

MINUTES
CULTURAL ARTS COMMISSION
April 20, 2022

The Cultural Arts Commission meeting was called to order at 4:02 p.m. in the second floor conference room at the Bel Air Armory, 37 N. Main Street, Bel Air, MD 21014.

MEMBERS PRESENT: Kristien Foss, Chair
Sandy Schlehr, Vice Chair
Natalie Weeks
Pat Fielder
Jeanne Close
Peg Lucas
Nicki Jergensen
Brigitte Grubb

IN ATTENDANCE: Angela Robertson, Economic Development Coordinator
Trish Heidenreich, Director of Economic Development
Donna Kahoe, Town Commissioner
Catherine Butrim, Recording Secretary

ADMINISTRATIVE MATTERS:

Approval of Minutes – March 16, 2022

Ms. Close moved and Ms. Lucas seconded the motion to approve the minutes of the March 16, 2022 meeting.

The motion carried.

FY22 Budget Review

Ms. Robertson reported an expenditure of \$2,864.00 for the Office Street sculpture base.

The remaining balance in **Marketing** is \$465.46

The remaining balance in **Public Art** is \$0.00.

UNFINISHED BUSINESS:

Bel Air High School Public Art

Ms. Robertson reported that Rebecca Will from Bel Air High School (BAHS) advised that a mural is a great idea, but she is not ready to commit to a project as the students are preparing to paint a mural for the Bel Air Lions Club.

Ms. Jergensen reported that she did not hear from the other art teacher at BAHS. She advised that another art teacher will be joining BAHS next year and suggested that CAC revisit the mural at that time.

Ms. Jergensen stated that a social studies teacher suggested using the building as it is with the vines from the tree and then depicting a child swinging on a tire on the building.

Ain't Misbehavin' Big Band Comedy Show

Ms. Fielder reported that the attendees at the event were very tuned in to the concept, and it was evident that most of them were schooled in swing dancing. She reported that ages ranged from mid-thirties to mid-nineties. Ms. Fielder noted that the attendees were people looking for a venue to use their skills, and the event was very successful.

Ms. Robertson reported that the event was sold out, which was wonderful for a Wednesday night. There were 165 people in attendance: 151 tickets were sold in advance and 14 tickets were sold at the door. CAC sponsored the \$500 cost of the band for the event.

Ms. Robertson reported that Julia Potler, the Armory Manager, would like to partner with CAC for this event again in the future. She advised that she will look at some possible fall dates.

Take a Chance on Art

Ms. Lucas reported that this was her first time attending this event. She reported that everyone was very enthusiastic, and most of the people at her table took home their first choices.

Ms. Robertson reported that there were 124 attendees with 83 pieces of art available. She reported that 65 pieces of art were selected, and 18 pieces were available to purchase after the event. Ms. Robertson advised that the art is donated to the event by the members of Harford Artists. The event netted \$5,280.00 for Harford Artists.

Ms. Jergensen reported that seven (7) students from BAHS volunteered to help set up in the morning, run artwork to the attendees and clean up after the event. She advised two (2) students had artwork on display.

Ms. Foss informed that the band for the event was phenomenal. Ms. Robertson informed that the band was called Nothing to Plunder.

Armory Sponsorship Rates

Ms. Robertson reported the following:

- In 2019, CAC provided four (4) Armory rental sponsorships (3 at \$600.00/each and 1 at \$400.00). The \$400.00 sponsorship was provided to an out-of-state organization.
- In 2020, CAC provided three (3) Armory rental sponsorships at \$600.00/each.
- In 2021, CAC provided one (1) Armory rental sponsorship at \$400.00 for Ballet Chesapeake.

Ms. Robertson reported the following Armory rental fees:

Nonprofit rates for the Armory

- Monday-Wednesday \$75.00/hour (an increase from \$50.00/hour)
- Thursday-Sunday \$100.00/hour (an increase from \$75.00/hour)

Ms. Robertson read an email from Carole Milan stating that she feels Armory rental sponsorship should be limited to \$600.00 per event and that each application should be considered individually to determine if the application is worthy of full sponsorship.

Ms. Fielder advised that CAC needs to be cognizant that it is not an endless resource and suggested Armory rental sponsorships begin at a base rate of \$200.00 and not exceed \$600.00.

Ms. Robertson advised that CAC would begin the fiscal year with \$4,000.00 in the Public Art account and \$4,350.00 in the Marketing account which is the account from which event sponsorships are deducted.

Ms. Close inquired how many hours most groups reserve for the Armory. Ms. Robertson advised that she will ask Julia Potler if six (6) hours is an appropriate amount for most groups.

Ms. Grubb advised that CAC needs to consider the number of sponsorships it wants to give out. Ms. Robertson advised that CAC has not been in the position of having to decline sponsorship requests due to a lack of funds. Ms. Heidenreich advised that CAC would be in a position to request more funding from the Town Commissioners in the next fiscal year if demand indicated there were not enough funds available for all sponsorship requests in the previous fiscal year.

Ms. Fielder advised that it would be fair to provide a consistent sponsorship amount to all groups. Ms. Weeks advised that not all groups should be given the same amount because they may not need or ask for that amount. Ms. Weeks advised that CAC should advertise sponsorships but not post an amount.

Ms. Foss inquired if CAC should advertise that it offers sponsorship for up to six (6) hours. Ms. Lucas advised that it would be best to have a dollar amount rather than an hourly range for budget tracking purposes.

The members present agreed that the policy should be as Carole Milan stated in her email that Armory rental sponsorships be capped at \$600.00 and individual consideration be given to each application to determine if the request should be approved for the full \$600.00 sponsorship.

Ms. Robertson advised that she will add a line to the sponsorship application stating that the applicant will be required to give CAC sponsorship credit if they are awarded sponsorship for Armory rental.

NEW BUSINESS:

Bel Air Downtown Alliance Sponsorship Request

Ms. Robertson reported that the Downtown Alliance has requested CAC sponsorship for the performers at the May and June Belle Aire Market at a cost of \$100.00 each. She reported that the Belle Aire Market has currently booked 27 of 40 possible vendors for May. The Belle Aire Market is geared to all ages but regularly draws an audience of 35 years of age and older. The Downtown Alliance will promote the Market and the performers on its website, on social media, on other online cultural arts calendars and on signage at the event. CAC sponsorship credit will be given on social media, the CAC logo will be on the Downtown Alliance website, and CAC's sponsorship will be included on print ads, posters, flyers and event banners.

Ms. Weeks moved and Ms. Lucas seconded the motion to sponsor the performers at the May and June Belle Aire Market events for a total cost of \$200.00.

The motion carried.

OTHER:

A&E District Update

Ms. Robertson reported that Harford Artists Association will be holding the Wyeth on Wyeth event on May 20 from 5:00-8:00 p.m. Tickets are \$60.00/each. She advised that she will email the members to inquire who would like to attend to represent the Cultural Arts Commission at the event.

Ms. Schlehr moved and Ms. Fielder seconded the motion to use CAC funds to cover the cost of tickets to Wyeth on Wyeth for any CAC members who would like to attend.

The motion carried.

Ms. Robertson advised that she has been working with the Havre de Grace Arts Collective and the Maryland Center for the Arts to create Harford County Arts Week to be held September 11-18, 2022. Visit Harford will sponsor the event by creating a page on their website dedicated to the event (which is now live). Harford County Cultural Arts Board (HCCAB) will not be able to provide funding, but they will promote the event with three (3) social media posts and include it in two (2) newsletters.

Ms. Robertson reported the following events have been planned for Harford County Arts Week thus far:

- September 11: Susquehanna Symphony Orchestra concert in Havre de Grace; Belle Air Market in Bel Air
- September 12: Youth Choir at the Liriodendron
- September 14: workshop at Harford Artists
- September 15: Nocturne event of Plein Air Festival in Havre de Grace; Plein Air Festival painting at Ladew Topiary Gardens
- September 16: preview party for Plein Air Festival at the Armory
- September 17: live entertainment at the Bel Air Farmers Market; Quick Draw event for Plein Air Festival in Bel Air; exhibit for Plein Air Festival at the Armory
- September 18: Festival for the Arts

Ms. Robertson advised that they are looking at adding events in the northern part of the County and in Edgewood and Joppatowne.

Ms. Robertson advised that CAC should consider sponsoring a concert in Bel Air on September 16 or another event at the Armory.

Ms. Robertson advised that Harford County Arts Week could be promoted in the arts issue of *Harford Magazine*, which is released at the end of August, and in the August/September issue of *Harford's Heart*.

Ms. Robertson advised that there is a logo contest open for Harford County Arts Week until May 1. A committee will choose a winner, who will be awarded \$100.00. She advised that she will send the members the entry form. The graphic designers must be 18 or older.

Ms. Robertson advised that the A&E District Advisory Board will meet on April 21 and discuss the FY23 Action Plan. She advised the CAC members to send her any suggestions they have for the Action Plan.

ADJOURNMENT:

The meeting was adjourned at 5:17 p.m.