



EVENTS AND OUTREACH SUBCOMMITTEE MEETING

Meeting Room A, 33 East Broadway Avenue, Meridian, Idaho

Thursday, July 21, 2022 at 5:00 PM

MINUTES

ROLL-CALL ATTENDANCE

Leslie Mauldin, Chair

Patrick O' Leary

Thomas Vannucci

Jenifer Cavaness-Williams

City staff present was Lindsey Arnold, Arts and Culture Intern and Garrett White, Recreation Manager. Community member present until 6:09 PM was Michelle Glaze.

Welcome new Arts and Culture Intern, Lindsey Arnold.

APPROVAL OF MINUTES [ACTION ITEM]

1. Approve Events and Outreach Subcommittee Draft Meeting Minutes from 6-30-22

[Events and Outreach Draft Meeting Minutes 6-30-22.pdf](#) (0.05 MB)

Patrick motioned to approve the minutes. Tom seconded. All ayes.

DISCUSSION ITEMS

2. Update: Art Week Planning ~ *Michelle Glaze, Community Member and Volunteer Art Week Organizer and Lindsey Arnold, Arts and Culture Intern*

Michelle reviewed the schedule and is waiting to hear from Deja Brew and Michelle from Angry Easel in regards to working with these companies for Art Week. Chalk Art has been moved from Saturday to Thursday evening and Sam will be playing during the Chalk Art competition.

Patrick asked about Art Week marketing and the committee discussed about Shelly with Meridian Parks and Recreation posting on Instagram and Facebook for Art Week. Michelle asked about the City social media policy and Garrett discussed city policy for social media. The committee discussed the idea of the committee sending social media post ideas and posts to Cassandra, Shelly, and Lindsey to review and share with the city stamp.

Patrick asked if the city can do live posting from Art Week. Leslie and Garrett proposed for Shelly to take pictures at the event. Garrett suggested that they contact Cassandra to schedule Shelly to take pictures.

REPORTS

3. Updates: Concerts on Broadway ~ *Leslie Mauldin, Events and Outreach Chair*

Patrick asked if we can have the bands or pre-show group (like Treasure Valley Children's Theater) do a video advertisement, saying that they are excited to perform at Concerts on Broadway, to put on the website. Tom suggested to tag the band's fans in a social media post. The committee asked for Cassandra and Lindsey to reach out to Emily with the Legal Department (City of Meridian) about copyright allowances for video sharing for marketing and promotional materials only (10 seconds or less). The committee also discussed asking Soul Patch for original material to post and suggested that Lindsey and Cassandra also ask Emily (with the Legal Department at the City of Meridian) about approved talking points for promotional and marketing only. The committee discussed also asking bands if they already have a press kit.

Leslie reported that she secured two openers for Concerts on Broadway, a 12-year-old violinist for September 24 and the Treasure Valley Children's Theater for opening night on August 27.

For Concerts on Broadway, Leslie wants to look at the keyboard that the city owns. She also has a keyboard that she can bring in. Leslie will arrange with Garrett for her to look at the City's keyboard for Concerts on Broadway.

Tom asked if the city has ASCAP/BMI. The committee discussed ASCAP/BMI. Leslie said that ASCAP/BMI for the city needs to be addressed. Patrick asked if we can link to the artists' website in the advertisement flyer for Concerts on Broadway. Garrett suggested that we can ask Shelly to add the website to the advertisement flyer.

Leslie said that the City needs to decide if they will become a union producing entity or if they will hire an entertainment company to produce the Concerts on Broadway. Tom said that as a City, we should not be mandated as a union. Garrett suggested that we find the cost for ASCAP/BMI and then get this information to Cassandra.

Patrick suggested that we get a press release about the 12-year-old violinist who will be playing at the Concert on Broadway as an opener on September 24. Leslie said that she will research what she can do on a press release for the violinist and will contact the media.

Leslie asked about radio advertisements for Concerts on Broadway and Lindsey said that Cassandra and Lindsey will be discussing this and Lindsey saw that there have been radio advertisements in the past.

NEXT MEETING - August 18, 2022

Future Meeting Topics: Finalizing Art Week, any Concert Updates, and Potential Skatepark Event to Coincide with Tully Skatepark Mural Completion

ADJOURNMENT

Tom moved to adjourn the meeting at approximately 6:15 PM. Patrick seconded. All ayes