

**Indiana Arts Commission
Advocacy and Awareness Committee
IAC Conference room
150 W. Market St., Suite 618
Indianapolis, IN 46204
May 29, 2008
10:00 a.m.**

Ron Stratten, Chair

Minutes

Members present: John DePrez, Pam Hicks, Miah Michaelson,

Members via teleconference: Ron Stratten, Kelly Schreckengast, A John Rose, Jon Cain

Members absent: Jeanne Mirro, Marsha Oliver, Judy Hess, Irene Smith-King

IAC staff present: Lewis Ricci, Rex Van Zant, Michelle Anderson, Dennis Hardin

Guests: Dan Henkel, public relations consultant

1. **Welcome and Introductions.** Mr. Stratten convened the meeting at 10:10 a.m. and welcomed everyone. New members of the committee were announced: Miah Michaelson (City of Bloomington), Pam Hicks (commissioner), A John Rose (Indiana Coalition for the Arts), Marsha Oliver (Indianapolis Museum of Art)

2. **Consent Agenda.** Mr. Stratten briefly reviewed the events of Arts Advocacy Day at the Statehouse which took place in February; the last scheduled meeting of this committee was postponed in order for the members to attend the event. Mr. Stratten felt it was a positive experience for IAC and the legislature. Mr. DePrez moved to accept the consent agenda. Ms. Hicks seconded. The motion passed.

3. **State Arts Advocates Update.** Mr. DePrez reported on the 2008-2010 strategic plan for the Indiana Coalition for the Arts. The organizational aim is to broaden its reach and garner additional partners. The new mission statement is "Every citizen recognizes, values and experiences the arts in their life". Mr. Ricci related that he is requesting a private meeting with the governor for representatives of IAC in order to clarify the agency's role as a new term begins. INCA will be asking gubernatorial candidates to submit position papers regarding the arts in Indiana. New legislative initiatives will include arts education and public art. Communication continues with the governor's staff regarding vacancies on the commission. Mr. Stratten commented on the importance of maintaining good relationships with both the governor's office and the legislature, especially during times when the budget is not necessarily the primary point of focus.

4. **National Arts Advocacy.** Mr. Ricci recapped the visit by the Indiana delegation to Washington D.C. for Arts Advocacy Day. The delegation met with several members Congress,

and with the staffs of several others. Ms. Michealson raised the question of whether the presidential candidates will be submitting position papers on the arts in America.

5. Governor's Arts Awards. Mr. Stratten recalled the discussion of the last quarterly business meeting in March, wherein the Advocacy & Awareness Committee was charged with establishing the criteria necessary for a city or town to host future GAA events. Mr. Ricci presented a draft of the application to be used for the process, and explained its components. Mr. Stratten asked for further comments. Ms. Michaelson asked if there was a sense of the total cost for a community to host the event, and does the IAC expect to be a contributor to cover expenses. Mr. Ricci replied that it would be helpful to include some information along these lines in the budget section of the application. Mr. Rose asked about the baseline expectations for a community wanting to apply, and if these expectations could be articulated in more detail for the applicants. Mr. Cain asked about marketing expenses and how that cost would be shared. Ms. Schreckengast commented about smaller towns with fewer resources competing with larger cities for the honor of hosting, saying that a smaller town might need more of a financial contribution from IAC than a larger city. Mr. Stratten asked about minimum attendance requirements, or if an applying town might opt to omit the formal dinner. Mr. Ricci recounted two experiences he had in smaller towns in Pennsylvania and Idaho, where the towns were able to provide a memorable experience without having a formal dinner during the event. Mr. DePrez remarked about inviting/enticing legislators to attend the event. Ms. Michaelson added that the biggest draw for the event would be the awards themselves. Ms. Anderson asked about the commitment of administrative staff to the event by the hosting city. Ms. Michaelson talked about the success of the Bloomington event in 2008. Mr. Rose inquired about the rationale for taking the event out of Indianapolis on a permanent basis, and Mr. Ricci recapped the discussion from the last quarterly meeting of the full commission. Mr. Stratten asked that all of these comments be considered in a revised draft of the application to be forwarded to the full commission at its next meeting. Ms. Hicks moved to accept the draft application (to be revised). Ms. Michaelson seconded. The motion passed.

6. New Business.

a. Mr. Ricci explained the new budget figures for FY2009, including an increase in funding from the National Endowment for the Arts, and money available for the first time from the Cultural Trust. New programs to be funded from these funds include: the IAC Arts Education Initiative; the arts education colloquium, and the presenters & performers touring program.

b. Public Relations campaign update. Mr. Van Zant introduced Dan Henkel, consultant, who is working on the new IAC public relations campaign. Mr. Henkel spoke briefly about progress in the campaign, a tongue-in-cheek approach to drawing public attention to the arts in Indiana. He plans to roll out the major part of the "Indiana Art Conspiracy" campaign over the summer of 2008. Ms. Hicks commented about the effectiveness of billboards in such a campaign.

c. Staffing changes. Mr. Van Zant announced that April Blevins, former IAC Communications Manager, has been promoted to Grants Manager, and that he is scheduling interviews to fill her former position. He also remarked about the positive new changes in the IAC website, giving Ms. Blevins great credit for her work in that area.

7. **Old Business.** Mr. Stratten took this opportunity to thank everyone for their participation in the Advocacy & Awareness Committee; he will be retiring from the commission after the June 13th quarterly meeting. Mr. DePrez reminded the committee about the importance of legislative advocacy, advising that the committee should begin planning strategy for the next session.

8. **Adjournment.** There being no other business, Mr. Stratten adjourned the meeting at 11:30 a.m.