

Agenda
Tuesday, March 10, 2020

The monthly meeting of the Wheeling Arts & Cultural Commission was held on Tuesday, March 10, 2020 at 5:15 p.m. at the Stifel Fine Arts Center, the President being in the chair and the Secretary present.

Call to order at 5:20 p.m.

The following members were present: Jeanne Finstein, Travis Henline, Melinda Koslik, Danielle McCracken, Mark Phillips, Erin Rothenbuehler, Ron Scott, Betsy Sweeny, Katie Welch, Mindi Yarbrough Langford

Member Absent: Sarah Clark, Sean Duffy, Christina Fisanick, Sara Hauptfehrer, Jennifer Kellner-Muscar, Laura Roberts

Special Guests: Ellen Gano, Beth & Adam Bedway and Logan Schmitt

Approval of February's meeting minutes - Katie motioned to approve. Betsy seconded. All approved. Motion carried.

Treasurer's Report - Katie W. reported that February's balance was \$14,930.36 and March's current balance is \$15,194.03. The difference coming from the \$263.67 of incoming funds from studio tour registration fees through PayPal. Melinda K. motioned to approve the treasurer's report as presented. Danielle seconded. All approved. Motion carried.

Special Guests

- Ellen Gano was present to speak about her interest in joining the Arts Commission. She was born and raised in Wheeling. Has a background of journalism and advertising. Ellen spent most of her career in Washington, D.C. working in advertising. She dealt with U.S. currency changes and the handling of public information regarding those changes. Ellen has moved back to Wheeling and would like to be more involved in the community. She is already volunteering with Wheeling Heritage and would like to become more involved with public art.
- Beth & Adam Bedway, owners of East Wheeling Clayworks, spoke about their Friendly City Handmade event, which happens twice a year. They are looking for financial support for their May event and shared with the commission their marketing materials and financials. Specifically, they are seeking additional funds for marketing materials (posters, advertising, etc.). The total ask is \$1,000 from us so they can start to push materials out ASAP.
- Logan Schmitt gave an update on the Crossroads Mural Festival. They have 12 artists participating so far. The event will be free to the public and will be held on April 18 from 11 a.m. to 6 p.m. at Clientele. The overall budget for the event is \$375 for plywood, \$375 for food, \$300 for paint, \$150 for other miscellaneous supplies (cups, brushes, etc.). The total amount will be between \$1,200 & 1,500. Logan would like to see funding for the \$1,200 in supplies.

Reports of Standing Committees

Marketing and Fundraising

- Greater Wheeling Artists Studio Tour - Melinda K. provided an update. She indicated that the sub-committee has developed a marketing plan. So far, they have over 20 artists participating, and West Liberty University will also be a stop on the tour - a first for the event. There will be partnerships with Wheeling Heritage and Later Gator this year. Wheeling Heritage is donating a gift basket worth \$300, which will be given away through a drawing. Everyone that attends the event will be entered to win and the hope is that this will encourage more people to attend. Wheeling Heritage also wants to capture video content around the event, which can be utilized next year in marketing efforts. Lator Gator has donated a \$25 gift card which will be used with a “Like Share Comment” campaign. The idea is to encourage folks to share the event on social media for a chance to win the gift card. Melinda K. also mentioned that a few volunteers would be needed for the event and she passed around a sign-up sheet.

Visual Arts

- Danielle M. met with Alex Weld and Jesse Mestrovic about a bicycle exhibition project called Freedom in Motion, which opens on July 9 and runs until August. This event will take place at the Stifel Fine Arts Center and will include video art, sculpture, photography and etc. There will also be a one day bike festival at the Stifel with live demos, food vendors and a design competition where college students will create bike racks and they will then be installed throughout the City of Wheeling. Danielle would like the commission to help with the “Call for Artists” and promotion.

History and Literature

- Wheeling Reads - Erin R. reported that the library will have an event giving the community the opportunity to create a poem focused on the theme of “sense of place”. These poems will then be read and parts may also be extracted to create one community-generated poem. There will be a bar hop tour in July. November 7 will be the wrap-up date for the Wheeling Reads series. The library hopes to have the author of Crapallachia for their final event.

Performing Arts

- Ron Scott provided several updates. He is currently working with Larry Travis of ArtWorks Around Town for the Artist Spotlight event. Ron plans to check on the layout of the space and move forward with further planning. The 15 Minute Film Festival will take place on July 18 and Jeff Madzi is looking for help with promotion and to secure some airtime on the radio. Ron is working on getting more schools involved with the Monologue Contest event. The 65+ dance off will be held on October 24 at the Wheeling Catholic Charities.

Reports of Special Committees

- Arts Weekend 2020 - Mark informed everyone that the sub-committee is putting together an outline of what that weekend would look like. There will be events on Friday, Saturday, Sunday. The sub-committee will reach out to see if outside groups would like to participate in addition to the Arts Commission creating a few events.

New Business

- Ghost Signs - Jeanne Finstein talked about an article in the National Trust of Historic Preservation that resurrected ghost signs, remnants of signs from the past, in Mooresville, NC. She thought this could be an idea for the commission to consider. Brushcan Custom Murals & Handpainted Signs (owners Jeremy Russel & Scott Alread), located in Asheville, NC, helped the town in Mooresville.
- Appoint Nominating Committee for New Officers - Melinda K. explained the process for electing new officers. A nominating committee was created, which consists of Betsy Sweeny, Ron Scott and Travis Henline. They will need to find individuals to fill the seat of Secretary and any other vacancies on the commission. Melinda K. will check with Sara H. to see if she wants to remain as the Vice Chair.
- Prepare Budget for New Fiscal Year Beginning July 1, 2020 - Melinda K. indicated that the next fiscal year's budget needs to be approved by the commission at the May meeting. The budget will then be sent to the City in June for approval.

Executive Session.

- Mark motioned to move into an executive session to discuss funding of the Friendly City Handmade event and the Crossroads Mural Festival. Melinda seconded. All approved.
- The Commission came out of the executive session approving \$1,000 to go towards the Friendly City Handmade and \$375 for the Crossroads Mural Festival.

Adjourn at 6:40 p.m.

Next meeting April 14, 2020 at the Stifel Fine Arts Center