



Holladay Arts Council Board Meeting
May 18, 2022
Holladay City Hall, Mt. Olympus Room 5:30 PM

Present: Sheryl Gillilan, Natalie Bradley, Kathy Murphy, Ginger Gunn, Beckie Rock, Jon Jensen, Jeffrey Conrad, Jenn Clark, Ilene Stowe, Paul Fotheringham

Secretary: Kathy Murphy

Absent: Sandy Fulmer, Michaeljohn Kudlik, Sheri Sohm, Chris Knaphus, Bonnie Nell, Liz Deane

Ex Officio: Paul Fotheringham

- I.** Approval of Council Minutes from April 20, 2022.
A motion was made by Ginger Gunn to approve the minutes; motion was seconded and passed May 18, 2022.
Land Acknowledgement was read by Jenn Clark.

- II.** Financial Report
Financial report is coming along well. We have 2 months left in this fiscal year and our revenue is catching up with our allocated expenditures which, is good.

- III.** Executive Director Report
The public sculpture RFQ (Request for Qualifications) is out there nationally. Most artists that are interested in this kind of project use that platform. We only have about 25 people right now but we expect to get a lot more inquiries as we get closer to the deadline which is May 27th. Sheryl reported she has looked at the entries so far and we have some very good people to choose from so even if we don't get that

many more entries we will be alright.

Blue Moon permits are at the top of Sheryl's list to get going on and that will be her priority for the next couple of weeks. There are a couple of vendor applications payments that are overdue but Sheryl will send out reminders this week to get their payments in.

Concert sponsors are all wrapped up. We had \$17,500 which is \$1,500 more than last year which was \$16,000. Part of that was because of Rocky Mountain Power, who gave us \$4,000 this year.

Brandon Davis contacted Sheryl, and for about \$500, he has a portable mini golf game, a giant chess set, a golf pool and he's trying to get better recognition so he said he would give us a discount to set it up for Blue Moon and he will monitor it the entire time. We would put it on the southwest corner of the field. The council gave approval to allow him to use it from 5:00 until dusk. Sheryl will check with the city and make sure our insurance will cover any extra liability.

IV Event Updates

a. Blue Moon Discussion

JC wrote a cute little story about the Blue Moon owl and if the council likes it, JC will illustrate it and print a soft cover book to sell at the Blue Moon booth for \$5.00 and all proceeds would go to Holladay Arts.

Natalie suggested we also do owl tattoos. JC suggested we can do stickers. Sheryl talked about a "Name the Owl" contest. It will take from 3-8 weeks for delivery of the books depending on the type of binding.

JC suggested we bring in a silk screening vendor that can silk screen the owl on tee shirts, bags, bandanas.

Winner of the Name the Owl contest will be announced at our first concert on July 9th.

b. Children's Theatre

Natalie announced the Children's Theatre is good to go. The signup list filled up with 27 kids and a wait list. The play will be How I Became a Pirate. Mostly girls applied, 2nd and 3rd graders. The performance will be on June 10th at 11:30 in the

Big Cottonwood Room.

c. Concerts

The postcards have been printed and will go out in the June issue of the Journal. The really fantastic Latin band SENXAO, bailed on us. We were very fortunate to get another great band for the August 13th slot and they are The Will Baxter Band. They are a 6 piece group that do Soul and R&B and they will be doing a tribute to Eric Clapton. Unfortunately we can't change the postcards but Sheryl does send out an email with the concert lineup and it will list the new band in place of SENXAO. The website will also reflect the name, picture and a short bio of the new band. All other acts for the summer concerts have all confirmed and are a go.

Kage Hughart and his band will be the warm up act for Ryan Shupe at the Blue Moon concert. They will play from 6:30-7:30.

d. Blue Moon Art Vendors

The vendor list filled up then two dropped out and Ilene and JC took those. If anyone else drops out we have 3 backups so far. We usually end up with between 27 & 30 people. We only have 5 food vendors and we're looking for nine. Sheryl will contact Soho to see if any of their food trucks are interested.

e. Blue Moon Alcohol

JC reported he's completed the application. The beer and wine have been chosen. Paul volunteered to help with wrist bands. Sheryl is looking for experienced beer and wine pourers. We raised the price for beer to \$7.00 a glass up from \$6.00 two years ago.

Sheryl announced she is getting an assistant. She works in the planning dept. and she used to work in special events. Her name is Crystal and she is taking over part of Michelle's job. She will be working up to 40 hours before the festival, and also the day before, day of, and Monday after.

Sheryl announced the City is purchasing mobile credit card devices. They are \$300 each and would be used for the soft drink booths and beer and alcohol booths. These could also be used for donations at our concerts.

Next month we will be signing people up for shifts here then move out to the community for volunteers.

f. Other Business:

There was a question to Sheryl about the budget for the volunteer room. Sheryl confirmed we do have a budget and will check into how much.

A motion was made by Natalie to adjourn the meeting on May 18, 2022, 6:29 PM. Motion was seconded by Jon and passed.

The next Holladay Arts council meeting is scheduled for June 15, 2022
Time: 5:30 PM