

**Cedar City Arts RAP Tax Advisory
Committee Work Meeting
June 17, 2020**

The Cedar City Arts RAP Tax Advisory Committee held its work meeting on Wednesday, June 17, 2020 at 9:00 a.m., in the City Council Chambers, 10 North Main Street, Cedar City, Utah.

PRESENT: Board Members: Joanne Brattain, Linda Benson, Randy Allen (telephonic), Donna Law, Becki Bronson (telephonic), Neal Smith, City Attorney Tyler Romeril, Executive Assistant Onjulee Pittser

STAFF: Ron Adams, Scott Phillips,

EXCUSED:

OTHERS: Ronnie Badgett, Pat Hill, Jewly Krause, Chuck Brandt, Tawna Brandt, Sarah Delie, Jonell Hone, Ree Zaphropoulos, Bruce Hughes, Donna Christensen, Stephen Wagner, Jim Howells, Suzanna Tegland, Steve Baker, Harold Shirley, Rebekah Hughes, Jessica Kinsey, Amy Gold, Frank Mack, Richard Bugg, Barbara Parks, Donn Jersey

CALL TO ORDER: *Tyler reviewed legal items. Went over open and public meetings act.* If you discuss public business that needs to be done in front of the public. It applies to all appointed and elected officials. If a quorum is present here, we can talk about anything we want and have conversation of RAP Tax funds. Outside of these meetings it's appropriate if 2-3 can talk, but 4 or more needs to be a public meeting and minutes taken. It's ok if it's a chance meeting, but you cannot talk about RAP Tax funds. This applies to texts and phone calls as well. The second act is the Municipal Officers and Employees act. If you serve in a public position and have conflicts of interest, you would need to disclose those interests and have those addressed. We want transparency and the public to know what plays a role in your decision making and recommendations. If you are involved with any organizations, we can put that on the record. **Joanne Brattain:** I'm on the board of SUMA and I volunteer for USF. Neither one is a paid position. **Donna Law:** I work at SUU, and I'm affiliated with SUMA and USF. **Linda Benson:** I have no conflict. **Neal Smith:** I'm on the board of Simonfest. **Becki:** I'm the communications manager at CCH, but I have no conflicts with the applicants. **Randy:** I serve on the board of the USF as a volunteer.

INDIVIDUAL GROUP PRESENTATIONS (10 MINUTE PER PRESENTATION MAXIMUM)

CEDAR CHEST QUILTER'S GUILD – *Joanne explained the process of the meeting.* **Barbara Parks:** I'm the chair of the Cedar Chest Quilters Guild retreat. This will be our 15th anniversary for this event. The guild has been in existence about 20+ years. The retreat is a gathering for those with a common interest in quilting. We promote, we teach, and we keep the history going. The first known example of quilting was 5,000 years ago. It was used for padding and battle gear. We are here to let you know that we would be happy to take this money. We have instructors from the area over Utah and out of state that attend the retreat. Last year we were just shy of 300 people in attendance from about 20 states. **Ronnie Badgett:** I'm the VP of the guild. I'm a past retreat chair. We have ladies comes from as far as Maryland, Minnesota, Louisiana, Alaska. We have large groups that use it as a family reunion. We include the community and get them involved. We've gone to businesses to judge the quilts and award prizes. We have a little contest between us. We've moved the retreat from the Ramada to the Heritage Center downtown. We bring about 300 people plus anyone they bring for support and we have vendors from the West coast. Last year we had a Hawaiian vendor. We bring a lot of interest to the middle of Cedar City. In the winter time, we've filled the El Rey and the Stratford two different times since we've been downtown. The use the restaurants. We bring in a lot of business.

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We've had a great return. They have a good time. This started out at 12 people 15 years ago and now we're over 300. **Joanne:** How many are from Cedar? **Ronnie:** At least 50-60% within a 75-mile radius. **Barbara:** Ronnie's from Parowan. They come from SLC and 2 large groups that come in from Southern California. When a vendor comes in, it's not just one person coming in. They bring in help. We feel we're bringing commerce into the city. **Neal:** What are the dates? **Ronnie:** This year it will be February 17th-20th, 2021. **Neal:** Do you raise money through door prizes? **Ronnie:** Yes. Donations, too. **Neal:** What kind of money did you raise last year? **Ronnie:** Our treasurer said we were around \$22,000-\$23,000. We look for donations and we charge for some of our classes and we pay the teachers. When we talked to Jason Clark at the Heritage Center, he said we're the only organization that leases the entire building at one time and that's a big cost. **Neal:** I was more worried about the raffling off quilts. **Ronnie:** When we raffled off quilts, we made about \$1,100 off of that, the sewing machine raffle we made \$900 off of that. We buy pins and try to sell them. We do try to make some extra money. We're worried about donations this year and what our participation is going to be this year. Our demographics are people over 50-65 years old. **Donna:** These monies are about serving the people of Cedar City. It's a little less about what you bring in and how you put heads in beds and in restaurants. It's more about what you're offering to the residents. If that's around to 1/3 to a half that's good to know. **Ronnie:** Jason said it's like recycling because it would be used to help us to offset the cost of the Heritage Hall. **Joanne:** That's what most groups need the money for. **Tyler Melling:** It looks like your PayPal revenue was up more than 3-fold last year. Is that donations? **Ronnie:** You can register and sign up for classes through PayPal. We had our membership go through PayPal this year and that caused some problems, so we're taking membership off of PayPal. **Tyler:** Your membership dues were only down \$100. I'm trying to understand. **Ronnie:** \$100 is only 4 people. **Tyler:** Is that donations through PayPal? **Ronnie:** There are no donations going through PayPal. PayPal is just for them to register for the retreat and the classes. **Tyler:** So, maybe attendance was up last year. **Barbara:** Yes. It's an online registration that goes to the retreat itself. The online registration starts after Labor Day. PayPal is easier to handle the online stuff. **Ronnie:** We really don't get any financial donations. It's more raffle gifts and door prizes. We are a non-profit and we do a large amount of humanitarian things locally. Last year we made well over 129 quilts that we gave to the homeless and to Stephanie Hulet who's in charge of the homeless youth in our school system. **Ronnie:** We raised money and gave them over \$1,600 through people giving gift cards from McDonalds to give to the kids so they could have meals over the weekend. We've done quilts and donated them to the cancer patients. We've donated to several organizations over the past years. **Neal:** You had \$6,203 in bags and this year you budgeted 195. **Ronnie:** We went from an organization through Idaho and got the bags through them and we tried to buy extra bags to sell and it didn't go quite as well. We didn't have to buy bags last year. **Neal:** So, you had bags left over. **Randy:** Do you have any part of it where you display quilts to the public to come in and see quilts? **Barbara:** Yes. There are multiple quilts hung all over the Heritage Center during this event and it's open to the public. When we say 300 people, we're talking about people that register and participated in classes. There are many more that come to view the quilts. **Ronnie:** We have 2 different opportunities to display our quilts. One is through the quilt retreat and then the festival in October, we come down and decorate the hall with the quilts from the classes that are going to be presented for the livestock festival.

CEDAR CITY ARTS COUNCIL – Pat Hill: I'm on the board and the grants writer. The Cedar City Arts Council has been in existence for quite a while now. I've been in Cedar since 2015 and it was going 5 or 6 years before that. We're a well-established organization. We're seeing more participation in the things we do. Our main goal is, as an all-volunteer organization, to have a mini grant program. The last round of mini grants was in February. We give up to 500 mini grants to local artist and organizations in Cedar City. We had 20 applications. People ask if we give out grants to anyone and no, we don't. We only gave out 12 grants because only 12 qualified for what we wanted. Some were doing things outside of Cedar City, which is not in our jurisdiction. The last round we had a mini grant writing workshop in January for the February deadline. That really upped our numbers of applicants. We have another deadline in August. We didn't do

— it last summer. We only got 2 applicants. We're going to start doing these mini grant writing workshops every round of mini grant applications. We had about 9 people that came and we brainstormed how those grants can interact with community, which is the goal we want to see is dispersing and educating Cedar City residents about what the arts and arts organizations and what they can do for the community building process. It's easy to do those workshops, because a lot of people are afraid to jump in and write grants. It helps to be able to talk and alleviate the fears of putting their thoughts down in writing. We're going to continue that. COVID-19 doesn't impact that much. The workshops are small, and we can do them in a place where they're in an open area. People still have to have money to do projects, whether it's educating or an arts type project. They need that money. We see that as the key thing. We also do the Final Friday Art Walks and we're in the planning the stage for the June art walk on the 26th. We're changing a few things because of COVID. There aren't very many small venues. We have 3 venues that we're going to be doing music in the SUMA plaza, stuff on the green. There'll be music there and artists demonstrations, an arts table there. There are a few businesses that are going to have music and artists. Stone Path Massage and the winery will have music, and we have a list of artists and musicians that will be rotating. We're trying to work towards expanding future July, August, September depending on this current situation. We're not sure about our networking socials that we do 3 times a year. They're held at SUMA, the Heritage Center, and one at Shakespeare last year. That's where our mini grant recipients display their work and provide music and refreshments. We're working out how to do that in July with the art walk and we may still be able to do that in an open venue providing food and refreshments and bring in catering services. The literary group we sponsor is going on. It used to be at library, but COVID shut that down. We moved it to the book store downtown and decided to keep it there to help build their business. One of the things we've done during COVID we've kept up virtual art tours online, we keep our monthly newsletter, every arts activity is posted — there as well as virtual ability to look at museums and art collections and we had artists doing businesses putting things on our virtual art tour. There was an article in Iron Co. Today. I found out from Sarah today that yesterday we were contacted by a group of people trying to develop the summer street fests. It includes the tourism bureau, SUU, some businesses in town and others. Maria Twitchell, Scott Phillips Wyatt Larsen, the Rotary club. They're meeting to develop a series of Friday nights in July and August and asked us to become a sponsor, which means we would kick in some money for that. I've only discussed this with Sarah and our president and I think it's fantastic idea that there's a group of people willing to do this beyond the scope of what the arts council could do alone but we certainly think this is a community building project that is worth putting money into. I'm in favor of it and I think it can only enhance our Friday night art walks. Certainly, in this time when you can do outdoor activity closing streets and allowing people to enjoy the arts businesses, the music and the whole community is the way to go.

Donna: You comment here that you get money in a 2-year cycle from the Utah Division of Arts and Museums. **Pat:** Yes, we do. **Donna:** Any update on that? **Pat:** No, unfortunately, but we're keeping our fingers crossed. They've been hit hard and the last I talked to them, they said probably by July they'd know something. **Donna:** Executive Appropriations is meeting today. Have you applied for any CARES act funding? **Pat:** I have not applied for any of that. We didn't have any of our activities impacted this year because they all occurred before the shutdown, so I don't think we'd be eligible. **Becki:** In the past, what kind of attendance numbers happen with the Friday art walk? **Pat:** It's hard to get firm numbers but I can verify that I have observed over the years that was really a lot of people. **Joanne:** Hundreds. **Pat:** This will be the 5th year of doing art walks. It takes a while for people to recognize that this activity is going on and it's — something interesting to do on a Friday night. Of course, the Shakespeare was running then and who knows what's happening this year, but people are out looking for something to do. **Becki:** Do you have a number? **Pat:** It's probably a couple hundred people? **Donna:** I would say 500. **Neal:** I would say that 200's low. **Sarah Penny:** We run it from 5-8 p.m. and try to gauge the attendance at different locations and we were guessing between 200-400 people by September. And that was partly because the college was back in session and the students participated. August and September are bigger than the other three.

CEDAR CITY CHILDREN'S MUSICAL THEATER – Jewly Krause: I am the president of CCCMT. We're in our 11th year. We started with 45 kids and generally we have about 200 kids in our summer musicals. What we're looking for is help with the Heritage Theater, utilities and royalties. Last year we did Shrek the musical. There were 160 kids in that show. About 3,500 came and saw the show. We continue to do mini musicals throughout the year. These are targeted specifically for younger kids, but it can go up to 19. The idea behind the mini musicals is to allow kids from age 5 to be involved. It's a shorter time frame. It's a 2-week practice instead of 3 months. They get to be onstage and the opportunity for leads in a mini musical is higher with younger kids. Last year we did 8 sessions of Willy Wonka. We got through session 5 and started session 6 when COVID-19 started. I'm happy to say that we were able to bring all those back kids, which they had already been cast in 6 & 7. They have come back and finished performing, so session 7 & session 8 will be finishing this month. We did postpone our big summer musical. We did a survey and with the uncertainty, we couldn't guarantee. We have supplemented that with 2 additional larger sessions of the melodrama "Tumbleweeds". It's a Wild West melodrama and hopefully, we can get all of the people in the summer musical we are just going to do it in smaller sessions. It's going to be different for me because I normally do the big summer session. This will be the 1st time I'm doing smaller groups. The feedback from the kids and parents was please do not do anything. We also continue to do a fundraising efforts. We do an annual Halloween dinner show. This year we did a fundraising gala that was Oscar themed and it was a lot of fun. We had a good turnout and we had a lot of prizes donated by people in the community. I'm really grateful for the support we get from the community. **Donna:** Did you charge for the gala? **Jewly:** Yes, we did. **Donna:** What were your ticket prices? **Jewly:** They were \$25. We tried to keep it so people could come, but the majority of money raised was from the silent auction. The focus for us is always continuing to have a place that we can practice. When you have that many kids you need a lot of space. The goal for us is to make sure that we have space to practice. Our long-term goal is to continue fundraising to find a permanent home. **Joanne:** There was a building you were trying to get. **Jewly:** We're in the old hospital. It's been sold. At the time, we were just trying to find something. We moved 3 times last year. But we're committed to the kids. We stayed at our first place for 5 years and when we had to leave that, we needed to find something quickly for Shrek. We went into a temporary location for 3 months and we've been at this new location for almost a year. We met with investors and we're hoping they'll let us stay because it works for us. The long-term goal for us is to have our own place. **Neal:** When you say you're going to do mini presentations, are you going to use the Heritage Theater? **Jewly:** Not this summer. **Neal:** How are you going to make this work? **Jewly:** We have a stage at our current place and it's fairly large. We have already started 2 different performances on multiple days, and the kids have to reserve their seats social distance by family and families are seated together. **Neal:** How about cleaning in-between? **Jewly:** It's a nightmare. Our cleaning expenses have gone up. Kids need to have their temps taken; we have masks. **Neal:** How do you socially distance the cast? **Jewly:** They are set in sections and they have to wear their masks when they're not onstage. It's been a challenge, but the kids are excited to be out and doing stuff. **Neal:** We'd be very interested in your results so that it may help many of the organizations going forward. **Jewly:** We have to be super organized. We had our first performance with session 6 on Saturday. We did 4 performances. Normally, we would fill our current location, which is about 150-160 on a normal night. This time we got 50 in there. They're all spread out. We've gotten fast at sanitizing. We think we can move our 2nd performance to 7:00 instead of 7:30. People are great and wear masks; we have hand sanitizer. The kids are getting used to washing their hands. It takes longer for practice to start. They have to wash their hands, get their temps taken then answer a few questions. Only people doing specific parts are onstage at a time. **Linda:** Since COVID and the regulations, how has it affected your budget and what changes do you foresee? **Jewly:** We had to shut down. We just finished the gala when it hit. Through the end March, April, and May was closed down. I think the biggest impact we'll see is the summer musical is the largest revenue stream. It brings in the majority of our money. We do well with the mini musicals, and we want to provide additional opportunities to the kids. I think we'll see our revenue decrease, but we're hoping with these smaller

—sessions we'll be able to offset. We're in the black. We want to be able to pay rent, pay bills and sustain. Last year we made some good investments. We got a storage container for costumes, lots of props, a new sound system. We invested in moving lights. We had additional monies from the year before. If we can make enough for our rent, we should be able to sustain. Our goal is to continue to provide opportunities for the kids. RAP Tax is a significant part of that. They help with rent, royalties, and pay for Heritage Theater. **Donna:** I want to commend you for adapting and serving those children and their families. **Jewly:** The emails we got were asking please don't cancel this. We sent out a survey and over 100 responses in first 10 minutes. It was a hard decision to cancel the summer musical and we have not done something like that for 11 years. **Joanne:** I commend you for the fact that you're financially stable and you've figured out how to be that way. RAP is a significant portion of your revenue, but it's not your whole revenue. **Jewly:** We're going to continue to fundraise. We're also applying for grants. We were denied for assistance, but we did get one-months' rent from the Utah rental assistance. We're going to continue to look at additional options. We're committed, but we want to make sure that we can continue to pay for a place.

CEDAR CITY JUNIOR BALLET – Chuck Brandt: I'm treasurer of the Cedar City Junior Ballet. My wife, Tawna, is the development director and Lisa Mills, who is the artistic director for ballet. We just completed our 17th season. We were the last group to perform in the Heritage Theater. It went well, but the numbers were very low. I think the attendance was about half. Our biggest disappointment this year was we had 900 students scheduled for the matinee and the school district cancelled. It was a good ballet and the kids were excited they got to perform and go on with "A Midsummer Night's Dream". We appreciate the RAP Tax funds. A majority of it will go to the performance and putting it on yearly. This year, we'll be doing "Cinderella", which is about the same size cast. It's 6 years since we did Cinderella. It draws a lot of little princesses to — come and watch the ballet. We're really looking forward to that. Going as we can with COVID, we closed the studios for about 3 weeks. We closed them down and had to go into quarantine and now, we're at the point of offering classes again at this time. We don't have as many attending because parents don't want to bring them. We have small classes so it's easy to socially distance. The largest group we have is 6-7 kids in the dance studio at one time. Parents wait outside. It seems to be going well. We're still open and able to provide the opportunity for these students to do ballet. Our budget for this year hasn't changed much. We are going to have more added expenses for guests artist this year. It's getting harder to find the male dancers to do those parts and pay them with that added cost. We're still trying to save because Lisa would like to do a new ballet in the next 2 years. We're trying to save as we go through COVID. We know we have reduced revenue because of the lack of students. We do lose a lot during summer for vacations. It's always been that way through summer. We're excited for Cinderella auditions in September. Lisa spends every weekend from October-March teaching the kids the ballet and anyone who comes to audition will get a part. **Neal:** When's your next performance? **Chuck:** It's in March. We'll move forward and follow all guidelines and see how it moves turns out. **Joanne:** Cinderella's one that you've done before right? **Chuck:** Yes. **Joanne:** You've got the costumes and choreography, so you're not starting from scratch.

CEDAR CITY MUSIC ARTS – Sarah Delie: I'm on the board of Cedar City Music Arts. Cedar City Music Arts is committed to bringing world class performances to Iron County, a dedication that has continued in this county for 92 years. As the oldest arts presenter in the State of Utah, we continue to offer quality performing artists at a price for all local residents to attend. Our season ticket price is \$100 for 6 — performance. It comes out to about \$17 per performance. Single ticket prices are \$30 for adults, \$15 for students. RAP tax money will be used for artists and performance fees for the 2020-2021 season. This past season, we presented 5 performances at a cost of \$71,500. In addition, two of the visiting performers provided matinees for students in the Iron Co. School District at no cost to them. All of our concerts are held in the Heritage Center Theater. Unfortunately, due to the COVID-19 pandemic, we were unable to present the last offering of our season, The Spanish Brass on March 25th. We have tentatively rescheduled the group for Nov. 13th this year. Our season for 2021, we're planning on, dependent on what the travel restrictions are

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to the United States, the Utah Symphony on Oct. 2nd, the Moscow Ballet Nutcracker on Nov. 25th, Gentry, with a possible matinee, Dec. 8th, the Thalia Strings Quartet with a matinee on Jan. 7th, the Poulenc Trio on Feb. 8th, and Doyle Lawson and Quicksilver on March 3rd. At this time, we're moving forward with the schedule as much as we can according to the State guidelines. Artist may need to be rescheduled due to their inability to travel to the U.S. We are committed to providing meaningful and safe experiences for our patrons. **Donna:** I realize most people are buying season tickets. Was there any other financial consequence from the cancellation of the last show? **Sarah:** We lost all single ticket sales for that show. **Donna:** What do you estimate that at? **Sarah:** Probably about \$600. We are talking about a variety of different options for next season if some of our performers can't make it here. One option is a mini subscription where you buy 3 tickets at \$50 or \$55 instead of 6 tickets. All single ticket sales would be difficult for us because selling the subscription tickets allows us to bank a larger portion of fund in the beginning which pays a substantial portion of artists fees for year. We've also acquired some grants over the year, which helped a great deal. Our subscriptions increased last year. We're hoping to increase that a bit more. That may not happen because of COVID. We're looking at doing as many shows as we can and present as much of the season as we can. **Joanne:** Looking at your attendance numbers, the Nutcracker knocks it out of the park, but there are some that aren't as many so I would imagine the season ticket sales are important. I would think the mini thing might be a way to do that. **Sarah:** It would give us money up front and patrons a little flexibility if they don't think they can come to a performance. They're losing money in terms of outlaying funds at the beginning. **Joanne:** What analysis have you done? I'm glad subscriptions increased this year, but subscriptions were decreasing, and attendance was down and that may attract a younger audience. **Sarah:** We tried to increase our ticket seller. Cedar City Music Arts uses a unique way of selling tickets. It works for them. This past season we did increase the number of people who sold tickets. Another thing we're doing is trying to increase the range of offerings. In March, we're doing Doyle Lawson and Quicksilver, which is a blue grass and we're trying to increase the range of musical performances that we give. **Neal:** You mentioned you had some artists coming in from overseas. Should you rethink that because of travel restrictions? Beijing had an outbreak. I know if they're coming from China, they probably won't fly her next March. **Sarah:** I don't think we have anyone coming from China, but we do have the Moscow Ballet coming from Russia. I have been in contact with them to see if they are still coming. **Neal:** It's not too late to switch somebody out then. **Sarah:** Right. Fortunately, the Nutcracker is one of our biggest sellers and it would be hard to let that go. **Joanne:** It's been the Nevada ballet as well. **Sarah:** We could look elsewhere to find someone for that slot.

CEDAR LIVESTOCK AND HERITAGE FESTIVAL - Donna Christensen: I'm here with some other committee members to talk about the Cedar Livestock and Heritage Festival. It's held the last weekend in October. This year is going to be different because of the circumstances we're in now. In the past we've had a Dutch oven cooking contest, we've merged with the cowboy gathering to add cowboy poets, we have heritage crafts and displays, educational booths and vendors, an antique tractor pull and show, a sheep dog contest, ranch rodeo, the model A club, the Cedar Chest Quilters Guild and cowboy church, and of course the parade down main street. This year what happens we still have to get the animals off the mountain. Livestock people don't get to stop. It would be great to move forward with parade for sure. The Cedar Livestock and Heritage Festival showcases what we have and where we come from. In the past we have a map that we have people put pushpins in. We have people come from all over country that come. We've had had people come from several different countries specifically for the livestock festival. We do this in an off season. It's in October when we don't have any other events going on. It helps all the businesses, restaurants and hotels and brings income into our town. We've put together a book of the history of some of the livestock families. Someone here suggested that we do the little sheep. They sold like hotcakes. We got 100 of these we had none to sell after 15-20 minutes. **Joanne:** Is it going to be the 24th or the 31st? **Donna C:** It's the 24th. The parade will be that Saturday. We've applied for our parade permit from the City. It just needs to be approved through the State. This year we're making some modifications. We don't know how it'll move