

Tuesday, August 13, 2019

The regular monthly meeting of the Wheeling Arts & Cultural Commission was held on Tuesday, August 13, 2019 at 5:00 p.m. at the City Building in room 302, the President being in the chair and the Secretary being present.

Call to Order at 5:08 by Mark Phillips

The following members were present: Mark Phillips, Daniel Finsley, Melinda Koslik, Sara Hauptfueher, Jeanne Finstein, Erin Rothenbuehler, Ron Scott, Sean Duffy, Sarah Clark

Special Guests - Ellen Gano and Wendy Elswick

Approval of July's meeting minutes - Quorum was not met and minutes could not be approved

Report of Treasurer - Treasurer was not present, but the report was provided to Melinda K. prior to the meeting. Expenses last month were \$199.25 for the Plein Air painting event. Revenues were \$870 from a Wheeling Heritage grant and \$10,000 from the City. Total balance is \$22,447.55

Special Guests - Ellen G. and Wendy Elswick discussed a beautification project involving dressing up vacant storefront windows. There are around 10 vacant storefronts in downtown Wheeling (on Main & Market Street). Sean D. and Erin R. have experience doing storefront windows and may be able to help. Sean D. mentioned that there are historic scenes of Wheeling that were created by Anne Foreman that are currently in storage and could be used again. The idea was in its very beginning stages and Mark P. suggested reaching back out to the Arts & Cultural Commission once more details have been solidified.

Reports of Standing Committees

Marketing and Fundraising

- Crosswalks - Melinda K. reported that everything is on schedule. Flyers and hand outs have been created and distributed around the city. The billboard ad is up and running, Facebook ads are being deployed, Sarah C. worked on the press release and did an interview with the newspaper, Weelunk also published an article on the project. Call to Artists is open and the deadline for entries is on August 19. An online poll will be used to determine the winners.

Performing Arts

- Ron S. will become the chair of the performing arts committee. He discussed having a monthly Wheeling Arts & Cultural Commission spotlight on a local musician. The musician would perform and we would promote the event. Ron S. also talked about having a monologue contest for high school and middle school students, held at Towngate. The YWCA will be organizing the Ohio Valley Festival for Filmmakers of Color in February of 2020, which would be a great event to partner with.

Reports of Special Committees

Wheeling 250 Committee

- River, Road, Rail Mural (Erin) - Mural is finished and now it needs installed on the wall below the library.

Arts Fest 2020 (Mark)

- General Update (Mark) - The ad hoc subcommittee met. Mark P. spoke with WVNCC about getting a confirmed date and will give an update once he hears back from them. Mark P. will also put together a list of groups we might want to partner with - both to work with and seek out as donors.
- Rebranding (Daniel) - Daniel F. provided print outs of his proposed rebranded logo and marketing materials for ArtsFest 2020. He explained that iconography from around Wheeling was used to develop the materials and he also imitated various art styles to generate energy and excitement. The commission supported the new look and encourage him to work on the other components needed for ArtsFest. Mark P. asked Daniel F. to work with the ad hoc committee and marketing committee to narrow down the options.

Unfinished Business

- Harshman Award for Excellence in the Arts nominations:
 - Erika Donaghy (previous chair of arts commission, organized arts fest), Tim Thompson (Towngate), Judy Minder, Cecy Rose, Beth & Adam Bedway
- A discussion ensued about who should be the winner and how we would present the award to the winner. Erin stated that she would like to rescind her nomination of Judy Minder. It was suggested that the Commission skip this year so that the award could be presented at ArtsFest in 2020, as it has been done in the past. Mark P. to reach out to Cheryl H. to see if this would be ok.

New Business

- Wheeling Reads (Mark) - Christina F. thinks that the City should have a novel to read each year, similar to the Great America Read. At the end of the year, the whole city would get together to discuss the book. It would be a great opportunity to have an event focusing on this discussion. Commission to discuss further at next meeting.
- Friendly City Handmade Sponsorship - the commission discussed sponsoring this event and helping with their marketing efforts by using the digital billboard on 10th & Market St., as well as promoting the event through Facebook. All were in favor.

Next meeting September 10, 2019 at the Stifel

Adjourn

Melinda Koslik, Secretary