

**Cultural Arts Committee**  
**Wednesday, September 27, 2017**  
**6:00 PM**  
**The Cary Theater**  
**Upper Lobby, 122 Chatham Street, Cary, NC 27513**

**Present:** Mike Bennett, Stephane Daniel, Charlie Dusterhoff, Julie Kelly, Kate Mazza Kay Struffolino, Eric Hall

**Absent:** Lindsey Chester, Susan Heiserman, Clarenda Stanley-Anderson

**Teen Council:** Tiffanie Lee

**Staff:** Lyman Collins, Anna Crollman, Joy Ennis, Sean Stegall

**Guests:** Lisa Banks (Friends of Page Walker). Christine Albro (Cary/Apex Piano Teacher Association)

**B. CALL TO ORDER - KAY STRUFFOLINO, ACTING CHAIR**

The meeting was called to order.

**B.1 Report from the Chair**

Kay Struffolino announced that this will be her last meeting with the Cultural Arts Committee both as Committee Chair and as liaison for the Friends of Page Walker. Lyman Collins thanked Kay Struffolino for all her years of service to the Cultural Arts Committee.

Kay Struffolino introduced Lisa Banks, the new liaison for the Friends of Page Walker and Christine Albro who joined the meeting to listen on behalf of the Cary/Apex Piano Teacher Association.

**B.2 Volunteer Hours Tracking**

Volunteer hours for the committee members were collected

**C. ADOPTION OF AGENDA**

<b>RESULT:</b>	<b>APPROVED [UNANIMOUS]</b>
<b>MOVER:</b>	Charlie Dusterhoff
<b>SECONDER:</b>	Mike Bennett
<b>AYES:</b>	Bennett, Daniel, Dusterhoff, Kelly, Mazza, Theetharappan, Struffolino, Nair, Hall
<b>ABSENT:</b>	Chester, Heiserman, Stanley-Anderson

**D. ADOPTION OF MINUTES**

Aug 23, 2017 6:00 PM Minutes

Updated copies of the minutes were provided to the committee members for review including formatting corrections and a revision noting that staff reports were included.

<b>RESULT:</b>	<b>APPROVED [UNANIMOUS]</b>
<b>MOVER:</b>	Eric Hall
<b>SECONDER:</b>	Julie Kelly
<b>AYES:</b>	Bennett, Daniel, Dusterhoff, Kelly, Mazza, Theetharappan, Struffolino, Nair, Hall
<b>ABSENT:</b>	Chester, Heiserman, Stanley-Anderson

**E. STAFF REPORT**

## The Cary - Joy Ennis

Joy presented to the committee about The Cary Theater. She included information about the Mission, Five Year Goals, progress and ongoing events/projects. Some of the highlights are noted below.

- Cary Film Circle has grown to over 200 members
- Attendance data shows a steady increase from previous years. Rental demand has greatly increased from both internal parties and external groups.
- Social Media Outreach – Facebook following has increased 50% and Twitter following has increased 55%. Joy asked members to visit the Twitter and Facebook pages to get involved (Facebook: The Cary Theater; Twitter @CaryTheater)
- Programs include a mix of Indie films/local filmmakers, Classics, music and comedy.
- Special events include the upcoming Zombie-palooza, White Christmas sing-a-long, Elf snowball throw (socks later donated to Dorcas), Quarterly Opera Broadcasts.
- Film Festival in the planning stages for next summer.

## F. SEAN STEGALL, TOWN MANAGER

Sean Stegall joined the committee meeting to share a little about his background and his involvement with cultural arts in Cary.

- Though he does not have an artistic background, he expressed that this is an asset and allows him to be a strong “outside” advocate for the Arts.
- In his 14 months at Cary, Sean Stegall has been very impressed with all wonderful cultural arts programming Cary has to offer.
- People are relocate to Cary because of all these wonderful opportunities we have to offer. This is a major asset for the town.
- He would like measuring success to become less based on revenue and instead based more on service to the public just like our other public service sectors do.
- If we want the arts offerings to be a service to the community, it should not be measured in revenue.
- Understands the value that arts and recreation bring to a community.
- He is a budget/numbers person who wants to advocate for the arts.
- The arts are what make Cary a real community. Greatly appreciate the service of the community.
- He also discussed how the town will be going through a rebranding campaign to better position the town for economic growth and process. It will be important moving forward to highlight the amazing ways that the cultural arts programs have made in impact on Cary’s economic progress and growth.

## G. OLD BUSINESS

### G.1 Laze Daze Arts & Crafts Festival Debrief

Lyman Collins asked committee for feedback on the Lazy Daze Festival.

Kay Struffolino shared the multitude of out of state people in attendance at the festival, many of whom are moving to the area. She also noted the overwhelming feedback to keep the location at

## Town Hall Campus

Julie Keely worked at Cultural Arts Row. She noted that the location did not have great foot traffic and suggested placing the tent within the artist booths.

Tiffanie Lee, teen representative) shared that she loved the event, especially the food. She suggested having larger festival maps positioned throughout the festival as it was hard to find your way around.

Charlie Dusterhoff and Mike Bennett took the shuttle from Green Hope and felt buses were full and efficient. The addition of the Green Hope shuttle was well received. Mike Bennett also commented on the overall quality and variety of the artists.

In response to Julie Keely's question regarding festival attendance, Lyman shared that the data collection is still in progress but the team estimates at least 80,000 people in attendance.

Eric Hall shared that load in traffic was a problem and that volunteer connections with artists were very meaningful. Lyman Collins shared the team is looking into timed/staggered check in and possibly using multiple entry points.

Lyman Collins also shared that load out with a big success and was completed in less than two hours. Next year, the team hopes to help make artists more aware of the procedures.

Sean Stegall proposed closing Town Hall early on the Friday prior to the festival to empty parking lots and help with the load in traffic challenges and artist set up.

## G.2 Program Feedback

### **Booth Amphitheatre**

#### **Rock of Ages**

Rock of Ages - 80s music show done in collaboration with Theater Raleigh. There are plans to continue the collaboration next year, and decrease from 4 shows to 2 shows in order to maximize attendance. Kay Struffolino commented that this event brought a new group of first time clientele to the amphitheater.

#### **Dragon Boat Festival**

Kay Struffolino commented that people were buying tickets up to 1 hour before the event ended and crowds were very large. This was the first year that attendees paid to attend and price did not seem to diminish attendance. It was a very fun multicultural event. Attendance and the performances were very diverse and multicultural.

#### **Concerts**

We are winding down the major concerts. This was the 3<sup>rd</sup> major sell out with Alison Kraus and David Grey. We received great feedback from Alison Kraus and David Grey about the venue. Larry the Cable Guy performed the same night as two other comedy shows across town and we learned that Cary can support attendance at multiple cultural arts shows across town at the same time. Coming up in October at the amphitheater we will have Carolina Rising, Chris Tomlin, Diwali, and Octoberfest.

## **Downtown Park**

Cary Live this past Saturday was a great success. It was estimated that 1,000 people attended. The concerts have been well received. In response to Kay Struffolino's questions about how much change was obtained from the fountain, Sean shared that most of the money was taken and the amount obtained for the scholarship fund was little to none.

The last Downtown Chowdown food truck event will be held on October 1<sup>st</sup>. The Cary, will be showing a documentary that evening and local businesses will be open. This will be the last time this event is host on Chatham Street. Future food truck events will be held on Academy where they have been more successful.

### **G.3 Downtown Park, Phase II Update**

Lyman Collins shared that the team has interviewed four firms with extensive experience. The team is in the process of reviewing the presentations made by the firms and will present two recommendations to Town Council in the next few months. Sean Stegall shared that the project will require community input and may be funded by a bond referendum.

## **H. NEW BUSINESS**

### **H.1 PRCR Board Appointment Report**

Lyman Collins announced that Kate Mazza has been appointment to the PRCR Advisory Board starting October 2, 2017. A new Cultural Arts Committee Chair will be appointed by the PRCR Advisory Board next Monday.

### **H.2 Markham, Sister Cities Visit Report**

Lyman Collins went to Markham Canada with a delegation including the Assistant Town Manager, the Town Clerk and five Council members. While in Markham, the delegation had the pleasure of touring the town's parks, greenways and public art and participating in the 150 years of Canada celebration.

## **I. LIAISON REPORT**

### **I.1 Festival Committee Report**

Update covered above

### **I. 2 Friends of Page Walker Report**

Kay Struffolino shared that the members contributed 153 volunteer hours last year. She also shared that the Presidential Volunteer Service Award was given to local high school student, Charlie Loyack. First Christian Church hosted an African American History Harvest, in partnership with The Page Walker Arts & History Center to share photos, documents & artifacts. The 150th anniversary of the Page Walker will be celebrated next year and two spring events are planned! The first event "Giving It New Life will be held on February 27th, 2018. "Exploring its Past and People" will be held on May 22nd and they hope to have descendants of builders, workers and folks who may have lived there involved.

### **I.3 Amphitheatre Advisory Committee Report**

Updates covered above

I. 4 Teen Report

In September there more than 700 volunteers signed up for event shifts.

Some of Cary Teen Council's larger volunteer events this month were:

- The Carrying Place Race for Homes (9/4)
- Race for our Heroes 5k at Amberley (9/16)
- Travis Manion 9/11 Run at Shepherds Vineyard in Apex (9/23)
- Run for Global Water at WakeMed (9/24)

The Teen Council has also begun a leadership series to teach members practical life skills. The first session, "Leadership Series #1: Resume Building", is designed to help participants understand what a resume is, realize the importance of having one, and learn how to create/edit their own.

Upcoming events:

- The Cary Teen Council Dog Wash Fundraiser at "Cary Dog Days" event (10/07)
- Herbert's Haunted House at the Herb Young Community Center (10/27-10/28)

**J. UPCOMING EVENTS**

Lyman Collins shared about the Community Meeting On October 2<sup>nd</sup> at 7pm. The event is meant to obtain feedback/input for the Dreamfest event, Staff, collaborators and community multicultural groups were invited to attend.

Kay Struffolino reminded members that three Town Council members are up for election. She encouraged everyone to go vote on October 10<sup>th</sup>.

**K. COMMITTEE MEMBER SHARE (IF TIME ALLOWS) – NO COMMENTS**

**L. ADJOURNMENT**

The meeting was adjourned.