



ROWAN ARTS COUNCIL
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Name: Rowan Arts Council Board

Date of Meeting: April 5, 2016

Board Chair: Edward Norvell

Date of Next Meeting: May 3, 2016

Board Members Attending: Edward Norvell, Anne Scott Clement, Cindy Morgan, Robert Jones, Cheryl Goins, Davis Cooke, Josh Wainright, Paula Bohland

Tourism Staff: James Meacham

Not Attending: Paula Bohland, M.J. Simms- Maddox, Robert Jones

Davis Cooke called the meeting to order at 6:00 PM. Mr. Cooke, RAC Vice-Chairman presided over the Board Meeting. Mr. Norvell participated via conference call.

The RAC Board of Directors tabled the December 2015 meeting minutes till the May 3, 2016 RAC Meeting.

Rowan County Arts and Cultural Fund

The RAC Board discussed the current status of the Rowan County Arts and Cultural fund and received an update from Ed Norvell and James Meacham, CVB.

Mr. Meacham presented to the RAC Board that the general structure of the fund is in place through the Salisbury Community Foundation, via the Foundation of the Carolinas and has initial pledges of \$10,000 from the Community Foundation and \$10,000 from the CVB. The fund is designed to provide additional arts and cultural funding to Rowan County arts organizations through regional corporate giving

Mr. Norvell and community leaders hosted a meeting earlier in 2016 with potential corporate donors who were receptive to the concept of the fund and its potential for supporting arts and culture in Rowan County. During the meeting a positive discussion regarding the "local

commitment” to the fund arose and was discussed among community and corporate representatives. The need for the local community to be invested in the fund prior to requesting corporate giving was evident and presented to the RAC Board by Meacham and Norvell.

Meacham proceeded to present a concept to the RAC Board of Directors for the RAC to make a one-time pledge of \$10,000 to the Rowan County Arts and Cultural fund as an initial investment and a match of the CVB’s pledge. An established goal would be to obtain \$40,000 to \$60,000 in local funding pledges and then approach the first corporate donor with a request to match the local investment in the new fund. Meacham and Norvell proposed utilizing \$10,000 from the RAC’s allotment of Grassroots funds. Pulling from the portion (50%) of the funds granted directly to RAC for operations, programs and support.

The RAC Board openly discussed the potential positives and any potential negatives from the investment.

Potential Negatives:

- Less grassroots funds to grant out in FY16-17, still able to grant out around \$20,000, substantially more than before the RAC restructured in 2011.
- A public relations negative if the RAC does not invest and help start the fund via local funding support.

Positives:

- Increases opportunities for corporate giving.
- Provides more arts and cultural funding opportunities locally and for more non-profit groups to participate in arts and cultural programming.
- Establishes stronger credibility for the RAC.
- New fund does not having funding tied to programming and can be used for general operations with arts and cultural groups.
- RAC will have representation on the Salisbury Community Foundation’s selection subcommittee for the Arts and Cultural fund recipients.

The RAC Board discussed and agreed that is a sound strategic move for the organization’s goal of increasing arts and cultural funding in Rowan County.

Davis Cooke called for a motion regarding the proposal:

Linda Jones made a motion for the RAC to: *Make a one-time of pledge of \$10,000 for FY16-17 to the Rowan Arts and Cultural Fund as a local investment match in partnership with the Convention and Visitor Bureau’s pledge of \$10,000 for a total combined pledge of \$20,000.* Josh Wainright seconded the motion.

There was no additional discussion and the motion passed unanimously.

With no other business items to address, the RAC Board meeting adjourned at 6:32 PM.

Respectfully submitted by:
James Meacham, SRCCVB