

**The City of Greenbelt
Arts Advisory Board**

**Meeting Minutes: August 5, 2008
Approved: April 7, 2009**

Present:

Board members:

Tatiana Ausema, Pauline Grant, Andria Jones, Adrienne White, Ginny Zanner

Other attendees:

Staff Liaison: Nicole DeWald

For the Friends of the New Deal Café Arts: Barbara Simon, Ray Stevens, Chris Logan

Excused absence:

Barbara Dobyms

Business discussed:

**FONDCA's request for City marketing support for community arts programs.
Council referral stemming from FONDCA's FY09 Contribution Group application.**
(No CAR # assigned).

The meeting was called to order at 7:10pm.

FONDCA representatives identified two challenges with respect to community arts marketing:

1) Planning: coordinating different groups' planning efforts to avoid program conflicts which may divide audiences.

Discussion: Board members commented that multiple events occurring on the same day may not necessarily be a problem, but rather may add to the attraction of participating in cultural events in Greenbelt on a given day. The group also discussed the logistical difficulty of coordinating scheduling among volunteer-run organizations with changeable personnel and widely differing planning cycles. The staff liaison noted past City-led efforts to host quarterly planning meetings which were eventually discontinued due to low attendance and the aforementioned logistical issues. The Board encouraged FONDCA - and by extension, any other interested community organizations -- to pursue coordinated planning efforts on their own if they feel it to be useful and feasible. The Arts Supervisor offered to consult with the City's IT Department and Public Information Coordinator about commercial or other tools for establishing a list-serv or non-public, online calendar as through Yahoo or Google where planners can post program schedule

information for each other's reference. [IT subsequently recommended Google, and the Arts Supervisor communicated this recommendation to FONDCA.]

2) Promotion: coordinating information about community arts events to provide easy public access to integrated calendar information.

Discussion: Board members agreed that integrated calendar information would be helpful. Referencing a memo from the Public Information Coordinator (attached), Board members expressed that the City does not seem to have the staffing or financial resources to produce community calendars. The staff liaison noted that the Recreation Department produced several editions of a quarterly, printed arts and humanities calendar in the past which integrated City and community event information; this effort was ultimately discontinued due to the issues identified in the preceding discussion section as well as limited staff resources. Staff noted that an online community calendar currently exists in connection with the Greenbelt Community Yahoo Group, and anyone is welcome to upload their own event information. The Board encouraged FONDCA to initiate coordination with fellow community organizations to also pursue joint advertising opportunities, and to seek grant support for printed calendars if the organizations wish to produce these.

The meeting was adjourned at 7:50pm.