

MINUTES

Coralville Arts Commission

Tuesday, February 1, 2022

12:00 p.m.

ZOOM

In attendance: Susan Sondrol Jones, Ann Burton, Sara O'Donnell, Chloe Angyal, Wes Habley, Hai Huynh, Evan Hilsabeck, Nancy Mayfield, Sherri Proud



Approval and Comments

1. Call to Order: 12:03 PM
 - a. Welcome to Chloe Angyal
2. Citizen Comments: None
3. Approval of Agenda
 - a. Moved Rental Rates before Reports since several people must leave early.
 - b. Approved (Wes/Ann)
4. Approval of January Minutes:
 - a. Correct spelling for "Hai Huynh" in attendance
 - b. 5a: "We have welcomed"
 - c. 8c: "To manage the timing"
 - d. 12a: "Highlight the relationship" (remove duplicate)
 - e. Approved: 12:08 PM (Ann/Wes)

Old Business

1. Fiscal Year 2023 – Rental Rates

Evan: Coming out of Covid, we rebuilt our budget and completely recalculated our rental rates. With our previous rates, there was actually very little or no profit being made after operational costs were calculated. Rates will just about double for for-profit organizations, but we will remain one of the more affordable spaces in the area (just with a more competitive rate). If you break things down hourly, most local theaters operate between \$300-\$500 per hour, and we are closer to \$200-\$300.

 - a. 12:21: Approved the suggested rental rates (Wes/Ann)

Reports

2. City Council — Hai Huynh: 12:23 PM
 - a. Reminder: “Neighbors Helping Neighbors” is a program where, for each dollar donated, the City matches \$0.25 and places it in an account for neighbors in need.
 - b. Mayor Foster would like to attend the March meeting. Evan will send the invitation.
 - c. There will be a Celebration of Life for former Council Member Allan Axeen on February 5 at Brown Deer Golf Club at 2:00 PM.
3. Parks and Recreation — Sherri Proud: 12:26 PM
 - a. We are working on the budget and have the first public meeting next week. There have not been any requests yet for cuts to the budget, which is a good sign.
 - b. The theater is working on the 10-year projects: wall painting, evaluation of equipment, etc.
 - c. The 5th Street Civic Spaces project is kicking off, covering 5th Ave to 20th Avenue: new streets, new sidewalks, street trees, etc.
 - d. Lots of projects are getting set up for summer, including Brown Deer Golf Club, some of the trails, and the Eagle Scouts.
4. Managing Director — Evan Hilsabeck: 12:29 PM
 - a. The Omicron surge hit our rental calendar. We were able to reschedule several events, including Silver Swing, Irving Berlin, and Lunar New Year. We continue to monitor the situation, and it seems likely that Camelot’s ticket sales will be negatively affected.
 - b. We have finished interviewing candidates for the Theatre Production Asst position and are ready to make an offer to someone.
 - c. We are working on a couple of grants that are due in February and March, including the Gig Fund for touring costs and the Children’s Theatre Foundation of America.
5. City Circle Theatre Company — Wes Habley: 12:32 PM

- a. Legally Blonde auditions are Feb 18-19. Camelot is still holding forth, and we seem to be maintaining the health of most of the cast and have been isolating as necessary. The shows are Feb 11, 12 & 13, and it should be a really wonderful performance. Wes is conducting a 32-piece orchestra. The show loads in this weekend.
 - b. We are working with a communications class at the University to create a strategic communication plan to develop outreach to underrepresented communities.
6. Young Footlites Youth Theatre – Evan Hilsabeck for Sara O’Donnell: 12:36 PM
- a. Young Footlites was quiet in the fall because we moved programming to the spring, but Covid is still proving a challenge. Regardless, we have two events coming up, Aristocats Kids March 25-26 and Stuart Little April 1-2.
 - b. We are working out the final details on our summer camps and classes, with plans to open registration March 1.
 - c. We are trying to identify people in the school district who offer theatre programs and are working with kids who might be interested in our summer programs and scholarships.

Old Business

7. Arts Commission Orientation Packet: Evan Hilsabeck: 12:40 PM
- a. We still need some headshots for the introductory section, but the packet is coming together.

New Business

8. Fundraising Executive Summary: Evan Hilsabeck: 12:41 PM
- a. Our next step is to create a full executive summary that will go to City Council.
 - b. See Evan’s notes on “Fundraising Next Steps.”

Conclusion

9. Comments from the Commission: 12:48 PM

- a. Hai Huynh: There was confusion about whether the Lunar New Year was cancelled or postponed. Can this be clarified in the future?
Evan: In this case, we could not promote the new event date until the renter had signed the contract and sent new artwork. Due to time constraints, we chose to just announce the cancellation until we could confirm the show's new date.
- b. Chloe Angyal: Coming out of the pandemic, people seem to really appreciate the importance of live performance; this will be key in our fundraising.

10. Adjourn: 12:51 PM (Ann/Chloe)

Upcoming Meetings:

March 1, 2022 (Zoom)

(No April Meeting)