

# **SAMMAMISH ARTS COMMISSION**

**July 18th, 2011  
Sammamish City Hall**

## **MINUTES**

### **In Attendance**

**Commission:** Daphne Robinson, Bala Subramanian, Rochelle Wyatt

**Staff:** Lola Nelson-Mills (substituting for Allison Gubata)

**Absent:** Bharath Sankaranarayan, Deborah Akerstrom, Molly Strange, Barbara Jirsa, Jingyu Li

### **Call to Order**

The meeting was called to order at 6:45 pm. by Daphne Robinson.

### **Approval of the Minutes**

Minutes of the June 20, 2011 meeting were approved via email.

### **2011 Budget and Financial Report YTD**

Lyman Howard provided the latest update to the committee, which then briefly discussed it. The spendable budget is not totally reflected on the budget spreadsheet. Bala will provide an update of what the actual spendable budget.

### **Flicker Account for SAC Photo Storage**

This is an account that allows for all SAC members to store photos, which can then be accessed by all the other commission members.

### **Marketing Volunteer**

A marketing volunteer might be useful in assisting with the social media aspect of marketing—i.e. blogging. Discussion followed.

### **Marketing Check List**

Marketing strategy was discussed at length including a creating a master calendar, a checklist, social media (facebook, blog, email) and marketing materials: posters and flyers. All Arts Commissioners should review the marketing checklist and provide feedback. It was suggested that one Arts Commissioner should take responsibility for the marketing strategy. Discussion followed.

The Marketing Check List should include: the goal, who the audience is, marketing channels (contacts), and should start with a calendar. Daphne Robinson stated that Ann Randall (Arts Fair) has indicated she will share her media contact information with the Arts Commission.

The style guide was also briefly discussed. What makes a good poster or handout? There should be design standards for all printed materials. Commissioners should review the style guide and provide any necessary edits. It was suggested that an electronic version of the style guide be made available to Arts Commissioners.

Lola Nelson-Mills indicated she would be willing to assist the Commission with graphic design on a volunteer basis outside of regular working hours.

### **Email Alert Sign-Up for All Events**

Tim Larson had suggested this as a means to market upcoming Arts Commission events. At its next event—September 10—the Arts Commission will have on hand a sign-up card on which individuals can put their email address. Allison Gubata will work with Tim Larson to get these names on the system so that can be notified of upcoming Arts Commission events. The Commission would like to know if email alerts are sent out of a regular basis. When they do go out, how far in advance of the event are they sent? There are 194 signed up to receive email alerts as well as 150 Facebook friends. More discussion followed.

### **Seattle Times Fall Arts Guide**

All Fall SAC events have been submitted for consideration.

### **LAA – PowerPoint Presentation Preview**

Daphne Robinson shared the PowerPoint with the commission members, The July 28, 2011 meeting was discussed briefly. Sammamish will host the meeting scheduled for Thursday starting at 9:30 a.m. Refreshments will be provided. 4culture and other local arts organizations will be attending. It's a great networking opportunity.

### **Planning 2012**

There will be no Arts Commission meeting in August. Commissioners should come prepared with ideas for 2012 at the September meeting.

### **Upcoming Events**

It was suggested that one handout for the four fall events could be developed and distributed.

- September 10 ... Painted Life
- October 8 & 9.... Arts Fair
- October 27 ..... Jet City Improv

- November 5 ..... Turkish Cultural Festival

### **Open Discussion**

Discussion followed regarding the city's policy with regards to keeping or deleting emails to the Arts Commission. City staff should provide the Arts Commission with clarification as soon as possible. The city's social media policy was also discussed. Consensus was that it is fairly vague. Bala Subramanian indicated he would review the policy and send comments to the rest of the commissioners.

Daphne Robinson shared that she has created a notebook containing event reports. She still needs one for the Chinese New Year's event. Bala indicated that he will be meeting with Ann Chen and will mention this to her. Discussion followed. Each person who is the "lead" for an event should be responsible for handing in information to the archivist including flyers, posters, photos, etc.

Rochelle Wyatt mentioned she would like to work on the file drawer that is designed for the Arts Commission. The files need to be cleaned up by discarding excessive duplicate material. Discussion followed. She will take materials home and work on them.

### **Next SAC Meeting**

No meetings are scheduled for August, so the next Sammamish Arts Commission meeting will held Monday, September 19, 2011 at 6:30 p.m. in Sammamish City Hall.

### **Adjournment**

The meeting adjourned at 7:50 p.m.