



**MINUTES OF A CALLED MEETING OF THE
SUNSET VALLEY ARTS COMMISSION
WEDNESDAY, FEBRUARY 24, 2020 AT 2:00 P.M.**

Due to the COVID-19 pandemic, this meeting was held virtually via the following link:

<https://attendee.gototraining.com/r/324623524644008706>

MEMBERS PRESENT: Sasha Russell (Chair), Terry Cowan (Vice Chair), Joe Hutson, Myles Fox, John Frick, Karen Medicus, and Ruth Pifer-Hutson

MEMBERS ABSENT: James Hart

OTHERS PRESENT: Matt Lingafelter (City Staff)

1. Call to Order – Chair Russell called the meeting to order at 2:02 P.M. The Chair asked Commission members to share a positive experience from the previous week of severe winter storms.
2. Citizen Comments – none
3. Consider approval of the minutes from January 20, 2021.
 - Comment from Myles Fox

Joe Hutson made a motion to approve the minutes, seconded by John Frick. All voted in favor, except for Terry Cowan who abstained, and the motion carried.

4. City Council Liaison Report
 - Karen Medicus gave her report:
 - Debrief of emergency operations
 - Parliamentary training
 - Joint meeting between Committee Chairs and Council
 - Facebook name change
 - The Commission discussed the social media governance policy and planned to address this at a future meeting: how much access should residents have
5. Marketing Ad hoc Committee Update
 - Sasha Russell presented an update and discussed points from Ampersand's most recent presentation to the Ad hoc Marketing Committee, the creative aspects of which will impact logos, fonts, color palettes etc. Next meeting date of March 12th should address

Business to Business issues principally.

6. Discussion and possible action on the 2021 budget for virtual arts events and other activities
 - i. Action Desired: plan for events or activities/ submit budget to Council
 - ii. Action Approved: budget adopted for FY 2021 (in several motions, see below)Next Meeting Steps: submit Budget to Council, continue to plan for events/activities
 - iii. Adoption:
 - iv. Supporting Documents: draft FY21 Budget

Motions Carried:

Terry Cowan made a motion to continue with the Art Kit program, request a budget for \$1,100, and poll residents of SV to see if any residents wish to receive an art kit. Seconded by Joe Hutson. All voted in favor.

Terry Cowan made a motion to budget for \$100 of reimbursed expenses for Ruth Pifer-Hutson & Myles Fox, as well as a thank you and recognition to James Hart for his contribution. Seconded by Joe Hutson. All voted in favor.

Terry Cowan made a motion to request a budget of \$400 for Facebook advertising and boosts, seconded by Ruth Pifer-Hutson. All voted in favor.

John Frick made a motion to request a budget of \$600 for the graphic design and production line item, for Facebook and any other images required, both Seconded by Terry Cowan. All voted in favor.

Terry Cowan made a motion to request a budget of \$1000 for virtual events, art classes or music for children or adults, seconded by Sasha Russell. All voted in favor.

7. Discussion and possible action on recommending to the City Council a Request for Qualifications (RFQ) to produce ArtFest in 2022 – all
 - i. Action Desired: discuss and make any edits to the draft RFQ for submission to Council
 - ii. Action Approved: draft RFQ with amendments by the Commission approved
 - iii. Next Meeting Steps: after publication, review responses and score
 - iv. Adoption:
 - v. Supporting Documents: draft RFQ

The Commission discussed the draft RFQ and made edits in real time (Matt Lingafelter made the edits and then saved the document, which was later reviewed by the RFQ sub group and city staff).

John Frick made a motion to approve the RFQ with the changes discussed and submit the document to City Council, seconded by Joe Hutson. All voted in favor.

8. Discussion item – crafting and updating the Commission’s Mission and Purpose Statement

Terry Cowan made a motion to table this item, seconded by John Frick. All voted in favor and the motion carried.

9. New Business – Discussed SVAC logo and the need for the whole Commission to vote on this. However, the members also noted that changes may be somewhat predicated on creative deliverables and Ampersand branding suggestions.
 - Discussed need for task/project tracking tool
 - Discussed open records and quorum issues (4 is a quorum) and the need to be cautious with emails. Commission members should not 'reply all' to emails.
10. Adjourn – Terry Cowan made a motion to adjourn, seconded by Joe Huston. All voted in favor, and the meeting adjourned at 4:39 P.M.