



CITY OF WINTER PARK

Arts & Culture Alliance of the Public Arts Advisory Board

Regular Meeting
Winter Park Welcome Center

August 2, 2018
9:05 a.m.

MINUTES

The meeting was called to order by Clarissa Howard, Communications Director for City of Winter Park, at 9:05 a.m.

Staff Present: Clarissa Howard, Craig O'Neil, John Nico, Lindsey Hayes and Kelsi Baker.

Voting Members Present: Elizabeth Gwinn, Susan Skofield, Susan Omoto and Peter Schreyer. Dina Mack represented Ena Heller and Lauren Branzei represented Jan Clanton.

City provided Arts & Culture brochures and Hurricane Preparedness Guides to all attendees.

Recap of the Civic Center's last public event, "We Still Do" was given.

Public Comments on non-agenda items

There was no public comment.

Agenda Items

a) Approval of June 7, 2018 meeting minutes

Read by Clarissa Howard
Minutes approved unanimously

b) Update on Subcommittee Name – Arts & Culture Alliance

Read by Clarissa Howard

c) Follow-up on non-profit organization(s) discussion

Presented by Clarissa Howard: Discussion was continued from June meeting regarding addition of new members to the Alliance. Guidelines for Alliance require an active non-profit status, so those with inactive statuses are ineligible for membership.

d) Presentation of 2018-2019 Marketing Plan

Presented by Craig O'Neil: \$30,000 budget has been approved by the Public Art Advisory Board and is awaiting approval by the City Commission as part of the overall Fiscal Year 2018-19 budget approval at the second City Commission meeting in September. Marketing plan was presented and included paid advertising and the allocation of \$10,000 for Weekend of the Arts and publicist. Discussed that we need to stay within budget allocation for VIP event this year.

e) Presentation of design concepts for 2018-19 ads

Presented by Clarissa Howard: the "arts" collage was selected as the design with a few tweaks to be made. The new updated versions, reflecting the suggestions, will be shared at the next meeting.

f) Discussion: Location for 2019 "Weekend of the Arts" VIP Gathering

Clarissa Howard facilitated the discussion. Location was discussed as a possibility to be held at Casa Feliz on Monday, February 4.

g) Public comment

Winter Park Playhouse: *Gigolo* world premier has been a huge success.

Dina Mack: Peter Schreyer's presentation on August 7

Jeffrey Blydenburgh: Winter Park Boat Parade will be on December 15.

Cynthia Hasseneau: Woodstock at Mead Garden and upcoming Mead Garden events were mentioned.

Peter Schreyer: Crealdé Annual Cup-a-thon and John Green exhibit in September

h) Next meeting: Thursday, September 6, 9 a.m. at TBD

Read by Clarissa Howard

There was no further business. Meeting adjourned at 10:02 a.m.