

Public Art Advisory Board Arts & Culture Subcommittee

August 2, 2017 at 9 a.m.

The Capen-Showalter House
633 Osceola Avenue • Winter Park, Florida



1 Agenda

- Discuss City Commission Budget Public Hearing attendance
 - Monday, September 11 @ 5 p.m. - first public hearing

- VIP event update
 - Date: Monday, February 5, 2018
 - Location of event – Cornell Fine Arts Museum
 - Valet Parking confirmed
 - List of invitees **DEADLINE** to Clarissa & Craig: **December 1, 2017**

- “Weekend of the Arts” Friday, February 16 thru Monday, February 19, 2018
 - Review events scheduled
 - \$5,000 Marketing Plan to be discussed in October

- A&C overall brochure draft presented in September

- Collection of all marketing/publicity materials
 - Ideas to help promote:
 - #wpinspires on social media
 - Logo on website/press releases/brochures
 - Hyperlink to city’s Arts & Culture page
 - Share stories with media i.e. *CNN Travel* coverage

Next meeting: Wednesday, September 6 @ 9 a.m. @ Morse Museum?