

INDIANA ARTS COMMISSION

PUBLIC AWARENESS COMMITTEE

MARCH 15, 2002

9:30 – 11:30 A.M.

IAC CONFERENCE ROOM, IGCS

INDIANAPOLIS, IN

Jack Schriber, Chair

REVISED

I. Welcome and Introductions

Mr. Schriber called the meeting to order at 9:30 a.m.

Committee Members present were: Jack Schriber, Will Clark, Kathy Beeler, Jim Bodenmiller, S. Leonard Pas, Sandra Neale, Kathy Solecki, Tina Connor, Jane Rulon, and Marie Hendrickson.

IAC Staff present: Dorothy Ilgen, Stephanie Croaning, Rex Van Zant, Polly Harrold, Shelley Caldwell, and Gayle Holtman.

Committee Members not present were: Joan David, Steve Tuchman

II. Approval of Meeting Agenda

The agenda was approved by consensus.

III. Approval of December 7, 2001 Meeting Minutes

The December 7, 2001 meeting minutes were approved by consensus.

IV. Report on IAC Communications Activities

1. Report on IAC publications

- Mr. Van Zant reported that he and Ms. Ilgen agreed to suspend contract with Herron due to budget restraints. A general information brochure about the agency was made in-house. Mr. Van Zant and Ms. Harrold created license plate postcards, and are currently working on getting a poster made similar to the post card design. Mr. Van Zant is also working a Regional Partner Initiative brochure.
- Ms. Harrold discussed the Arts-Eye e-newsletter. She reported that subscription to the letter has reached 1600, 600 of the 1600 subscribers being artists.
- A discussion followed regarding the governor's publication of "The Financial Times," which the IAC has agreed to help distribute to constituents.

2. Report on IAC Web page development

Ms. Croaning reported that the deadline for launching the new site has been moved to June. At this point the IAC is still working with Access Indiana on a final version of the state's "Common Look and Feel" of the site.

3. Report on IAC license plate sales and marketing

License plate sales have increased over the last year. Constituents may still be having difficulty with customer service at the BMV in regards to acquiring the plate. Ms. Ilgen wrote a letter to the Commissioner of the BMV and Mr. Van Zant has spoken with contacts at the BMV to try and resolve the issues.

4. Overview of national arts education awareness campaign

Mr. Van Zant presented information on the National Arts Education Awareness Campaign. The Ad Council will conduct all ad placements. The IAC may be called upon to make follow-up contact with state press organizations once print ads are distributed (possibly in May).

V. Report on Craft Marketing Initiative

Ms. Harrold went over materials given to the committee that described the outcomes and interests of the Craft Development Marketing Initiative. Potential partner organizations have been identified as the Indiana State Museum, Indiana Department of Commerce, and the Indiana Historical Society. Decisions will be forthcoming on additions to the Craft Marketing Advisory Committee

VI. Old Business

1. Revised IAC Strategic Plan

Ms. Ilgen presented information regarding the Strategic Plan. She reported that in reviewing the strategic plan and the current budget and staff restrictions, it became necessary to compress the strategic plan into a more workable model.

2. Governor's Arts Awards

This next Governor's Arts Award ceremony will celebrate the 30th anniversary of the awards. Ideas pertaining to the organization and presentation of the awards were briefly discussed.

3. Press Clip Service

Mr. Van Zant presented the committee with materials that reflected the activity of the press service. Some concerns were shared regarding coverage area of the service.

VII. New Business

Mr. Clark read a letter from former Commissioner Hurley Goodall recalling his tenure with the IAC and his support for the arts.

Ms. Ilgen discussed current changes in budget information. The agency has identified additional budget savings beyond the mandated 7% reduction. Depending on spring and summer budget projections, anticipated cuts for FY2003 may need to be revisited. Ms. Ilgen said that this is a challenging situation for the IAC and every other state agency.

VIII. Adjourn

The meeting adjourned at 11:15 a.m.