

SELMA ARTS COUNCIL MINUTES

August 13, 2020

ATTENDEES:

Council: Erik Andersen, Scott Chapman, Adam Chavez, Ben Deghand, Jeanette Derr, Mike Derr, Juan Luis Guzman, Claudio Laso, Jose Moreno, Adrian Oceguera, and Christina Robles

Guests: 559 Mural Projects Guests, Camille Gaston, Alexis Macedo, and Frank Velasco

Meeting called to order at 6:37pm over Zoom, an online video conference call platform, as a social distancing precaution in light of the COVID-19 crisis.

Consideration of Minutes

Motion to approve minutes from July were made by Jeanette Derr and seconded by Adrian Oceguera.

City: Nicolette C. Andersen, and Mikal Kirchner

Communications

Mikal has emailed us any updates from the city. No new communication to report today.

559 Mural Project Proposal

The 559 Mural Project is requesting to paint a mural on the outside wall of La Estrella Market in Selma. This mural is split into three sections, each done by team of artists, Ariel Goodman, Mike Howe, and Mauro Carrera. According to the mural application, "the mural is a homage to Chicano artists from Fresno, as well as, civil rights activist and founder of the United Farm Worker Union, Dolores Huerta, demonstrating Mexican-American pride in our town of Selma." The mural will take the traditional Spanish-language folk song, *De Colores*. Two versions of the mural were presented through a power point, the difference being in the section painted by Mauro Carrera where the background is either a blue sky with flowers or buildings of a colorful town. The council seemed to agree that they preferred the first version (without the town buildings) to the other version. A couple of council members were not comfortable with the words "No Human is Illegal" included in the mural; they felt that it was making a political statement to the public. An open conversation began that consisted of much disagreement with one another. In the end, the majority of the council felt that this was not a political statement, but a statement on human rights. Being that the Selma Arts Center is known for producing art that encourages and supports human rights, it would not seem fair to limit other local organizations attempt to do the same. La Estrella is fully prepared for any backlash the mural could possibly receive. The mural is contracted to stay up for 9 years if approved. Their expected start date is mid-September and will take two weeks to finish. Juan Luis Guzman made a motion to move agenda item #4 (The Mural action portion), to agenda item 2, while Adam Chavez seconded this. Adrian Oceguera motioned to approve the 559 Mural Project proposal, while Scott Chapman seconded this. Jeanette Derr and Christina Robles opposed. Mural project was approved.

New Arts Council Member Interviews

We have two opening spots on the arts council and received three new applications since we opened submissions a couple months back. These three applicants were given interview slots for this council meeting. The first applicant interviewed was Camille Gaston, a local artist who has been consistently active in the local arts for many years now. Camille would like to "be an advocate for the actors/performers that work with the Arts Center. I would also like to help expand on the center's diversity." The council asked Camille questions, as well as allowing her time to ask the council questions. The second applicant interviewed was Alexis Macedo, a local artist and Fresno State student majoring in Theatre Arts (Acting Emphasis). Alexis would like to "use my voice to represent people of color, especially women" and "be an advocate for actor safety and contribute to creating a safe space for everyone to create." The council asked Alexis questions, as well as allowing her time to ask the council questions. The third applicant interviewed was Frank Velasco, a local artist and Music Director at University High School. Frank would like to "see the arts center used more for spreading music to the community" and is "confident in my ability to communicate, delegate, and promote vision." The council asked Frank questions, as well as allowing him time to ask the council questions. The entire council was very impressed with all three applicants and

seemed to agree that we would need some time to think over these interviews before making any votes or motion. Adam Chavez made a motion to have a discussion today on the applicants and move this action to next meeting, while Claudio Laso seconded this. Jeanette Derr motioned to have a special meeting in 2 weeks on August 27th to choose council members, while Adrian Oceguera seconded this.

Financial Report

The financial report shows The Selma Arts Center at the end of July at a balance of -\$25,618.87. Total expenditure last month was \$6,529.71 and total revenue was \$2,696.42. Prior period adjustment was \$390.81. Revenue not reported on the financial report includes: \$8,704.04 from Vendini, which has been distributed to us but is not on the report, as well as a \$250 enhancement, and a \$300 enhancement. Therefore, our adjusted fund balance is -\$16,367.83. Motion to accept the financial report was made by Mike Derr and seconded by Jeanette Derr.

Drive-In Movie Event

The Selma Arts Center and The Selma Chamber of Commerce will be hosting the Selma Drive-In Movies. This event will take place at 1775 Park Street in Selma three Saturday evenings (September 19th-October 3rd). The movies shown will be Willy Wonka and the Chocolate Factory, Coco, and Jurassic Park. The movie rights came out to \$1,326 and the screen/trailer is estimated at \$200. The cost will be 50/50 with Chamber of Commerce, so total expense is expected to be \$798.95 each. Popcorn will be given to all attendees for free. We have a \$225 Me-N-Ed's donation, and a \$500 recycling grant so total expense should only be \$73.95 for us. We are asking for \$50 from sponsors for on screen advertisement and hoping to get 25 sponsors. We will be charging \$25 a car and we are hoping to fit at least 40 cars in the event space. We are also hoping to make \$200 in concessions, so total profit per weekend is estimated at \$1,225 each. We are allowed to have food vendors should decide to go that route. This will be going to the city council on Monday to get official approval.

On-Line Events Updates

SAC Your Talent – Ben is organizing an online talent show that will be pulling in different levels of talent and the final will be streamed online that will require payment to view. Ben and Adam will be hosting the event. The talent section will be prerecorded but the voting and winner will be announced live. The opening night is tentatively September 12th but could be pushed a bit later. Adrian and Jose have offered to help out with the editing and technical side of the project. Ben still needs suggestions and help for price of contestant and winning prize.

Tiny Stage Concerts – Adrian gave us an update on this online event, which has already posted three concerts thus far and is going well. He still has several more lined up, but we have been having trouble with getting viewers to click on the donation link. He would like to try and look into the insight/engagement and get a sponsor to present the concert.

Selma Originals – Claudio has updated the format of this upcoming online event. The reading will all be online through a Zoom conference, while the director will have full control of how to conduct through Zoom. Submission for playwrights are due by the end of August and auditions and rehearsals will take place in September.

Member Reports

Adrian wants the council to start thinking of ways the arts center is going to start making money during this time. He feels that the online events will only go so far; he would like to start making a sponsor video.

A motion to adjourn this meeting was made by Adrian Oceguera and seconded by Christina Robles.

Meeting adjourned at 9:51 pm.