



Town of Yountville

6516 Washington Street
Yountville, CA 94599

Meeting Minutes - Draft

Yountville Arts Commission

Jim McDonald, Chair
Kimberly Cook, Vice Chair
Aimee Cavenecia, Commissioner
Cynthia Kapjian, Commissioner
Noel, Resnick, Commissioner
Ronda Schaer, Commissioner
Marty Wordsworth, Commissioner

Monday, September 9, 2019

5:00 PM

Community Center Art Room

1. CALL TO ORDER

Meeting was called to order at 5 PM

2. ROLL CALL

Present 7 - Vice Chair Kimberly Cook, Commissioner Aimee Cavenecia, Commissioner Ronda Schaer, Commissioner Noel Resnick, Commissioner Cynthia Kapjian, Chairperson Jim Mc Donald, and Commissioner Marty Wordsworth

3. PLEDGE OF ALLEGIANCE

Pledge was done

4. ADOPTION OF AGENDA

approved

5. APPROVAL OF MINUTES

approved

Minutes from the August 2019 Yountville Arts Commission Meeting for Review and Approval

approved

6. PUBLIC COMMENT ON ITEMS NOT ON AGENDA

Individuals will be limited to a five-minute presentation. No action will be taken by the Commission as a result of any item presented at this time.

None

7. ART FUND REPORT

7a. The formal report was not available at the time of agenda preparation and will be presented at the October meeting.

7b. Yountville Arts Budgets for Fiscal Year 2019-20 for General Fund, Designated Art Fee Fund and Town of Yountville Community Foundation Fund

Director Holland presented a draft budget for the Commission to review and approve.

GENERAL FUND BUDGET 01-5415: Chair McDonald asked about noting revenue from Gallery and Art Walk Sales. It is not specifically called out in the line item budget. Any additional revenue or partnered with the expense of paying the artist will be noted on the monthly reports we receive from finance.

ART FEE FUND BUDGET 23: Vice Chair Cook asked to increase the cost of the plaques to \$325 as they have increased. Commissioner Schaer asked about funding for travel/training. Director Holland explained we will have to directly request that be budgeted in the TOWN's budget process that will be approved in June 2020 for FY beginning July 1, 2020.

TOYCF FUNDS: No questions or comments
approved

8. ADMINISTRATIVE ITEM

8a. Review and Discussion of Subcommittee Tasks, Roles and Assignments

Director Holland and Chair McDonald shared an overview of the existing SubCommittee's and Working Committee's with the Commission. The Commission discussed updating or changing the Subcommittee's. Changes were agreed as follows:

- Split Marketing from Public Relations. Marketing will becoming its own subcommittee and will be responsible for all social media, the Art Newsletter and assisting with press releases as requested by the person in charge or the event/outreach.
- Town Staff will continue to be in charge of designing collateral, distributing press releases, ordering banners, flyers etc. upon request for upcoming events and/or ongoing programs ie: the Art Walk Brochure
- The PR Subcommittee will be responsible for working with other agencies including local business groups and non-profits to share information, gain partnerships and sponsorships.
- Removing the Performing Arts Subcommittee from the tasks. Town Staff will continue to program Music in the Park and other opportunities that may arise separate from the commission.

Upon formal approval, Sub-Committee's and Member Assignments are as follows:

ART WALK: Chair-Kimberly Cook. Members-Ronda Schaer and Aimee Cavenencia

GALLERY: Chair-Jim McDonald Members-Ronda Schaer and Marty Wordsworth

MARKETING: Chair-Aimee Cavanencia

PUBLIC RELATIONS: Chair-Cindy Kapjian Members-Marty Wordsworth and Noel Resnick

LITERARY: Chair-Jim McDonald

Under this item, the Commission also discussed the items that need to be formally approved at a Commission meeting as opposed to what decisions the Sub-Committee's can make. Director Holland advised that it has been past practice since the Commission was formalized that all Art Walk Sculptures come before the Commission for review and approval at an agendaized meeting. This is for transparency and to give the public a chance to weigh in during comment is desired. It enforces that public process that the Commission should promote. Discussion was had on why we have not formally approved all Gallery Artists in the past. The Commission discussed and decided to bring all Gallery Artist proposals forward to the full Commission for review and approval. The Gallery programs at least 6 -12 Months out so it will not cause a hardship.

The Commission voted to approved the updates to the Sub-Committee's and the changes in appointments.

approved

9. ART WALK SUBCOMMITTEE

Sub-Committee Chair Cook reported that Vincent Connors "La Monde" Heart was installed at the south end of the Villagio Vineyard. We still have one heart left to receive. Balancing Act was installed at the corner of Washington and Humboldt and "Music Stirs the Heart" was moved into the interior of the park. Commissioner Schaer attended the Loveland Sculpture Festival and made several contacts, one of which has already submitted her entry for review. This entry will be brought forward at a future date if the Sub-Committee approves moving it forward for placement on the Art Walk.

10. GALLERY SUBCOMMITTEE

Chair McDonald shared that Jean Cullinane is our current show. She has sold one piece of Art so far that was shipped to Canada. The Sub-Committee will bring forward a lineup of the next shows for approval at the October meeting.

11. LITERARY SUBCOMMITTEE

Nothing new to report. Next Out Loud Event will be in May.

12. MARKETING AND PR SUBCOMMITTEE

Sub-Committee Chair Cavenecia shared that the Autumn Newsletter is coming together and will include information on the new sculpture by James Moore as well as updates on the Hearts of Yountville series, Slingshot, the Audio Tour as well as the State of the Arts Event being held in Yountville. Commissioner Resnick shared the chamber will be sending out a specific email blast promoting the Audio Tour in the upcoming weeks and that is goes to a mailing list of over 7,000. Social Media presence is strong and Staff will help to look for paid ads that can build our following via Social media.

13. PERFORMING ARTS SUBCOMMITTEE

Nothing to Report

14. PARTNER UPDATES

Commissioner Schaer shared what is coming up at the Napa Valley Museum including Tours on Saturdays with a docent, the Julia Childs exhibit at CIA-COPIA and new history cases at the Goodman Library. Leila Auggie shared that the Lincoln Theater is working with COPE and COAD on a Community wide effort and event around Mental Health. Held in November, there will be book talks and a mental health seminar at the theater.

15. STAFF INFORMATIONAL REPORTS

15a. Role Out of Town Emails for Commissioners

Director Holland shared that the Town issued emails for Commissioners is rolling out and help will be available. Also shared was the upcoming Yountville Days Parade. The Commission decided to not have an entry this year. Reminder about RSVPing for the State of the Art event on 10/16, members can attend for free due to the Town sponsoring the space. Also discussed was an alternate date for the retreat. Staff will send out dates for a meeting in early November

15. COMMISSIONER COMMENTS / REPORTS

None

16. ADJOURNMENT

approved

Adjourn to the Yountville Arts Commission Meeting Monday, October 7, 2019 at 5:00 p.m. being held in Community Center Art Room located at 6516 Washington Street, Yountville.

I certify that a copy of this Yountville Arts Commission Agenda was posted at a location freely-accessible to the public at Yountville Town Hall, 6550 Yount Street within the Town of Yountville, the Thursday before the meeting.

/s/ Samantha Holland

Samantha Holland
Parks and Recreation Director