



Washington County Arts Council

Meeting Minutes

February 11, 2013

Present: Kim Konikow, Paula Bell, Joe Allen, JJ Abernathy, Carol Golichnik; From Washington County: Jim Eardley and Dean Cox; Guest: David Whitehead

Absent: John Sato; From Washington County: Denny Drake, Allen Gardner

Next meeting: March 18, 2013, 4:30-5:30pm

I. Discussion

CARE project — Commissioner Eardley confirmed that the Commissioners will put the CARE initiative on the November ballot. They will not promote CARE, but want to let citizens decide. They suggested resolutions from the cities/municipalities to have CARE put on the ballot. David Whitehead and Joe Allen said their communities would support this.

The question arose about the deadline (April?) and process for putting CARE on the ballot. Dean Cox asked for the go-ahead to research this. The required makeup of the board that would access the applications and approve funds under CARE is still undecided. Question was raised about gathering information about how much sales tax comes from visitors to the County — suggested were Leicia Langston and the Tax Commission. Wally Bloss from Cache County will speak at a public meeting on March 18. Earlier in the day he will meet with the Commissioners. Victoria Bournes will come from Salt Lake City/ZAP at the end of April or in May. JJ and Kim have spoken to Citizens for the Performing Arts (CPAs) and they are squarely behind CARE and willing to mobilize as needed to support the effort.

Later, Commissioner Eardley brought up petition signatures. They would like to see the minutes from the 2011 meeting in which the Commissioners agreed to move forward without signatures. WCAC Board recall a different scenario...

Funding — Kim requested more money from the County; Commissioner Eardley responded that no extra money is available this year and the budget process starts in September.

Board outreach — Paula has been speaking to Rotary groups. Lisa is speaking to the Dixie Watercolor Society and Southern Utah Arts Guild, even though she has resigned. Joe has provided a list of groups and individuals. Information is still expected from John and JJ.

Arts to Zion — Kim estimates that in the end, the event will come out \$500 to the positive. This is the last year WCAC will be involved as the financial sponsor.

Communications — Joe made some suggestions including one or more constant contact surveys that we could also post on Facebook. He also thinks we should be posting every day. We settled on 3x per week including one on Saturday. Some other forms of outreach discussed were sponsoring a Chamber luncheon, articles in St. George News, Spectrum, and other local papers, a general news release, placing a blurb on city water bills and/or newsletters.

II. Announcements

Lisa Huber has resigned from the board, due to her job in SLC.

JJ announced a new Opera Company housed at the St. George Opera House, complete with resident artists.

III. Decisions

Board members agreed to provide list of groups and individuals as discussed at prior board meeting. *It is imperative that WCAC's first contact with new folks NOT be a financial request, and Love Utah Give Utah is coming up soon!* Kim will send minutes from meeting with Commissioners during which they agreed to move forward on CARE with no signatures. Kim agreed to create PowerPoint and send out. Carol agreed to post on Facebook to give board members more to share, and will reach out to Leicia Langston. Dean Cox agreed to find out deadline and process for ballot initiative assuming he is directed to do so by Commissioners. JJ, Paula and Joe agreed to get their lists in.