cc Dr Ryan once show is in planning stage Spotlight photography spotlightphotography@gmail.com
 2. Producers can use Spotlight services for promo work in advance for free. Jane of Spotlight photography will photograph the whole show > she will provide promo photos and both are no cost
 3. Producers supply info to web master Paul Fondersmith paul@nvisionarydesign.com or paulfondersmithwfg@yahoo.com in easiest format at same time as contacting Spotlight to be put on calendar.
 - a. Company name
 - b. Show name
 - c. Venue
 - d. link, the url of the theater
 - e. Dates and times
 - f. Buy tickets link is there any on line, is there a poc is there a phone what?
 4. Rotating banner space is for shows within one month and is limited graphically thus will not be as detailed as a poster
 5. Graphic shown below was sent to all members that they put on their web site directing folks to SCAC web site to purchase Spotlight offer. Also graphic in each program for every production to emphasize Spotlight offer

Spotlight Photography

Buy Performance Photos-Support Local Arts
Details: www.solanocreativearts.com

6. Producers announce before all three curtains
 - a. Spotlight offer which
 - b. Is on al Etix
 - c. Should be on their web site and
 - d. Is on the show program
 - e. And stress supporting the arts.
 7. Web master will put the 35 mm icon on calendar notation on the arts council web site and
 8. Producer sends a brief email to all on their e mail list to say *"As a member of the Solano County Arts Council and Creative Arts Consortium at www.solanocreativearts.com we have incredible deals on professional photography of the entire show at discounted prices. Part of proceeds goes to your nonprofit county arts council to support the arts. Go to your county arts council web site www.solanocreativearts.com and look for Spotlight Photography or the little 35 mm camera picture on the calendar next to our show and order your incredible show mementos of family and friends today!"*
 9. Producer copies Acting Secretary Dr Ryan at ryan_k@comcast.net on the email as we are tracking how many are sent out and how well it does so ...the better Spotlight does, the more we delight, the more revenue we all share in and the more memorable we make going to theatre which enhances and develops audience.
- ii. ETIX ISSUES review (see Mayor(**action team**) letter as well)
1. Fix FCCA and city interaction
 2. Every credit card over phone or in person at CHAM should be off our site
 3. Same for box office, online our site to the second of the show
 4. For cash at CHAM, use Etix back door
 5. Only payable link should be to Producer not city (if FCCA)
 6. No need for city to touch funds or seats
 7. NO thermal tickets,
 8. Maximize ad space
 9. Everyone needs to be link
 - a. Strongly market switch of those with non binding non Etix relationships as Etix has overall superior features
 - b. Must have compliance in implementation by all members regards sale of Etix

10. NO SALES OFF YOUR OWN WEB SITE. THE BUSINESS MODEL SHOWS YOU LOOSE NOTHING AND GAIN EVERYTHING BY MAXIMIZING SCAC WEB SITE
 11. Send all traffic to SCAC web site
 - 12. Tell all news coverage go to SCAC site**
 - 13. Put on all posters and emails SCAC web site NOT your OWN**
 14. Producers can reach Bill Seymour of Etix and become a link in a few days. Webmaster (Paul Fondersmith) will post Etix link on our web site calendar.
 15. Re ON ticket ads. SCAC is offering On- ticket ads to key opinion leader retailers via business associations for free for now as will be the case for web ads until we have greater number of visits and market presence
5. Records Storage and Summary of Contents status – (**action**)
 6. Solano County Youth Arts Council(SCYAC) (**Report**)
 - a. Pending: Shared rotating
 - b. Logo contest
 - c. Co link web sites
 7. State and National Political issues
 - a. AB 700 Creative Industry and Revitalization Act <http://californiaartsadvocates.org/ab700.html> 2-year Bill. Support grows. Link and banner are on web site <http://capwiz.com/artsusa/ca/home/>
 - b. Americans for the Arts membership. Dr Ryan has joined on our behalf. Link is on our site
 8. Proposed Closure or Suspension of Fairfield Cultural Arts Wards Committee (**action team**)
 - a. After fair Tony Wade and Dr Ryan will invite for a third, will draft a three part letter from the group which supports CAAC staying open, vetting all FCCA grants with guidelines, and following their charter to maximize use of FCCA and grants for use of FCCA –all performance areas. Group will present Mayor and staff with plan to
 - i. maximize use of single comprehensive Etix ticketing solution for all who use FCCA with optimization of selling all tix SCAC web site and if not , then Etix back door-including box office
 - ii. Develop a business plan under present staffing constraints for all grant recipients to have maximal interaction with Senior Center, PAL, Business Associations, Etix, SCAC, Daily Republic, SCAC web Master and photographer, K-12 and SCAC videographer and other key stakeholders in one stop shopping scenario
 9. Solano College and Solano College Theatre Report(**action**)
 10. Develop Master email list during and immediately after fair. (**action team**)
 - a. what we want
 - b. in what format
 11. Jack and Linda Café (**action**)
 - a. emphasize their marketing to their customers, patronize and example to all other retailers
 12. Marketing and Sales(**report**)
 - a. Tony Wade
 13. Logo and letterhead(**vote**)
 - a. Temporary use
 - b. Contest with strong youth involvement.
 - c. Prize of \$100
 14. Wes McCormick Deal Filmmaker (**info**)
 - a. Company name is Cinealmedia
 - b. web site under construction expect to get into swing late summer
 15. Meet the Candidates forum(**action team**)

- a. Assemble team after Fair
 - b. Set structure and timelines
 - c. Report in Aug meeting
 - d. Target date late October
16. Gala Fundraiser after Fair(**action team**)
- a. Set structure and timelines
 - b. Report in Aug meeting
17. Mission statement Final review (**vote**)
- a. “(SCAC), the Solano County Arts Council and Creative Arts Consortium, is a nonprofit organization under the guidance of the California State Arts Council comprised of artists, businesses, community leaders, educators and citizens who recognize excellence in Arts as a vital sign of a healthy community.
Through its arts registry, Arts in Business Program, political engagement, outreach to seniors, youth at risk and K-12 education, web-based ticketing solutions, innovative marketing and strategic business partnerships, premium based memberships and multimedia support of members, SCAC ensures new generations of diverse artists and audiences.”
18. Web development (**report**)
- i. Metrics.
 - ii. Migrate old material -Committee to select data to move from old site
 - iii. Place mission top center **action**
 - iv. Place how to list and work with spotlight etc right near calendar (**action**)
19. PROPOSED memberships. Will need to adjust BY laws accordingly. **action group**)
- a. Whittle down
 - b. Get agreement from companies
 - c. Sales
 - d. Tracking
 - e. Directors mandatory starting 1 July annual \$25
 - f. Company to belong mandatory start 1 July \$25
 - g. Student Member and AD Military: \$10 (AD Military Family \$25)
 - i. Name on web site “ credits” roll
 - ii. 1 free ticket to performance of choice /yr
 - h. Single non student non AD \$25
 - i. Family Membership \$50
 - i. Above PLUS 2 free ticket to performance of choice
 - ii. Small web space graphic for photo or message
 - j. Friend Membership \$51-\$149
 - i. Above PLUS Invite to honorary annual breakfast
 - ii. Medium web space graphic for photo or message
 - iii. Free invitation to two dress rehearsals of choice
 - iv. Advance notice on all events and shows
 - k. Contributor \$150-\$249
 - i. Above PLUS \$25 dollars in lottery tickets
 - ii. Free invitation to annual gala
 - iii. Honorary emcee spot production of choice
 - iv. Spotlight photography 25 photo CD deal for production of choice
 - l. Editor \$250- \$499

- i. Above PLUS Reserved seats when available
 - ii. Special mention on program throughout season of choice
 - iii. Spotlight photography 50 photo CD package with personal photos at venue
 - iv. Free Dress rehearsal for two for season of choice
 - m. Associate Producer \$500-\$999
 - i. Above PLUS \$50 dollars of lottery tickets
 - ii. Mira cabaret wine and cheese table for two for 2 performances
 - iii. One hour music lesson with one of : Symphony Director, SCT Musical Director, Choral Director, Opera Director
 - iv. Spotlight photography full show CD package with personal photos at venue show of choice
 - v. Season tickets for one for season of choice
 - n. Directors Circle \$ \$1000-\$2499
 - i. Above PLUS One dinner and a show package for two
 - ii. 1 Season of ON Ticket ad of choice
 - iii. One hour music lesson with each of : Symphony Director, SCT Musical Director, Choral Director, Opera Director, Keith Stout-Ken Stout
 - iv. Larger graphic with AV capability
 - v. 30% discount on Cinealmedia Videographer Services
 - vi. season tickets for two of choice
 - vii. Wooden Valley wine and cheese package
 - o. Executive producer \$2500-\$4999
 - i. Above PLUS 1 Season of On Ticket ad for two production venues of choice
 - ii. Bring an entertainer to work *
 - iii. Honorary emcee spot annual gala
 - iv. 90 second HD commercial spot suitable for web or broadcast Cinealmedia
 - v. season tickets for four to season of choice
 - vi. Vezer wine package
 - vii. Visual arts lessons
 - p. Mogul over \$5000
 - i. Above PLUS Season tickets for four of choice
 - ii. Name/ Logo on every E tix sold
 - iii. One hour acting lesson from award winning Directors Jon Tracy, George Maguire and Barbara Norris
 - iv. Two hour consultation Public Presentation skills with Amalficorp.
20. Benchmark of other county arts councils – things we might add now educational section
- a. Member seals for member sites (**Vote**)
 - b. Fine Art registry \$75 p/y (**action team**)
 - i. Artist's statement, bio, exhibition history, contact information, and up to ten images!
 - ii. Promote by SCAC large email subscription list and events calendar
 - iii. Partner with FVAA, arts on vine, other topical experts not compete, cooperate.
 - c. Beautify Business Program. **action team**)
 - i. Arts registrants eligible
 - d. Post menus with dinner and a show coupon corner **action team**)
 - e. Pamphlets of galleries and wineries in county **action team**)
 - f. Children teens schools performances calendar SCAC Youth corner **action team**)
 - i. Student showcase

- g. Call for artists and auditions (action team)
- h. Directory of Arts Education Programs in all arts disciplines offered to K-12 students. (action team)
- i. Classified ads re arts (action team)

21. County Fair

- a. Community Stage needs liability waiver – email sent to reinforce not our duty (action)
- b. Cabaret finalize acts and list and post (action)
- c. Cabaret needs waiver for County ad for us – e mail sent and on site collection (action)
- d. Credential and pass parking – give to Pam (action)
- e. Site visits and timeliness (action)
- f. Film photos audio, footage projector and laptop (action)
- g. Decoration logistics (action team)
- h. Internet
- i. Power needs
- j. Monitors
- k. Ticket sales on web (action team)
- l. **NEED PRIZES AND DATA COLLECTION (action)**
- m. Retail coupons (action team)
- n. Marketing (action)
 - i. Our web page and banner
 - ii. City Councils and such
 - iii. Their web
 - iv. Your web
 - v. Your emails
 - vi. Programs
 - vii. TV Cable
 - viii. Press articles
 - ix. KUIC

22. Reviews of Strategic Steps (Info)

- a. master email list
- b. Complete all on site PayPal links **done**
- c. Meet with Mayor and staff :Fairfield keep CAAC open , fix Etix situation at FCCA and maximize CAAC
- d. Agree on Donation categories and marketing plan
- e. Develop email data base
- f. Agree on logo and mission statement and web benchmarking and old site transfer
- g. Spread Etix and Start ON - Tix ad and web campaign
- h. Successful marketing of County Fair
- i. Major article on effort in media
- j. Presentation to the Board of Supervisors before Fair
- k. Train sales team
- l. meet candidates forum and post
- m. gala
- n. Build Grant team to research and apply
- o. Partner dream of main street county Fair

23. Around the Room review of upcoming productions

24. Next Meeting