



Town of Yountville

6516 Washington Street
Yountville, CA 94599

Meeting Minutes - Final

Yountville Arts Commission

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

Monday, January 7, 2019

5:00 PM

Community Center Art Room

1. CALL TO ORDER

2. ROLL CALL

Present 6 - Chairperson Kimberly Cook, Vice Chair Jim Mc Donald, Commissioner Aimee Cavenecia, Commissioner Jake Costa, Commissioner Ronda Schaer, and Commissioner Noel Resnick

Absent 1 - Commissioner Marty Wordsworth

3. PLEDGE OF ALLEGIANCE

Pledge was done

4. ADOPTION OF AGENDA

adopted

5. APPROVAL OF MINUTES

Meeting Minutes for December 3, 2018 Arts Commission Meeting

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.

In attendance was Geoff Hansen who is a local artist

7. ART FUND REPORT

Art Funds Report for November 2018

Director Holland presented the Art Fund Report.

received and filed

8. ART WALK SUBCOMMITTEE

Placeholder Art Program

The Art Walk SubCommittee presented the Placeholder Art Program. The subcommittee shared the structure of the program and the financial commitment needed to move forward. The goals were outlined in the attachment. The Commission voted in favor of approving the program as outlined and the expense from the Art Fee Fund.

approved

9. GALLERY SUBCOMMITTEE

Gallery subcommittee updated on the incoming show featuring Michael Schaer. Reception to be held 1/24/19 at 5:30 PM.

10. LITERARY SUBCOMMITTEE

Next Out Loud event is in May.

11. MARKETING AND PR SUBCOMMITTEE

The Marketing and PR Subcommittee discussed using Hootsuite to manage social media postings. We are working to finalize the Art, Sip and Stroll Banners. Next up we will be revitalizing the newsletter.

12. PERFORMING ARTS SUBCOMMITTEE

Subcommittee shared that they had met with the Lincoln Theaters marketing person Laila Aghei regarding cross marketing specifically around Free Community Events.

13. ART, SIP & STROLL UPDATE

Committee gave an update that the Call for Artists was out and jurying would happen in mid January. Still working to meet with the Vintage Estates about expanding the event more to their property.

14. STRATEGIC PLAN WORKING GROUP REPORTS

14a. Strategic Plan Working Group Project Update: Evaluate/Develop New Programs

The Evaluate and Develop New Programs working group presented the outline of what their group is tasked with as well as a draft form for bringing new program forward. The Commission gave feedback on wording and some clarification on the use of the form.

14b. Strategic Plan Working Group Update: Foster Enhanced Partnerships with Stakeholders

The Foster Enhanced Partnerships group presented their outline. The Commission discussed renaming this group "Foster Enhanced Partnerships with Community, Businesses and Arts Organizations. Feedback was given on changes to the contact list and additions to help make it more comprehensive. Draft will be turned over to the Documentation Group for inclusion in files.

15. STAFF INFORMATIONAL REPORTS

None

16. COMMISSIONER COMMENTS / REPORTS

Commissioner Schaer shared information on upcoming programs at the Napa Valley Museum - Yountville

17. ADJOURNMENT

Adjourn to the Yountville Arts Commission Meeting Monday, February 4, 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