

Cultural Executives Committee Meeting Minutes
Wednesday, Sept 16, 2009
Broward Center for the Performing Arts

Present: Janet Erlick (Chair), Hal Axler (Vice Chair), Jaye Abbate, Dr. Mary Archer, Kelly Armstead, Mary Becht, Bharti Chokshi, Pam Dearden, Damaris Ferrer, Jan Goodheart, Harb Fernando, Chrystal Hartigan, Nejila Innerarity, Deborah Kerr, Steven Klotz, Patti Koch, Joan Kohl, Jacklyn Laflamme, Meredith Lasher, Tama Leao, Jody Leshinsky, Amanda Magnetta, Therry Norton, Vena Paylo, Roberto Santiago, Sandra Stevens, Joy Veasy, Robyn Vegas, Yasemin Wasserman, Luctricia Welters, Laura Sue Willansky, Patricia Zeiler

Meeting Start Time: 12:00 PM

Agenda I & II: Welcome –Call to Order, Self Introductions

Janet Erlick (JE) called the meeting to order and welcomed all attendees and asked that everyone introduce themselves.

Agenda III: Director Updates & Announcements

JE informed attendees about the county budget hearing on 9-22-09. Asked that people support the arts by coming to the hearing and speaking at it, wear white shirt to show advocacy for the arts.

Jan Goodheart (JG) asked what type of advocacy was working the best. JE responded connecting the arts to issues that people care strongly about; ie subjects like antibullying, juvenile delinquency, illiteracy, elderly and parenting. Mary Becht (MB) said that it's important to connect with the end-user, who the arts effect the most; also many arts volunteers. Hal Axler (HA) said his organization amassed 300 signed letters which he gave to every commissioner to show a strong arts advocacy. Deborah Kerr (DK) said that the commissioners need to hear from the person that lost their job, executive directors, artists and children. JE asked reminded attendees to join Americans for the Arts. Pam Dearden (PD) reminded attendees to consider supporting a tax increase, how it is very small but could impact the arts greatly. JE gave kudos to Senator LeMieux for being an arts advocate.

MB announced: 14 recipients were chosen for the NEA award; Grant consolidation workshop 9/25; 2020 meetings posted on www.broward.org/arts ; Urged attendees to respond to survey going out to all cultural organizations. DK announced the "Faces of Broward" campaign and spoke about what it is, passed around a hand-out. HA offered the Cinema Paradiso for winners of the "Faces of Broward."

Agenda IV: Cultural Expo Update

JL reminded attendees about the Cultural Expo and gave information regarding participating. The luncheon will be \$30 and anyone can attend but must RSVP because it fills up.

Agenda V: New Cultural Tourism Partnerships

Harb Fernando (HF) spoke about "Cruise & Play" a new initiative by the CVB. He invited all cultural organization to contact him to participate, saying the program is free, cultural organizations just need to offer some sort of incentive to "cruisers", have a permanent web link to offer and contact him at fharb@browrd.org and he will put them on the CVB website; he also passed around a hand-out.

Agenda VI: Discussion

Attendees commended HF for being a great partner with arts organizations. JE said his offer was great because it's a free, long-range marketing opportunity. HA reminded organizations to track their web traffic to see impact this could have; also to think about Broward County furloughs and creating offers for dates

- Friday, January 15, 2010 (Friday before the Monday, Martin Luther King, Jr. holiday)
- Monday, February 15, 2010 (President's Day)
- Friday, May 28, 2010 (Friday before the Monday, Memorial Day holiday)
- Friday, July 2, 2010 (Friday before the Monday, Independence Day holiday)
- Friday, September 3, 2010 (Friday before the Monday, Labor Day holiday)

when 5000 employees will be not-working because of the county-wise furlough decision. DK said the "Faces of Broward" contest could include a "Furlough" section as a result of organizations' offers.

JG announced that Laffing Matterz was now renting space in the Broward Center.

Agenda VI: Next Meeting, November 18, 2009; Bienes Center for the Arts at St. Thomas Aquinas High School, 2801 SW 12th St, Fort Lauderdale, FL 33312, (954) 581-0700

Agenda VII: Meeting Adjourned: 1:10 PM