

SELMA ARTS COUNCIL MINUTES

November 12, 2020

ATTENDEES:

Council: Erik Andersen, Scott Chapman, Adam Chavez, Jeanette Derr, Mike Derr, Camille Gaston, Ely Hage, Jose Moreno, Adrian Ocegüera, and Ben Sells

Guests: Nicolette Andersen and Mikal Kirchner

Meeting called to order at 6:31pm 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 October were made by Jeanette Derr and seconded by Ben Sells. All members were in favor.

Communications

The Fresno Arts Council gave the Selma Arts Center a \$5,000 grant thanks to the application submitted by Nicolette, Juan, and Christina. The California Arts Council is looking for several panelists for grants; Mikal has emailed the council detailed information for this opportunity if interested. The California Arts Council has a \$30,000 grant available soon that SAC will be applying for.

Financial Report

The financial report shows The Selma Arts Center at the end of October at a balance of -\$27,012.05. Total expenditure last month was \$12,846.80 and total revenue was \$8,132.62. Prior period adjustment was \$1,959.11. On this report, there is a \$4,628.70 expense for Beauty and the Beast because we never fully paid for our rights, which we were unaware of. Revenue not reported on the financial report includes: Drive-In revenue from Vendini (Audience View), Captain Louie revenue, and SAC Originals revenue. Motion to accept the financial report was made by Mike Derr and seconded by Ben Sells. All members were in favor.

Drive-In Movie Final Report

The Drive-In movie event had a total profit of \$3,143.58 (this is our split with the extra blower response removed). The total expense for this event was \$1,613.00 and total split revenue was \$4,154.01. Mikal reports that the owner of the area was pleased and would love to have us back anytime. Adrian had sent out satisfaction surveys to all attendees and received many responses, which were mixed opinions.

Committee Progress

Nicolette met with Ben and Camille and created an outline for Team Involvement within the Selma Arts Center. This outline shows where in the production process, committees come in to help. This outline flows from planning, to pre-production, to rehearsal process, to construction, to tech-week, to event, and to closing. By doing so, this will take some of the pressure off of the director and stage manager so that they can focus their attention to priorities. Ben and Camille made their mission statement and objectives form for the In-House Volunteer Committee. This team will help assemble volunteers for an event or show, as well as create a database of volunteers. These volunteers would include: Front of House, On Stage, and Backstage.

December Holiday Events

Mikal and Nicolette have discussed hosting a holiday fundraiser at Pioneer Village. This would be an outdoor craft fair in December and would be free of charge for people to attend. Local vendors would pay about \$30-\$40 for a slot at the craft fair and everything would be holiday themed. We could invite food vendors and hopefully get an ABC license to make some extra profit. Ideas to have "Frozen" characters and photo opportunities were discussed. This idea would have to go to the city council for approval and could potentially be rejected because of COVID and tier status. The cost on this idea would be low and

our goal would be to make \$1,000 or more. Mikal will ask the council if we are allowed to sell alcohol if the council is not personally selling food.

Nicolette and Juan also want to do a talk show holiday special featuring the arts council. This event would feature some holiday DIY projects and would allow us an opportunity to show our presence to the community.

Captain Louie Report

Captain Louie had a total profit of -\$396.94 (if you consider the recycling sponsor of \$500 then we ended with \$103.06. The total revenue was \$1,315.50 and the total expense was \$1,712.44. We also received some donations from the online stream, which are not reflected on this report. The cost for this show was very low and we received a lot of positive feedback from the cast/crew, as well the local community. Hopefully in the future we can stream the show without limiting the performances to certain time slots or even offer free streaming with donation encouraged. We can also look into the "video on demand" option, which allows the viewer to access the performance when they are ready for specific time frame. Nicolette is also looking at hopefully getting rights to stream previously recorded productions from SAC.

Talent Show Online Event

SAC Talent is live for submissions and the deadline to submit is set for November 22nd. Ben has organizing meeting with the SAC Talent committee to keep everyone on the same page and encourages everyone to promote this event through his or her social media platforms as much as possible. Judges are still being finalized and should be announced soon.

Member Reports

No member reports at this meeting.

A motion to adjourn this meeting was made by Adrian Ocegüera and seconded by Mike Derr.

Meeting adjourned at 7:51 pm.