Arts & Culture Alliance
Minutes
Public Art Advisory Board Subcommittee

October 17, 2019 at 9 a.m.
Capen House
633 Osceola Avenue | Winter Park, Florida

Present

Staff Present: Clarissa Howard, Craig O’Neil, Kelsi Baker, and Stephanie Silva.

Voting Members Present: Betsy Gwinn, Debbie Komanski, Emily Sujka, Ena Heller, Peter Schreyer, Susan Omoto and Susan Skolfield.

Additional Attendees: Cynthia Hasenau, Dina Mack, Jo Marie Hebeler, Lisa Melillo, Monty Livermore, Rachel Simmons and Randy Robertson.

Meeting called to order at 9:05 a.m.

Agenda Items

1. Approval of June 6, 2019 minutes
   a. Motion made by Debbie Komanski and seconded by Susan Omoto. Approved unanimously.

2. AdventHealth Strategic Planning recap
   a. Debbie K., Susan S., Betsy G., Ena H., Peter S., Emily S., Randy R., Cynthia H., Rachel S., and Jo Marie H. all provided feedback in regard to their experience.
   b. Motion made by Betsy Gwinn and seconded by Debbie Komanski to move forward with Diane Mataraza Consulting for another strategic planning session. Approved unanimously.
      i. Sub-committee including Betsy G., Peter S., and Ena H. was created to work with communications staff to contact Diane and create a plan to move forward in lieu of November meeting. Information will be provided at December meeting.

3. Discuss results of strategic planning next steps
   a. Action items created in AdventHealth strategic planning session will be placed on hold until the strategic planning with Diane Mataraza is complete.

4. Discuss Rollins representation on Alliance
a. Entities currently represented as “Arts at Rollins” will now be listed individually (Annie Russell Theatre, Music at Rollins and Winter with the Writers). Motion made by Betsy Gwinn and seconded by Debbie Komanski. Approved unanimously.

5. Discuss restructuring of Arts & Culture Alliance brochure
   a. Discussion resulted in decision to leave the brochure in alphabetical order and possibly categorizing the groups on the back cover where the buttons are currently.
   b. Make the website font larger on brochure.

6. Review October Autumn Art Festival A&C booth
   a. Decision was made not to participate with our own booth but to leave brochures at the Art Festival information booth and with other alliance members who already have presence at the festivals.

7. Fiscal Year 2019-2020 budget
   a. Alliance decided to proceed with paid marketing campaign in the next two Broadway series playbills and artsLife Magazine. Motion made by Debbie Komanski and seconded by Susan Omoto. Approved unanimously.
   b. Alliance decided to proceed with SunRail promotion from December through March. Motion made by Susan Omoto and seconded by Debbie Komanski. Approved unanimously.

8. Next meeting will be held at Casa Feliz on December 5, 2019.

9. Meeting adjourned at 10:31 a.m.