

SELMA ARTS COUNCIL MINUTES

February 11, 2021

ATTENDEES:

Council: Erik Andersen, Scott Chapman, Adam Chavez, Jeanette Derr, Mike Derr, Camille Gaston, Juan Luis Guzman, Ely Hage, Claudio Laso, Jose Moreno, Ben Sells, and Frank Velasco

Guests: Nicolette Andersen and Mikal Kirchner

Meeting called to order at 6:35pm 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 January was made by Claudio Laso and seconded by Ben Sells. All members were in favor.

Communications

Nicolette, Juan, and Camille met with our grant writer, Anakaren Cervantes, to apply for a \$30,000 grant through the California Arts Council. We were unsure if we would qualify but Mikal states that we are able to count the city budget to get to the \$30,000. The application will be submitted on Wednesday, February 17th and we are expecting this grant to be very competitive. Mikal thinks we should form a non-profit because this will open us up for more opportunities in the future, especially since the Selma Arts Foundation has dissolved.

Financial Report

The January financial report shows the Selma Arts Center at a balance of -\$36,147.65. Total expenditure last month was \$5,750.22 and total revenue was \$9,026.35. Prior period adjustment was -\$925.96. There is about \$9,400 revenue missing on the financial report, as well as \$2,788.88 revenue for SACTalent. Motion to accept the financial report was made by Adam Chavez and seconded by Claudio Laso. All members were in favor.

Talent Show Online Event Report

The SAC Talent final stream was on January 30th at 7:30pm on our Facebook page and we received a great response from our community. Total expense for the event was \$1,284, while total revenue was \$4,087. This made for a total profit of \$2,803. Total donation amount collected throughout this event was an impressive \$3,700 and our donation winner received 20% of this amount (\$738). Ben thanks everyone for their time and effort to this event; he has also sent thank you notes and gifts to all participants. Juan encourages us to send out surveys to all participants so we can gain their feedback for areas of opportunity in the future.

SACademy Update

Julie Lucido and Kyle Lowe were to be hosting a SACademy workshop on February 12th for tips and tricks with video auditions in a pandemic world, however this workshop will be put on hold due to low sign ups. Hopefully trying a later date with possible added incentives will increase interest. More information to come later.

Valentine's Virtual Date Night Update

Juan will be hosting a "make your own charcuterie board at home" virtual date night. Attendees have the opportunity to purchase a kit with one of two options: charcuterie only for \$50, or alcohol included for \$55. So far, we have sold 11 bags and today is the last day to secure a spot. This will be hosted live on February 13th in Nicolette and Erik's kitchen. We are estimated to break even with some possible revenue.

Selma Originals Film Showcase Update

So far there has been 1 submission but has generated a lot of interest from people who will likely submit the final days. Claudio reported that Kyle Lowe has helped him setting criteria for the submissions and spreading the word to local artists. The deadline to submit is 2/16/21. The final event will take place on April 30th at 7:30 pm, with the video on demand from May 1st – May 3rd. Claudio will be meeting with the subcommittee as needed.

March Drive-In Movie

The council will be hosting a drive-in on the weekend of March 12th-13th at the Selma Business Park – our same location as before. Nicolette will be forming a smaller committee to make decisions and plan. Nicolette has a list of movies for potential options. We are catering toward a full screen movie over a wide screen movie if possible. The subcommittee will decide on things such as: whether or not have food trucks, film to show, having entertainment available, if the Chamber of Commerce will be involved with the event at all, and having reserved parking. We will need help from the council to gather sponsors and ads for the event.

Black History Month

Camille, Juan, and Dominic have come up with a series of posts for the month of February in honor of Black History Month. Monday posts will feature bios and profiles from Black artists who have used their creative talents to critique and challenge the ways in which we think about race, gender, and social politics in American arts. Wednesday posts will feature their work and will be read or performed by local Black artists. Friday posts will be a discussion, where Camille will share her experiences as a local Black artist while opening a dialogue with our community. At the end of the month, the Selma Arts Center will feature a panel discussion posted on social media that includes several Black artists discussing racial equity and similar topics in the arts. So far we have received very positive feedback on the first few posts and people have already inquired about the possibility of having future workshops that will dive deeper into these topics. Hopefully this will be something we can continue to do every February and continue to expand on.

Member Reports

Nicolette C. Andersen wanted to let the council know that our filmed production of A Gentleman's Guide To Love and Murder is available to stream from February 12th-14th. We have sold 6 tickets so far.

Camille Gaston invites all council members to attend the peaceful protests for Save the Tower across the street from the Fresno Tower Theater. These protests occur every Sunday from 8am-12pm.

Adam Chavez mentioned that he has created a birthday fundraiser on Facebook for the Selma Arts Center. He kindly asks everyone to please help share and spread the word to increase donations. He also received feedback that the SAC Teen artists are hopeful that there will be an opportunity catered for them in the near future. He asks that if anyone has some good ideas to please connect with him.

A motion to adjourn this meeting was made by Adam Chavez and seconded by Ben Sells.

Meeting adjourned at 7:36pm.