

**City of Brighton
Arts & Culture Commission Minutes
Special Meeting – March 4, 2013**

1. Call to Order

Claudia Roblee called the meeting to order at 4:00 p.m. and the roll call was taken:

Claudia Roblee – Present
Kris Tobbe – Absent
Shanda Willis - Present

Larry Lawrence – arr. at 4:02 p.m.
MJ Takagi – Present

Moved by MJ Takagi, seconded by Shanda Willis, to excuse Kris Tobbe from today's meeting. ***Motion carried 3-0-2.***

Also present was Sarah Grusin, President, Brighton Art Guild, Sophia Freni, Director of Events, and Pam McConeghy, President, Greater Brighton Area Chamber of Commerce, Cheryl Mayday, Chairperson, Brighton Art Festival and Lauri French from City Staff.

2. Approval of the March 4, 2013 Agenda

Chairperson Roblee noted there is only one item on today's agenda – Discuss marketing plans for the upcoming Brighton Art Festival.

Moved by Shanda Willis, seconded by MJ Takagi, to approve the March 4, 2013 agenda as presented. Motion carried 3-0-2.

3. Call to the Public

Call to the public was made at 4:02 p.m. Hearing no response, call to the public was closed.

New Business

4. Discuss marketing plans for the upcoming Brighton Art Festival

Claudia Roblee reported that she and Lauri French attended a press conference on Friday, February 8, at the DIA where they announced the cities that would be participating in this year's Inside|Out program, including the City of Brighton in the summer session. We will be receiving seven pieces which will be installed by July 4. Claudia asked for this meeting to explore marketing and cross-promotional opportunities with the Brighton Art Festival and Brighton Art Guild as well as incorporate our existing outdoor sculpture exhibit. Some of the ideas that Joan Walton, the DIA representative who met with Claudia and Lauri last week to review site selection locations, presented for us to think about were an installation celebration shortly after the pieces are installed; having a DIA artist on-site in an art tent for a hands-on experience; and a guided tour by a DIA docent to explain the Inside|Out pieces.

Claudia suggested that some of the Art Guild artists could paint their own interpretation of either the DIA reproductions or one of the sculptures (pleinair) with visitors being able to vote and award some sort of a prize for the winner. The paintings could be displayed in the DIA tent for people to vote on. Sarah Grusin suggested a scavenger hunt using SmartPhones. She also suggested we invite high school and middle school students to participate in the pleinair. Sarah will solicit additional ideas at the next Art Guild meeting and also find out who may be interested in participating in the pleinair. Lauri French will contact the DIA to find out what size tent is required for their artist and who will supply the tent (the DIA or us).

Claudia also asked whether there was interest in advertising in the "Art Guide" publication. Sophia Freni volunteered to coordinate the ad. Cheryl Mayday will contact the art-related stores to see if they are interested in advertising. The cost is estimated at \$200 each.

Motion by MJ Takagi, seconded by Shanda Willis, to allocate up to \$200 for the ad in "Art Guide Michigan". Motion carrier 4-0-1.

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Lauri French also noted there are several free venues on which we can advertise such as the ArtServe.com calendar and PureMichigan.com.

There was further discussion about when the kickoff party should be held. We should know the week of March 18 how many pieces we are getting from the DIA and what sites have been selected. Claudia suggested the weekend of July 6-7 if the installation is on schedule to be completed by July 4. Invitees should include DIA personnel, the community and City officials. The location of the party was discussed; Studio West was suggested as was the rooftop of The Pound!. Claudia Roblee, Shanda Willis and Pam McConeghy volunteered to work on the party and Sarah Grusin will invite artists to participate in the pleinair.

Another meeting will be scheduled after we receive the information from the DIA the week of March 18.

Call to the public was made at 5:02 p.m. with no response.

Moved by Shanda Willis, seconded by MJ Takagi, to adjourn the meeting at 5:02 p.m. Motion carried 4-0-1.

Respectfully submitted,

Lauri French, Deputy Director
Community Development, Planning & Zoning
March 5, 2013

Reminder: Next BACC Regular Meeting – Monday, April 8, 2013 – 6:00 p.m.