



DEPARTMENT of ECONOMIC DEVELOPMENT

JACKIE BISKUPSKI  
MAYOR

KELSEY ELLIS  
ASSISTANT DIRECTOR

**BOARD MEETING MINUTES**  
**February 8, 2017**  
**Art Barn in Reservoir Park**

**PRESENT:**

John Johnson	Annie Dayton
Jennifer Horne	Efren Corado Garcia
Whitney King Hyans	Richard Jaramillo
Chad Whittaker	Matthew Castillo
Eva Rinaldi	Denise Brenes
Mike Colby	

**Staff Members**

Kelsey Ellis, Assistant Director  
Wendy Evanoff, Office Facilitator  
Dana Hernandez, Public Art Program Manager  
Jesse Schaefer, Performing Arts Program Manager  
Kandace Steadman, Visual Arts Program Manager

**EXCUSED:**

Cannon Tarbet	Linda Hunt
Kerri Hopkins	

**GUESTS:**

Sylvia Richards, Public Policy Analyst, City Council Office  
Annie Davis, Department of Economic Development  
Lara Fritts, Director, Department of Economic Development  
Jeff Steele, Holland & Hart LLP

**I. Call to order / Approval of minutes**

Mr. John Johnson called the meeting to order at approximately 5:30 p.m. Mr. Mike Colby made a motion to approve the minutes from December's board meeting; the motion was seconded by Mr. Efren Corado Garcia and passed unanimously.

**II. Executive Committee**

Ms. Kelsey Ellis introduced Ms. Annie Davis with the Department of Economic Development. Ms. Davis is the Marketing and Research Manager for the Department. Ms. Davis reported that she will assist the Arts Council to promote and market programming and events.

Ms. Kelsey Ellis reported the Cultural Core RFP will be available soon and asked the Board if they are supportive of the Arts Council responding to the RFP. Mr. Richard Jaramillo made a motion that the Salt Lake City Arts Council engage/file for the RFP when it is made available. The motion was seconded by Ms. Whitney King Hyans.

Ms. Lara Fritts provided an update reporting she would like to start soliciting for a new Executive Director for the Arts Council. The posting of the Executive Director position is pending the outcome of the appeals process currently going on.

### **III. Budget update**

Mr. Richard Jaramillo presented the review of the IRS form 990 reporting there were a couple of corrections made, but was similar to last year and everything is now in order. Mr. Jaramillo made a motion that the Board accept the IRS form 990 as written and file it. The motion was seconded by Mr. Efrén Corado García seconded the motion and it passed unanimously.

Ms. Kelsey Ellis reviewed a draft of FY17 budget projections reporting \$150,000 in revenue is to be carried over into FY18 for Twilight. She clarified that the City Council awarded \$100,000 specifically to Twilight in the budget amendment in January. Ms. Ellis stated historically when presenting a budget amendment, there is a deficit of \$150,000. Ms. Ellis reported that moving forward, she would like the budget to reflect a percentage of the non-departmental funds allocated to each program.

Ms. Kelsey Ellis also presented a draft of the budget for FY18 which reflects \$150,000 fund balance carried over from FY17 however, the bottom line still projects a deficit. Ms. Ellis stated the expectation to resolve this is to increase the FY17-18 corporate sponsorships for Living Traditions and Twilight along with increased ticket sales and beverage sales. The FY18 Twilight tickets and beverage sales are conservatively projected on six shows rather than seven in case there is a cancellation or rain out of one of the shows.

### **IV. Committee reports**

Mr. Efrén Corado García reported the Programs Committee recommended that the Twilight Concert Series no longer be a part of the Foundation as the program runs currently. Mr. García listed the reasoning behind the Program Committee's decision. First, the program is not sustainable and there will not be an option for additional funding from the City Council. Second, the Arts Council no longer has the bandwidth and is understaffed. Mr. García stated the Programs Committee is looking to invest more time and effort into seeing the developmental growth of the current programs and what they are offering. He also reported they would like to develop a program that is beneficial to the City and year round.

Ms. Eva Rinaldi reported that Twilight is not going away. She stated that in terms of marketing the program is changing and we will keep the Twilight name.

Mr. Efrén Corado García clarified that Twilight as it is now will no longer continue. He stated that Twilight is attractive because it is low cost high caliber art. The drawback to that is we are always in debt. Mr. García proposed restructuring Twilight to create a program that is year round and attract a broader audience.

Mr. Richard Jaramillo made a motion to charge the Program Committee with making recommendations to the Board to substantially revise the Twilight Concert Series program to address the sustainability and bandwidth concerns for FY19; the motion was seconded by Ms. Annie Dayton and passed unanimously.

Ms. Whitney King Hyans presented the Grant Committee's latest grant recommendations. Two mini grant applications were received and reviewed. The recommendation is to award a Mini Grant to the Rose Park Community Council and Writers at Work. Ms. Annie Dayton recused herself from voting on the Rose Park Community Council application. Ms. Whitney King Hyans then made a motion that the board accept the recommendations of the Grant Committee; the motion was seconded by Mr. Richard Jaramillo and passed by all voting members.

#### **V. Staff reports**

Ms. Kandace Steadman announced the Mayor's Artist Award applications are available online and due Monday, March 6, 2017. Ms. Steadman also reported that the call for entries for the 2018 gallery exhibition are available and applications are being accepted online.

Ms. Dana Hernandez reported she issued a call for artists for Fire Station #14 and is available on the Public Art website until March 21, 2017.

Mr. Jesse Schaefer reported the application for the Brown Bag Concert Series opens on March 1, 2017 and is available online. He also mentioned this year is the 30<sup>th</sup> anniversary of the Twilight Concert Series and has been brainstorming ideas to celebrate the anniversary. Mr. Schaefer announced this year's Living Traditions Festival will be May 19<sup>th</sup> – 21<sup>st</sup>.

Ms. Kelsey Ellis reported in getting the season going, there are a few positions we are looking to fill, a Communications Manager, Production Manager, Volunteer Coordinator and a Sponsor Development Manager. Ms. Ellis also announced that American for the Arts is a good resource for information on how to be more involved and make a difference in the Arts.

#### **VI. Arts event discussion**

Mr. John Johnson announced opportunities available for the Ballet, Opera, etc. Board members can contact Ms. Kelsey Ellis or Ms. Wendy Evanoff to see what is available.

Ms. Lara Fritts announced a social media campaign going on February 1<sup>st</sup> – 14<sup>th</sup> by using #LOVESLC in social media posts. Individuals using this hashtag will be entered to win one of three epic date nights.

#### **VII. Public comment**

#### **VIII. Other business / Adjourn**

The meeting adjourned at approximately 6:47 p.m.