

Tuesday, February 13, 2024

## Arts Committee Meeting 4-5:30pm

Present:

Missy Maughan, Farah Sanders, Phil Jordan, Crista Bazoian, Mark Smedley and on GoTo meeting: Anthon Beales, Ryan Bunnell, Robin Raines Bond

- Council Presentation: went well, stayed on schedule, Council impressed with the organization. Marketing: thoughts are Ryan (Bunnell) will be great at it! We went through the eligibility process, the elected officials seemed to understand the concepts.
- When to post? We should work on a schedule. Farah Sanders had thoughts on the timing and pointed out that we need a social media calendar. In this case we need to send a post sometime at the end of February (around the 20th) reminding people to get applications in, another post early in March to remind people deadline is approaching, and finally on the deadline, March 11. Farah will work on text and send it through to Robin and Ryan. Missy Maughan will create an email to send out to appropriate parties, and will share that with all of us. City uses Meta auto post. Farah emphasizes we need to be consistent with messaging and language. Missy reminds us that we have a small audience we are posting to small group. We should email blast a small group; the arts groups who might apply. We will provide the text, and perhaps Ryan will provide some kind of image; video or picture, or graphic.
- From Crista: Should we present at Chamber Luncheon or CAMs Meeting?
- Application screening: Mark has looked at the two applications, another one has just been received. Mark mentioned some applicants had some issues with browsers, Safari is notoriously bad. Browsers need to be updated.
- How are the applications kept? Who is looking at the fields to make sure they are complete? Mark is reviewing. Mark is reading for completeness. Phil asks is anyone checking for needed attachments. Mark says he is. Boxes filled in, attachments are attached. You cannot submit if not complete. Mark has no questions re: the current application. Ryan confirmed that applications cannot be submitted if incomplete.

- Our next meeting will be to review the applications we have received thus far.
- Phil says it would be ideal if every committee member would receive an email with all the completed applications attached to it. Each pdf would have all applicable docs. Saved in a file. These would be attached to the email. When we get them, the clock starts on review. Each application is it's own attachment. [ilovepdf.com](http://ilovepdf.com) converts every document to a pdf. Phil suggests we don't need to wait to share the applications. Farah and Missy suggest all at once. Anthon suggests that we put the applications into One Drive as they are ready. Phil would like the files to be labeled FINAL when they are. Phil also suggests a scorecard that we share at the meeting. Mark worries that we might become slaves to the score sheet. Mark will have a spreadsheet that shows the reviewers score. Mark will reveal the winners, and we will have to decide who gets how much money. Need vs. benefit. Should there be a minimum score to be considered for a full award. 5 criteria. Hypothetically each is worth 20 pts. In order to be considered for full funding, they must meet 80%, but if they meet only 70% they are considered for partial funding. This way we have a clear explanation of the approval process. We will not be shown applications submitted that do not meet the criteria.
- Score sheet: Phil: you take a weight that has to equal 100% (zero means applicant was non responsive, it was not complete, they have not met minimum criteria). Score 5 must be quite close to perfect. 3 is ok, not great, not bad.
- EXAMPLE: budget is 10, proposed timeline 10, demonstrated community need 25, Benefits to community 35, History, ability to implement, and financial considerations 20.
- Mark will create scoresheets based on these weights that the committee will fill out and present at the decided meeting.
- Missy will create a rubric. 0-5 because a perfect score is 500.
- The amount we are giving away is 10% of what was collected.
- Scoring meeting should not be a public meeting.
- Next meeting 4-6pm on Tuesday March 19, 4-6pm. (Review applications)