

## FACA Steering Committee Minutes April 19, 2017

In attendance: Jane Bradley, Keith McBride, Elizabeth Guffey, Ellen Ebert, John Albright.

Meeting called to order at 7:05 pm.

### (1) Minutes

No minutes were available for the March meeting.

### (2) CULTURAL PLAN SURVEY

Discussed closing date for survey. Concensus was to close survey May 31. Jane will report this to Saskia.

Discussed contributing factors to the low numbers on artist and organization/business surveys. Obstacles identified:

- Org/Biz survey is arts-biz focused so it doesn't fit well for non-arts businesses.
- Org/Biz representatives feel they should get approval from their Board or their higher-ups before completing the survey on behalf of the org/biz.
- It takes time and effort to designate and approve a single representative to complete a survey on behalf of an organization or business.

FACA responses:

- Survey takers can skip questions that don't apply to them.
- Organizations will not be attributed by organization or individual name in the plan.
- We will gladly accept multiple surveys from an org/biz.

Open questions:

How much does it matter to get more non-arts businesses to provide survey input?

What kind of information do we need from non-arts businesses to get a good dataset for the plan?

How does the qualitative information from the focus groups get into the plan?

Would it work if business representatives complete the Public Opinion Survey and identify themselves with the business name in the comments, or is it better for them to complete the org/biz survey and skip non-applicable questions?

Contact additions and re-assignments:

Tom Dube - Scott

Discussed whether to encourage orgs/biz board members to all complete a survey on behalf of the business rather than one survey to represent the group. Concensus is that the most important thing is the Public Opinion Survey and getting those numbers high is important. We will continue to do what we are already doing to get the artist/performer and org/biz surveys up, but we understand that we will not have as broad participation in those surveys.

### (3) New Business: Should we rename FACA?

Some are concerned that our acronym is unfortunate.

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A couple of new ideas:

- Arts And Cultural Alliance of Freeport (ACAF)
- Freeport Arts & Culture

Consensus is that this is a low priority. Cultural plan is focus for now. Discussion tabled for the time being.

(4) Financial Report

There has been no significant change since the March meeting.

Meeting adjourned at 7:52pm.

Next meeting: Wednesday, May 17, 7pm at Town Hall.