



Rowan Arts Council • Salisbury, NC

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ROWAN ARTS COUNCIL

204 E Innes Street, Ste. 280, Salisbury, NC 28144

800-332-2343 • 704-638-3100 • FAX 704-642-2011

Name: Rowan Arts Council Board

Date of Meeting: June 21, 2022

Board Chair: Davis Cooke

Date of Next Meeting: TBA

Board Members Attending: Davis Cooke, Robert Jones, Mollie Ruf, Emily Perry, Anne Scott Clement, Edward Norvell, Keyth Kahrs, Dan Mikkelson, Hunter Safrit

Staff: Lesley Pullium

Davis Cooke called the meeting to order at 4:02 PM.

Approval of the Minutes

Motion: Anne Scott Clement made the motion for approval of the May 2022 minutes.

Second: Hunter Safrit

Motion: Approved

Consideration of RAC Board Officers

Presentation of a new slate of officers for the RAC Board effective July 1, 2022, was presented.

Chair - Anne Scott Clement

Vice Chair – Hunter Safrit

Treasurer – Edward Norvell

Secretary – Robert Jones

Immediate Past Chair – Davis Cooke

Motion: Hunter Safrit made the motion for the approval of the officers as presented.

Second: Dan Mikkelson

Motion: Approved

Consideration of Board Membership

Davis Cooke reported that a list of twelve potential members were gathered from nominations of RAC Board members. Cooke contacted all twelve of the nominees and has recommendations of five individuals who stated they would like to serve on the board.

Motion: Recommendation for Krystal Stukes, Isaiah Cornelius, Deidre Parker-Smith, Jeff Little and Keith Anderson to serve on the RAC Board beginning July 1, 2022.

Motion: Approved

Motion: Anne Scott Clement made the motion to move the RAC Board meeting time to 4PM going forward.

Motion: Dan Mikkelson

Motion: Approved

Grant Application Procedures

Davis Cooke summarized the Executive Committee's recent discussion regarding grant application procedures. Edward Norvell suggested forming an application committee. After discussion, the group agreed that dividing the applications (2-3 per member) up among the board members which would allow time to do more research into each application prior to discussion and approval of grant awards.

Davis Cooke announced that the next meeting set for September 6th at 4PM will include a board orientation session for the new five members.

Communication Strategy

James Meacham and Sarah Michalec, Destination Manager, RCTDA have developed a communication strategy for the Rowan Art Council that would promote community awareness and recognition of the organization. The RAC logo has been updated and colors changed to blue for 2022-23. Social media platforms (Facebook, Instagram, Twitter) will be ramped up along with online marketing. The strategy calls for grant application information to be posted on all social media platforms, the www.rowanarts.org website, the e-Newsletter. The TDA has secured a photographer for each season this year and those photos will include arts and entertainment venues and events. The new photos will be utilized in marketing, social media and to update the current webpages. Web content will be updated with the assistance of the RAC board over the next several months. The RAC name and office number will be added to the entry doors at the Gateway Building.

Staff will gather headshots and bios from the new members for a press release that will be released later in the year.

With no other business items to address, the RAC Board meeting adjourned at 4:57 PM.

Respectfully submitted by:

Lesley Pullium, Rowan County Tourism