



CITY OF WINTER PARK

Arts & Culture Alliance of the Public Arts Advisory Board

Regular Meeting
Capen House

November 1, 2018
9:03 a.m.

MINUTES

The meeting was called to order by Clarissa Howard, Communications Director for City of Winter Park, at 9:03 a.m.

Staff Present: Clarissa Howard, Craig O'Neil, Lauren Luna and Lindsey Hayes.

Voting Members Present: Catherine Hinman, Lauren Branzei, Mila for Peter Scheryer, Susan Omoto, Dina Mack for Ena Heller, Debbie Komanski, Susan Skolfield, and Betsy Gwinn.

Public Comments on non-agenda items

There was no public comment.

Agenda Items

a) Approval of October 4, 2018 meeting minutes

Presented by Clarissa Howard
Minutes approved unanimously

b) Autumn Art Festival Recap

Presented by Clarissa Howard and Lauren Luna. Comments given by Carlin Beekman from the Winter Park Chamber of Commerce.

c) Update on publicist for "Weekend of the Arts" support

Presented by Clarissa Howard. Due to prior commitments Pam Brandon is unable to serve in this capacity this year and Leesa Bainbridge has been approved for consideration by a motion from Betsy Gwinn and approved by all.

d) "Weekend of the Arts" VIP Gathering (Monday, February 4, 2019)

Presented by Lauren Branzei.

1. Messaging

- Remind guests of last year's message of economic impact and showcase the density of our arts organizations, when density is a good thing.

2. Program Structure

- Remarks: 6-6:15 p.m. to have Mayor Leary remind guests and drive home the message of economic impact.
- Entertainment: Each organization to provide 1 liner message sharing the one highlight of the past year
- Catering: Annie Russel Theater to act out the highlights and Owen & Moley to perform between 5 and 10 minutes.

e) 3 Things needed by Thursday, December 6 meeting:

Presented by Clarissa Howard.

1. VIP Invitation List: Alliance is seeking to invite legislators, board members.
2. Highlights from each member of the Alliance (2-3 sentences each)
3. "Weekend of the Arts" offering/activity/event entered into the Arts & Culture calendar

f) Discussion:

- Does the alliance want to do a printed brochure similar to last year? Yes.
- Update from Carlin regarding the Winter Park Chamber's Tourism Task Force, Betsy Garner Eckbert is currently in London putting Winter Park in front of different tourism groups. Now that the Chamber has a business plan in place regarding their promotion of Winter Park as a cultural destination they are full steam ahead. They are looking to hire someone part time to push the message that Winter Park is a cultural destination.
- There were no updates from the Orange County Advocacy Board.

g) Next meeting: Thursday, December 6, 9 a.m. | location - TBD.

Read by Clarissa Howard

There was no further business. Meeting adjourned at 10:09 a.m.