

SELMA ARTS COUNCIL MINUTES

April 8, 2021

ATTENDEES:

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

Guests: Nicolette C. Andersen

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 March was made by Juan Luis Guzman and seconded by Jeanette Derr. All members were in favor.

Administrative Matters

The city is now in red tier so the theater will be allowed to open at 20%-25% capacity. Cool Kid Players will be starting up their production of Shrek the Musical Jr and rehearsals will take place at SAC. Our summer productions may still be outdoor events but it depends on what the restrictions look like come closer to June. We are still waiting to hear back about the California Arts Council grant SAC applied for, and Juan is still waiting to hear back about his individual art grant as well. The vaccination clinic in town is open to all eligible ages now and the general public.

Financial Report

The February financial report is still not ready at this time but the March financial report was available to review today. The March financial report shows the Selma Arts Center at a balance of -\$44,655.80. Total expenditure last month was \$7,195.11 and total revenue was \$3,367.59. A deposit came in for \$1,493.52 from the drive-in movie event, which is not on this report. Motion to approve the financial report was made by Adam Chavez and seconded by Mike Derr. All members were in favor.

March Drive-In Recap and Financials

The financial report for the March Drive-In shows the Selma Arts Center with a profit of \$452.13. Total expense for the event was \$825.87 and total revenue was \$1,278.00. We are still waiting for one of our sponsors to pay for their \$50 advertisement. We did not receive any feedback on this event. The Selma Little League may purchase our extra nacho cheese cans.

Selma Originals Film Showcase Update

Claudio finished his last interview today and Jose will be editing. All directors are to submit their trailers by tomorrow and they are expected to be up on our social media platforms the following week. We still need more ads, Nicolette and Claudio asked the council to help push for more; ads are \$50 each. Nicolette will send an email blast to our followers. The final event will take place on April 30th at 7:30 pm, with the video on demand from May 1st – May 6th.

Selma Arts Center Podcast

Frank met with Nicolette, Juan, and Camille to discuss the developing podcast. This podcast will be a platform to discuss social issues and topics, as well as unpacking shows and events going on at the arts center. For example, with Zoot Suit, there will be an episode that goes over the history and themes of the show. This will also give an opportunity for community outreach. Frank presented the council with the mission/vision statement. The idea would be to start producing content that is audio only, then later transitioning to video episodes, and then hopefully one day having actual live shows with an audience – sort of like a live talk show. Juan and Camille will host the podcast, while Jose and Frank will produce and edit the podcast. If the Selma Arts Center gets a marketing intern they could always help with the podcast as well. The podcast would be recorded at the Arts center in the beginning but the goal is to record in a

studio, courtesy of Jose. Frank and Jose would provide the equipment in the beginning but they are hoping the arts center will be able to budget for equipment in the long term. Kyle Lowe is also offering to help out and get things going with the group. A motion to proceed with the podcast as designed was made by Mike Derr and seconded by Adrian Ocegüera.

Ticket Hosting “Stonshiver” Concert

The Selma Arts Center is selling tickets for the local band, Stonshiver, for their outdoor concert at the Kingsburg Historical Park on May 15th from 6pm-8pm. The arts center will receive \$2 for every ticket sold. We printed tickets as well so they could sell hard copies and we will get a donation of those sales as well. We have the option to have a booth out there to promote upcoming events or sell stickers or shirts. The city was not comfortable with the arts center co-hosting the event but we will be providing sound for the event. Nicolette, Adrian, and Adam will discuss and plans for how the arts enter will be more involved.

“Stonshiver” Music Video

Stonshiver would like to film a music video on stage and use some of our actors and costumes for the video. They would not be renting the facility but would allow the Selma Arts Center to debut and produce the music video. This would give the arts center an opportunity to put out more content and promote a different area of art. The council would feel more comfortable if the band paid the arts center to produce, film, and edit their video. Jose is interested in taking that role and will set up a meeting to discuss the band’s concept/vision to see if this is of mutual interest.

Summer Events

The city is allowed to have events outside with 100 people or less. We will be producing Head Over Heels this Summer, while Dominic will hold off on Hair until a later date. We are able to use the royalty fee toward another show in the meantime if we are interested. Regarding Head Over Heels, auditions will be hosted again and open to the public. If the show is performed outside, then future planning regarding stage, sound, lighting, and setup will have to be further discussed. We also do not have a backstage or a dressing room at the Pioneer Village, so these are all things that would have to be considered. It was mentioned that we have our large outdoor tent from the past SACA, which could possibly be converted into some type of dressing room. Performances would be in July and we are unsure if this would be a one or two weekend event. If the show was done at SAC, we would have to figure out if the restrictions are too limiting to be able to profit; this will be easier to judge with more information sure to come in the future. Cool Kid Players will be having performances for their show in June. As of now, this show will not have an audience and will be filmed but this could still change.

Member Reports

Adrian Ocegüera wanted to further discuss a post he had made in the council Facebook page regarding the council drafting a message of support against the latest violent attacks on members of the Asian community. Juan mentioned that he has been discussing this and generating ideas for this response. Adrian also wanted to know more about our budget request for next fiscal year; details are not available at this time.

A motion to adjourn this meeting was made by Adam Chavez and seconded by Claudio Laso.

Meeting adjourned at 8:18pm.