



BLUFFDALE ARTS ADVISORY BOARD MEETING AGENDA
Wednesday, September 21, 2016

Notice is hereby given that the Bluffdale Arts Advisory Board will hold a meeting Wednesday, September 21, 2016 at the Bluffdale City Hall Fire Station, 14175 South Redwood Road, Bluffdale, Utah, scheduled to begin promptly at **8:00 p.m.** or as soon thereafter as possible.

REGULAR BUSINESS MEETING

1. Roll Call
2. Review and approval of the July 23, 2016 Meeting Minutes
3. Discussion / Report Items:
 - the Budget Balance
 - the Town Days Photo Booth & Parade
 - the Musical - *"How to Succeed in Business"*
 - Upcoming Play / Assignments - *"Into the Woods"*
 - Upcoming Musical - *"Beauty and the Beast"*
 - Upcoming Concerts
4. New Business
5. Scheduling of next Bluffdale Arts Advisory Board Meeting
6. Adjournment

Dated this 20th day of September, 2016

I hereby certify that the foregoing notice and agenda was faxed to the South Valley Journal, the Salt Lake Tribune, and the Deseret Morning News; posted at the Bluffdale City Hall, Bluffdale City Fire Station, and the community bulletin board at the Bluffs Apartments; emailed or delivered to each member of the Bluffdale Arts Advisory Board; on the City's website at www.bluffdale.com and on the Public Meeting Notice website www.pmn.utah.gov

Wendy L. Deppe, CMC
City Recorder

Note: In compliance with the American with Disabilities Act, Individuals needing assistance or other services or accommodation for this meeting should contact Bluffdale City Hall at least 24 hours in advance of this meeting at 801-254-2200. TTY 7-1-1.

Bluffdale Arts Advisory Board Meeting Minutes

For Wednesday, September 21, 2016

1. The meeting was called to order at 8:11 pm. In attendance were Laura Garner, Lynn Farley, Diane Kelley, Marianne Dunn, Amanda Luker, and Malinda Severn. Lori Howell arrived at 8:20pm.
2. **MOTION:** The minutes from the July 23, 2016 meeting were approved unanimously with minor changes to items 1 and 5. It was motioned by Lynn and seconded by Amanda. Malinda will update and sign the minutes.
3. The following items were discussed/reported on:
 - a. **Budget Balance** –Stephanie sent budget updates through the end of August, but it has changed since then. The new balance will be addressed at an upcoming meeting.
 - b. **Follow up on Town Days** –
 - i. **Parade/Float:** It was fun. There were hardly any kids from the play but enough to accomplish what we needed. They passed out candy and fliers. We even picked up people along the parade route to help. It was recommended that a coupon for the Town Days Photo Booth be included on the flyer passed out during the parade.
 - ii. **Photo Booth:** It was definitely the best year ever. Lynn’s full report is included on the following page.
 1. There were a few extra expenses that reduced profits this year, but the printer was worth the money and will benefit the event for years to come.
 2. The VIP lounge was a huge success and needs to be kept in the future.
 3. Photographer, Mia Richards, was a wonderful addition, and she would love to help again next year. It was suggested that during peak hours, there are 2 photographers shooting; one for each backdrop.
 4. There was some discussion about the prices of photos. They were increased this year by about \$4 and no one mentioned the increase. It was suggested by the photographer that digital pictures cost at least as much as prints. Discussion also included ideas of possibly offering a package deal for both print and digital combined.
 5. The dressing rooms were perfect; the best set up yet.
 6. There is a concern that many of those attending didn’t know there was a photo booth. Several solutions were presented including having the kids run around with flyers every hour, listing a coupon in the book, placing signs at the ticket booth and posting signs around the park with arrows pointed in the direction of the booth.

7. The idea was presented to have the board members take a group western photo next year and post it on the Bluffdale Arts website.
- c. **How to Succeed in Business**
 - i. The musical was a success. The kids had a great time.
 - ii. The show was just under \$10,000 to produce. We brought in about \$3400 between tickets, concessions, t-shirt sales and pictures. Overall, it cost about \$6500 to do show.
 - iii. The cast was small; only about 30 members. Efforts were made to keep cost down. Costumes cost only \$900.
 - iv. The board agreed that it would be beneficial to sell tickets for upcoming plays online using credit cards with an additional service charge to cover costs.
- d. **Upcoming Play/Assignments: Into the Woods** – The dates of the production will be October 13-15 at Oquirrh Hills. The middle school has a small intimate feel and every seat is good. The principal was glad for the rental and is willing to do what she can to make this a positive experience. The cast of only 18 is wonderful, and the directors are doing a fabulous job. Assignments for the show are as follows:
 - i. Tickets – Amanda
 - ii. Comp Tickets - Laura
 - iii. Concessions – Lori
 - iv. House Manager – Lynn
- e. **Upcoming Musical: Beauty and the Beast** – The dates of the musical are forth coming once the dates of the local stake conferences are known. This should happen at the end of September or beginning of October. It will be a priority to try to find a building that can be scheduled for the duration of the production so the cast doesn't need to strike a large set every evening.
- f. **Upcoming Concerts** –
 - i. Dianne will take a break on concerts for the time being, maybe the next one could be scheduled for Jan or Feb. Laura is looking forward to another talent show.
 - ii. Marianne made a suggestion to improve the band in the park event. It would be great to have one band be the headliner with a couple of smaller bands as openers. In order to get a band of that caliber, we would need to pay them. The biggest problem to this proposal is the amount of funds needed for advertising costs.
 - iii. Might be fun to have a big band night with dancing

4. New Business:

- a. The new drama teachers at Summit High are professional puppeteers. They are doing an adaptation of A Christmas Carol at the Draper campus. At this point they haven't asked for any volunteers, but would like lots of support from community. We will advertise the event on our website. It might be fun to see if they would be interested in performing at an event in the park

- b. It was noticed that there wasn't a clear easy way on the main Bluffdale City website to link to the Bluffdale Arts website. Hopefully this can be remedied. Also, it would be helpful if our events could appear on the city calendar.
5. Next meeting scheduled for Wednesday, November 9, 2016 at 8:00 pm
6. Meeting adjourned at 9:09 pm. Meeting length 58 minutes 59 seconds.

A handwritten signature in blue ink, appearing to read "Malinda Severn", with a long horizontal flourish extending to the right.

Malinda Severn

Secretary, BAAB

Approved: November 9, 2016

Follow-up Report: Bluffdale Old West Days Photo Booth

FYI: Here is the report from Bluffdale Old West Days Photo Booth. We tried many new things this year, and I think we can count it as a success :)

New Things We Tried This Year:

- We printed pictures on site
 - This was AMAZING! No wondering who's pictures were who's and making people come back later to pick up photos.
- We were able to take credit card payments (like we do with ticket sales)
 - Of the 29 transactions we made, 15 were cash and 14 were credit card sales
- We charged a little more than in years past and did not "eat" the credit card fees
 - (not one person complained of the increase... or even mentioned it)
- VIP Lounge for volunteers with shade, cold drinks and snacks
 - This was very nice to have and a great way to say thanks to our volunteers
- We had 2 different backdrops to choose from the covered wagon and the jail facade
 - People liked the options and the pics in front of the jail were adorable!
- Digital Copies were not emailed this year, but placed immediately onto a small flash drive and people took them right then and there.
 - Great option and time saver as I didn't have to spend hours hoping that I was emailing the correct pics to the correct people :)

We had a total of **27 amazing volunteers** assisting over Friday night (set up) and Saturday, including 2 wonderful professional photographers that donated their time and talents to us.

INCOME

- Cash Sales: \$343
- Credit Sales: \$156.75

2016 EXPENSES

- Signs: \$25.31
- Copies: \$13.89
- Snacks/Water: \$50
- Flash Drives: \$37.98
- Office Supplies: \$102.08
- Prints: \$125

TOTAL INCOME: \$499.75

TOTAL EXPENSES*: \$367.26

TOTAL PROFIT: \$132.49**

I am going to donate **\$24.26 to the cause (to make things easy), making the **Actual Total Profit** the amount of credit card sales **\$156.75**. This amount will be mailed by check from RegTix directly to the city and should go into our account.

*Costs were a little bit higher this year due to purchasing office supplies such as folders and labels, but there are enough supplies to get us through the next few years so it will save us money in the future. We also have a lot of super cute pictures now and most gave permission for us to use them on our Facebook and website!

If you guys have any questions, just let me know!

Thanks,
Lynn

Additional Notes added by Amanda Luker:

Notes to think about for next year:

-Digital picture is an add on if you purchase a printed photo

OR

-Digital picture should cost at least as much as the printed picture (advice from one of the photographers)

-Would it be possible to announce the photo booth throughout the day at the various stages?

I agree that printing on site was wonderful. The images are high quality and made us seem more professional because they didn't have to come back later.

Also, feedback was very positive that we could take credit cards. Brilliant idea, Lynn.

Amanda