

# Arts and Cultural Enrichment (ACE) Committee

Meeting Minutes - October 4, 2016

**Meeting:** Arts and Cultural Enrichment (ACE) Committee

**Date:** 10/04/2016

**Time:** 4:00 PM

**Attendees:**

Committee: Michael Bail, Frank L. Sawyer, Justine Stout, Angie de Braga, Patty Fox, Karen Kimber

Guest: Baily Billington

**Notes:**

Chairman Michael Bail called the meeting to order at 4:01 PM

Michael Bail introduced guest Bailey Billington, with the Elko County Fair.

**Partnering with Elko County Fair and Argentum**

Michael has an idea about partnering with them and GBC's Argentum. Possibly having ECF entries/winners being featured in Argentum. Angie mentioned that the ECF could advertise entry in Argentum using such things as flyers being distributed or hung up during the Fair. Information letting Fair entrants know that Argentum could be another outlet for them to submit art. Michael said that he would like to see GBC students submitting things to the fair, saying that most students don't know that the Fair competition even exists. He said we could encourage instructors to mention the Fair and encourage their students to participate by entering their work. Justine asked about the timing and Patty chimed in talking about losing the students in May before the Fair. Baily suggested they could be encouraged to keep working on things through the summer. Michael had a few ideas. Patty agreed that there needed to be more awareness of the classes being offered at GBC and cited several examples of classes that didn't go or had to be combined with other classes because of low enrollment. Advertising opportunities could be leveraged to inform Fair entrants about GBC classes. Michael even suggested that Fair grand prize winners could receive a free arts class for a semester at GBC. Bailey mentioned that special awards are given so there is a precedence. Bailey wanted to know if the ideas were to increase Argentum entries. The group responded yes. Bailey mentioned that art shows and receptions are good chances to distribute information as is social media. Traditional media. She added that the more cross-promotion we can do the better. Patty Fox spoke about GBC Instructor Debra Finley and that a press release should be sent to Kayla (McCarson) to get the word out about her accomplishment. There were many in agreement. Justine asked why GBC wasn't doing exposes on all GBC Instructors. Some in attendance spoke a few other names. All seemed to agree a more concerted effort to spotlight various GBC Instructors. Bailey mentioned that the Elko Arts and Culture Advisory Board received no artist interest in creating the Mayor's Arts Awards awards and that there were very few entries for the awards

themselves. Patty Fox mentioned Mike Polise was moving from Elko in the near future and that he had served Elko for over 50 years but she did not feel that she knew enough of his accomplishments to start the nomination process. Some added their experiences with Mike. Discussion was held regarding the award nomination process and how someone could start the process not necessarily knowing a nominee's scope of contributions. Some names of those that know Mike were discussed. Final questions for Bailey were called by Michael Bail. Some discussion was held on how to "get the word out" about the current art exhibit at the GBC Gallery. Bailey mentioned about the types of methods to communicate to a targeted group. Frank mentioned that all methods needed to be utilized including social media, web sites, print, radio, television, magazines and other traditional media. He spoke about there not being one single source for all arts events and though there are various sources including the ECVA, GBC's Virtual Humanities Center, and others but not any one of them have all the known events. Justine mentioned that the museum was having a difficult time in getting fine arts exhibits. She asked why we, all arts organizations, were not actively cross-promoting. Frank mentioned that the city's arts and culture advisory board was a city recognized entity that had as one of its original goals creating a central listing of all arts events. Frank thinks they could be a great value to the arts community and suggested Michael attend one of their open meetings.

Discussion moved to getting the word out about the ACE sponsored Johnny B. event. Angie asked if people would please put up posters. Some suggestions were made on locations to place the posters. Several people accepted posters.

Bailey then asked when submissions were accepted for Argentum. Several folks answered that submissions were being accepted now. Bailey asked for submission entry information. Several side conversations began. Talk came back to information that she could provide to Fair folks. Angie mentioned that she is always hearing that we need a central place for arts information. Michael mentioned about pursuing a grant-sponsored position to perhaps create and maintain an arts scheduling web site. He then asked if there were any other questions for Bailey. None were offered.

### **ACE Entry for the Elko Nevada Day Parade**

Michael moved on to the next agenda item and reported that he had secured our entry into the Elko Nevada Day Parade. Parade is October 28, line-up begins at 10 am with the parade beginning at 11 am. He mentioned that even if we didn't have a float we could share ACE information as we walk the parade route. He mentioned it might be a good idea to be wearing GBC clothing such as shirts. Justine asked if Michael had talked with any other clubs yet about the parade to which he answered he had not thought about it. He then said he could approach other clubs but didn't know if they had enough time to get entered. Frank then suggested we could combine our entry spot with anyone from GBC. Justine mentioned that Battle Born Veterans Club might be interested as they had already done the Veterans Day parade. Michael then volunteered to reach out to all the club advisors. He thinks it would be a great advertising opportunity. Karen asked if we would have a flyer for each of the different events or one flyer for all the events. Michael said he could draft an accordion-style flyer with events on it. Justine mentioned if we could get buy-in from other clubs we could have one flyer with all the clubs' upcoming event information. The group agreed that handing out a bunch of flyers might overwhelm recipients and they may just toss them where a single flyer might be kept. Several folks mentioned the accordion-style promotional ACE has used in the past and where that template might be located. Laura Gallegos was mentioned as perhaps having it and Michael asked if she might be willing to help with its creation.

Justine mentioned having some Film Festival information and Black and White movie night. Patty mentioned how the Man Mule Race had built up over the years and how impressed she was with the event. Other suggestions for clubs were the nursing program, the CDL rig, the solar car. Angie said she would reach out to the CDL program organizers. There was some discussion about whether entrants could throw candy from the back of the CDL rig. No one had an answer. Some discussion on whether different clubs and organizations could hang banners from the semi. Angie mentioned that clubs should provide their own banners and ACE would get them displayed in the parade entry. Frank mentioned that the CTE drone could be flown during the parade getting great footage. Frank wondered if any of the Buildings and Grounds ATVs could be used as parade entries.

### **Black and White Movie Night**

Justine let everyone know that Black and White Movie Night will be held on October 27 in the GBC theatre. The selection is Arsenic and Old Lace. Instructors David Friestroffer and Peter Bagley will present a talk about the chemical effects of poison on the body. There has not been any confirmation of this yet. Justine mentioned that Arsenic and Old Lace is not in the public domain so there will be a fee for showing it. The library may help sponsor the movie.

The discussion returned to what to wear for the parade. Patty mentioned it would be good to look like a group. Michael mentioned GBC shirts, sweatshirts, etc.

### **TED Talks**

Justine asked the group about deciding on a Fall TED Talks date. People added how busy October and November are. Karen suggested the 3<sup>rd</sup> or 4<sup>th</sup> week of November. Holidays for November were identified. Karen mentioned that Wednesdays have worked well in the past for TED Talks. Justine will compile a list of talks and send them out for a vote from the committee. The two dates recommended were November 16 or 17. She would select whichever one had room availability. Bailey mentioned that November 17-19 was the run of Silver Stage Players' The Little Princess in the theatre. Justine mentioned that TED Talks would be held in GTA 130. Michael asked whether it would be shown IAV. Justine mentioned that IAV participation has been very low the last several years.

### **Old Business**

Michael asked for any old business. There was none.

### **New Business**

Michael then asked if there was any new business. There was none.

### **Public Comment**

Michael then asked for any public comment. There was none.

### **New Business**

After public comments were addressed Angie remembered that she did have new business. She was looking for volunteers to do ticket sales for Johnny B's concert. Angie mentioned that the next meeting would be after the concert but upon looking at the dates, the next ACE meeting would be before and she would solicit volunteers then. She then asked that committee members share the Johnny B. concert

info on their own personal social media sites to help get the word out. Folks agreed to share the information.

Justine then mentioned she had Film Festival dates. The festival will be held February 9-11, 17, and 18. The February 9 date will be off-campus at the Western Folklife Center where the Oscar nominated shorts will be shown. Michael asked if it had ever been considered to have Film Festivals at the other GBC centers. Justine said that that had never been considered. Michael mentioned that he really wants to push for inclusion of the centers in events. Justine didn't think there would be much interest. She mentioned about the pay for performance aspect of the films and that is can get expensive. Michael asked about royalty-free films and she mentioned that the Film Festival has never shown a royalty-free film since their selections are typically relatively new films. She also mentioned that the Film Festival Committee wouldn't be having their first meeting until next week. Bailey mentioned that an SGA representative from one of the centers could be used to partner with having a festival at a local center and that it could be used as a recruiting tool. Justine mentioned that she could bring it up to Russ Minter of the Committee. Angie said that a seed could be planted with the center Directors to look into the possibility. Karen mentioned that the Elko-based festival committee already had the festival process down and that centers could use the same process.

**Recording ended at 5:02 PM**