



## Meeting Agenda - Monday, August 14, 2023 -- 6:30pm

Location: City Hall, Shriner's Room

Called to order 6:40

- I. ROLL CALL - THarvey, MMartin, MBermudez, QStewart, JWilson, Ivan Quiñones, Marsha Easley. Absent: Alex Resnik, Bianca Tucker, Bruce Cobb, Ubadah McConner
- II. APPROVAL OF MEETING MINUTES - JWilson motioned, QStewart seconded.
- III. APPROVAL OF AGENDA - no quorum at this time in the meeting. Not revisited.
- IV. Old Business
  - a. Projects – Guests update on events progress
    - i. Pontiac Festival of the Arts (Formerly Pontiac Arts Crawl) - Sept. 16, 2023 - promo cards delivered. They contain promotion of Wildwood Amphitheater, Lake Orion, Concert Series on reverse. Concerned about who is paying for these. Commissioners shared concerns about challenged communications with BMajor. THarvey has asked for updates from BMajor who replied 6:20pm today that an update will be coming the morning of Friday 8/18. The July date was postponed, so we expect to see a high volume of vendors, artists, food trucks. BMajor mentioned to a commissioner he will be filling stage slots with cooking demonstrations. THarvey requests a list of vendors from BMajor.

PAC requests a marketing plan be submitted to arts commission this week - entertainment, vendors, food trucks, live art demonstrations in addition to a map of activity placement, information booths. MMartin will communicate these requests to BMajor on Tuesday 8/15.
    - ii. [Pontiac Music](#) in the Parks Update - discussion of efforts to market concerts.
  - b. Status of new Commissioners to fill vacancies - New commissioners were sworn in, Arts Commissioners learned of this just before the meeting started. Ivan Quiñones, Marsha Easley, Ubadah McConner - Welcome! Introductions of all present. JWilson will share meeting information (time/day/location) with Markeita Johnsenn and Jenee Suddeth.
  - c. Survey – Target dissemination date, October - Discussion of sending out survey, holding Commission meetings in the community, inviting Council Members to disseminate to their residents, and distribute at local events eg. Hauntiac, Historical Cemetery Tour, Sheriff Trunk or Treat. JWilson will resend the first draft of survey to Arts Commissioners. Will have a paper copy at the September commission meeting to proof and finalize. QR code option should be prepared.
  - d. Strategic planning - MMartin will look into what's required to put this in motion, RFP or nominated

e. New Business

- i. Goals of the PAC - Discussion tabled for strategic planning, but let's think about what this may be. MEasley suggested all event producing entities in city come together to coordinate activities, calendars, etc. Discussion, suggest annual or biannual gathering; central location for all Pontiac activities. JWilson reiterated the value an arts and culture office could bring to City health and wealth.

f. Communications

- i. Logo - issue with chevron being a Pontiac automobile insignia also insensitive to indigenous populations as it resembles an arrowhead. He will generate ideas for new logos. Question around maintaining City's new graphic branding, keeping or removing "Heart of Oakland County", not sure that would be accepted. IQuiñones offered to generate new ideas graphically. JWilson will send him graphic files for the current and past logos. QStewart suggested icons representing multiple genres. Commissioners are invited to share ideas by this Friday, send to THarvey who will forward to IQuiñones.
- ii. Social media presence and management - THarvey likes commissioners handling PAC social media. Suggests we each post once weekly. MEasley says we need to raise the profile of PAC social media. THarvey suggested we have a way to share information at all events. JWilson wants us to connect / promote through other local entity FB pages eg. Main Street P, City Hall, Pontiac Resources & Events. QStewart shared information about *Dot Card* - a separate card that transfers your business card info to another person's phone, instead of paper business cards. JWilson shared about digital business cards generated in Blinq (app). IQuiñones shared information about another digital business card app, Popl. Discussion. IQuiñones suggested incentivizing followers to our social media sites. MEasley shared information about promotional effort of alumni association - a booklet that includes discounts / coupons to area businesses.
- iii. PUBLIC COMMENT: Accent Pontiac youth summer concert Tuesday 8/15 at Goldner Walsh, 6:30. Next music in parks - 8/24 Melanie Rutherford & Phat Greasy / Quincy Stewart performing new original creations. El Piqasso Palooza at Vogue Nightclub - artwork is tribute to musicians, Saturday Aug. 19, 6-11PM, local vendors, performers.

V. ANNOUNCEMENTS/ADJOURNMENT - JWilson motioned to adjourn, QStewart seconded, passed.

VI. NEXT MEETING – Monday, Sept. 11, 2023 @ 6:30pm