



*To develop, advance and nurture all facets of the arts
to enhance the quality of life for Meridian residents and its visitors*

**CONCERTS ON BROADWAY
SUBCOMMITTEE MEETING • MINUTES**

Thursday, July 28, 2016, 4:00 p.m.

Meeting Room B – Meridian City Hall • 33 East Broadway Ave., Meridian, Idaho

1. Roll Call: 4:07 pm

<u>By phone</u>	Stephanie Barnes	<u>o</u>	Gretchen Caserotti
<u>x</u>	Leslie Mauldin, Vice Chair	<u>x</u>	Cara Stone, WineGlass Arts Development

2. Adoption of the Agenda

Motion by Leslie and second by Cara to adopt the agenda - all ayes – motion carried.

3. Concerts on Broadway 2016

a. Report from Past Events

Cara, Leslie, and Hillary reviewed and reported on the first and second concerts.

b. Current Needs

Major needs addressed include: bulk up on advertising, consider hosting concerts with two bands, keep the Meridian Symphony Orchestra involved for upcoming seasons. Advertising has been addressed to a small extent by adding Facebook ads for the events; this promotes both the concerts and the Meridian Arts Commission Facebook page, adding to our audience. No other current needs for this year due to budget constraints, but look towards next year to increasing ads in papers.

4. Concerts on Broadway 2017

a. Scope of Services for Production Management Company

WineGlass Arts Development could take on the booking of bands in 2017, but isn't staffed to handle sponsorships and marketing; those would be left on the Arts Commission.

b. Sponsorships

Hillary may want to meet with major sponsors to make sure they are involved and aware of both the concert process and other MAC initiatives.

5. Adjourn

Motion by Leslie; second by Cara to adjourn – all ayes –motion carried.

Meeting adjourned at 4:52 pm

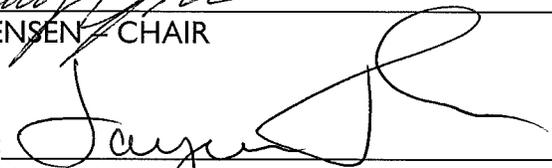
(AUDIO RECORDING ON FILE OF THESE PROCEEDINGS)

APPROVED



MARY JENSEN, CHAIR

DATE 8 | 11 | 16
APPROVED

ATTEST: 

JAYCEE HOLMAN, CITY CLERK

NEXT REGULAR MEETING: Thursday, August 11, 2016, 3:30 p.m.
City Council Chambers, Meridian City Hall, 33 E. Broadway, Meridian, Idaho