

**Minutes of the Jasper Community Arts Commission  
City of Jasper, Indiana  
February 6, 2024**

The regular meeting of the Jasper Community Arts Commission was held at 5:30 PM on Tuesday, February 6, 2024, at Jasper City Hall Council Chambers. Roll call was held with the following **Commission Members Present in Person:** Darla Blazey, Jasmine Bosler, Emi Donato, Corie Eckerle, Bibianna Green, Jay Hamlin, Linda Kahle, Heath Kluemper, Pat Thyen, & Selena Vonderheide. **Non-Voting Student Representative:** Anna Uebelhor. **Observed Remotely via Zoom:** None. **Commission Members Absent:** Beth Seidl. **Staff Members Present:** Kyle Rupert, Emily Peak, Eric Herndon, Danny Kopp, & Liz Book. **City Attorney:** Renee Kabrick. **Guests in attendance:** Jane Chambers. The Pledge of Allegiance was recited.

**Approval of Minutes**

**Emi Donato** moved to approve the minutes of January's meeting. **Pat Thyen** seconded. Motion passed 10-0.

**City Financial Statement**

**Heath Kluemper** moved to approve the claims as presented. **Emi Donato** seconded. Motion passed 10-0.

**Old Business**

- Kyle has received pricing for digital content management services. This afternoon one of the companies sent a revised quote, and he hasn't been able to access it due to work being completed on his computer. He asked that the quotes for digital content management service be tabled until next month. **Darla Blazey** made a motion to table discussion of digital content management services until next month. **Selena Vonderheide** seconded. Motion passed 10-0.

**New Business**

- Kyle asked permission to pay a deposit to Lea Salonga for her performance on April 6. Renee is working with Lea's attorney to finalize the contract, but a payment schedule has been agreed upon by both parties. The deposit due by March 6 is a partial payment and is 50% of the total payment due. **Jasmine Bosler** made a motion to approve a deposit to Lea Salonga for \$37,500. **Pat Thyen** seconded. Motion passed 10-0.
- Kyle asked permission to pay a deposit to Chris Mann for his performance on March 2. The deposit was included in the negotiated contract. **Heath Kluemper** made a motion to approve a deposit to Chris Mann of \$8,000. **Bibianna Green** seconded. Motion passed 10-0.
- Kyle asked permission to seek quotes for the 2024-2025 season guides. **Linda Kahle** made a motion to approve Kyle seeking quotes for season guides. **Jay Hamlin** seconded. Motion passed 10-0.

**Director's Report/Performing Arts**

Kyle reported:

- Part of JCA's 2024-2026 strategic plan includes assessing the current ticketing platform and establishing flex ticketing options. After Kyle and Liz researched several different ticketing platforms and looked into the current ticketing platform capabilities, Kyle recommended changing to TicketSearch. The current ticketing platform, Arts People has several shortfalls. Email communication from within the system is limited, the pricing setup offers little flexibility, flex ticketing is not an option, and the fees have continued to increase. Two of the evaluated platforms stood out, PurplePass and TicketSearch. Kyle believes TicketSearch is the best option based on where JCA is as an organization and what its patrons want. The new platform will give patrons access to new features that will add convenience. Patrons can add their tickets to their Apple/Google wallet and transfer their tickets to someone else if they are unable to attend a show. The flex ticketing option will give patrons more choice in selecting what shows they would like to attend. The system will also allow JCA to add a "seat view" option to the seat map, which allows patrons who are not familiar with the space to see what the view from the selected seat would be. The pricing structure for the ticket platform is the same if the tickets are purchased through the Box Office or online. Each year the number of online tickets sold has increased and allowing patrons to renew and purchase packages online will likely increase the number of tickets sold online. TicketSearch requires a three-year agreement. Pricing is \$0.75 per ticket in year one, and \$0.80 per ticket in years two and three. After three years the contract can be renegotiated. There is a \$100 minimum fee per month, and JCA will be invoiced at the end of the month. Arts People will be used until the end of the current season and requires thirty days' written notice to terminate the contract. It will take a couple of weeks to complete the transfer and setup of the new system. Next

season Kyle suggested moving to a flat 5% processing fee per order instead of \$4 per order currently. This will cover the cost of the system and will cover the cost of the ticketing fees and is more equitable. Next season there will be four Backstage shows, seven “Main Stage” shows, and one Family Fun show. Moving to flex ticketing will allow patrons to pick three shows and save 15%. Current subscribers will be grandfathered in with their seat ownership. New subscribers will get early access to pick their seats. Seat ownership for new flex ticket holders is not possible. Renewals will take place in June, and individual tickets and new subscriptions will take place in July. **Jay Hamlin** moved to approve TicketSearch as JCA’s new ticketing platform. **Heath Kluemper** seconded. Motion passed 10-0.

- The 2023-2024 season is on pace to outperform the 2022-2023 season. The 2024-2025 season should be even better based on the proposed season.
- He attended the APAP booking conference for the first time since 2020. The professional development training he received was very beneficial. He commented that in a meeting for municipal programmers, it was amazing to see how differently things are done and how progressive Jasper is in what is offered.
- *Julian Gargiulo* performed as part of JCA’s Backstage series. The sold-out performance was greatly enjoyed by the audience. *Popovich Comedy Pet Theater* performed over the weekend, and almost 450 tickets were sold. It continued the trend of shows with magicians and animals doing well for Family Fun shows. He also received great feedback from the performers that they enjoyed their time in Jasper.
- There are four remaining shows in the season. *My Funny Valentine* is on February 17 and is nearing 300 tickets sold. He is doing additional marketing to help push ticket sales for *Chris Mann* on March 2. There is one remaining ticket available for *Okaidja Afroso*’s Backstage performance, and almost 600 tickets have been sold for *Lea Salonga*. Several tickets to Lea’s show have been sold to people from the Louisville area.
- A few meetings have been held to discuss JCA’s 50<sup>th</sup> Anniversary plans. Early ideas include hosting a recognition dinner for those who have had a part in JCA’s operations over the last fifty years, a ticketed public fundraiser, and sprucing up Chalk Walk in 2025 as a thank you to the community. The rebranding that is part of JCA’s strategic plan will also be launched around the same time.
- A few art, flower bouquets, and space-themed (to tie in with the eclipse) Lego sets have been ordered for the gift shop. Minimal sets have been ordered and he stressed that the Lego sets are to supplement what is offered and not for it to become a toy store. The sets should be in in the next couple of weeks.

### **Building and Structure Report**

Danny reported:

- The backflow and sprinkler tests have been completed for the Arts Center and both passed.
- Astro Security will be upgrading the access panel and software for the Community Room entrance. It will operate and tie into the same system as the Cultural Center.
- He thanked those who volunteered for Popovich, and he also asked for volunteers for the two upcoming school shows that happen during the day. He asked those who were interested to let him know.
- After Julian Gargiulo’s performance it sparked conversations around the need to upgrade the sound for Backstage shows.
- He will not be at the next board meeting as Young Women LEAD will be setting up for their rental.

### **Visual Arts Report**

Emily reported:

- She congratulated Student Representative Anna Uebelhor on receiving four art scholarship offers.
- Jan Kirstein Rigor and Brandon Smith's mixed media and sculpture exhibit is open. This is Brandon’s second exhibit. Both artists appreciated the space, and a field trip will be held with Brandon while the exhibit is open. The Herald also wrote a nice article about the artists.
- Rob Millard-Mendez, Brigham Dimick, and Michelle Oosterbaan’s exhibits will be up through the end of the month.
- A field trip was held for JHS art students with Rob Millard-Mendez. He gave a gallery talk and discussion, and students also made wire sculptures.
- David Gamble held a brush-making workshop made from squirrel and deer hair and bamboo shoot handles.
- The deadline for the 2025 Call for Artists is March 11. She asked if anyone had ideas to please let her know.
- The 2<sup>nd</sup> Annual SOUP-Port Public Art will be held on April 21 from Noon to 2 pm. This Saturday artists will gather to throw bowls for the event, and the bowls will be glazed on March 9<sup>th</sup>.

### **Event Report**

Eric reported:

- Since the January board meeting there were three Atrium rentals. Two were for non-profits, and one was a celebration of life.
- He attended the Ferdinand Prom and Bridal Expo. He was able to meet with a few couples that had already booked and also booked one new rental from the event.
- A wedding ceremony will be held in the galleries on August 31<sup>st</sup> and will be held in an exhibit with 2-D artwork to help maximize the number of guests.
- Social media pushes went out over Christmas and New Year's to help drive reception bookings. Similar ads will go out for Valentine's Day, and a new ad will promote booking the space for graduation parties. There is space available in the calendar this summer, and he hopes to add in corporate events to help fill it in.
- Chalk Walk social media posts went out this week. The event will be held on May 18 from 8 am to 2 pm at the Thyen-Clark Cultural Center. A media release went out last week, and one artist has already registered for the Arts Market. Registration, Volunteer, Arts Market, and Food Vendor forms are available on JCA's website. The bounce house has been secured, and the event logo has been updated. He spoke with the local schools about sending Chalk Walk flyers to the students. The schools suggested he submit the information for their digital newsletter, and it can be shared multiple times.

### **Education Report**

Kyle reported for Casey:

- Casey is attending the Kennedy Center Partners in Education meeting.
- Twenty workshops have been added and are starting this week.
- Registration for Spring Camp Create is open.
- A Spring Camp Create will be held Monday through Thursday mornings during Spring Break. Registration will be limited to 25 participants.
- Casey is also working on the school programming for the 2024-2025 school year.

### **Public Business**

- A moment of silence was held in honor of former JCAC President Jerry Gagne who recently passed.

### **Adjournment**

**Jasmine Bosler** moved to adjourn the meeting at 6:27 pm. **Selena Vonderheide** seconded. Motion passed 10-0.

Darce Beazley

Selena Vonderheide