

Public Relations and Marketing Committee Meeting Minutes
February 25, 2009
Main Library, Bienes Confr. Ctr., 6th Floor, Fort Lauderdale

Present: Commissioner Charlotte Rodstrom, Deborah Kerr, Jody Leshinsky,
Vena Paylo, Alice Simon, Diane Weinbrum

Absent: Arthur Crispino, Jaye Abbate

Meeting Start Time: 2:03 PM

Agenda I: Call to Order

Commissioner Charlotte Rodstrom (CCR) called the meeting to order; roll call.

Agenda II: Public Relations and Broward County Arts Organizations

Diane Weinbrum (DW) spoke about low-cost promotion ideas like offering an extra month free with new membership sign-ups/renewals. DW said that all the cultural organizations should collaborate by joining together all their promotions. "Keeping up with Culture" DW suggested as a name for the collaboration and DW said it would make an attractive story for local news programs and the SoFla Business Journal as well. Deborah Kerr (DK) said that it would also serve as an opportunity for arts organizations to network with each other. CCR said that this type of effort would need to be coordinated and that the Public Relations Committee could do that. Jody Leshinsky (JL) said that the Division could promote the effort via their E-Blasts and online Cultural Quarterly and that other organizations could also include information in their E-blasts. DW and DK said that ArtServe and Maureen Kohler could be a marketing asset as well. DK said that an effort like this could help promote hopefulness in an economically depressed time. DK said that this should be planned now and set to launch in the next six months.

Agenda III: Cultural Division Updates

JL spoke about the following updates: Knight Foundation Grants, Airport Advertising, Economic Summit, County Cultural Forum, Airport Poster Signing, Good News E-News.

Agenda III: Discussion

DK asked what the committee could do to promote individual artists. DK suggested an artist permit where they would be allowed to create their art outside, downtown, near local foot traffic. JL said that this idea could be proposed to the 2020 Plan task force. Alice Simon (AS) asked about topic that was discussed as last meeting involving getting patron commentary of arts performances. AS also said the Emerging Cultural leaders should organize this. JL said she would make calls to them. DK said it was important to make sure different types of arts performances were covered. Attendees suggested: Young at Art, Mosaic Theater, Jubilee Dance, Master Chorale. DK said it's important to create a release for all quotes. CR said that the Emerging Leader should create that form. DK suggested that a poster be planted at each venue advising patrons of the quote promotion. CR said that this should be termed a "Pilot Program" so that results can be tracked. JL suggested that the Knight Foundation grant might be considered for this promotion in the future.

Next meeting: May 21, 2009, 2 PM, Main Library, Bienes Confr. Ctr., 6th Floor

Meeting adjourned: 3:10 PM

Meeting Minutes taken by: Vena Paylo