



Meeting Minutes

**Arts & Culture Commission: Communication and  
Advocacy Subcommittee**

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Monday, June 29, 2020

3:00 PM

Virtual Meeting

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**This meeting will be held by video and telephone conference. Members of the public may participate by calling 844-474-0925 and entering passcode 18048894.**

**CALL TO ORDER**

Administrator Ozlanski called the meeting to order at 3:04 p.m.

**ROLL CALL**

**Present:** 4 - Committee Member Cross, Committee Member MacFarlane, Committee Member Paulos and Committee Member McKenzie

Staff Present: Arts and Culture Administrator Guylene Ozlanski

**OLD BUSINESS**

None.

**NEW BUSINESS**

1. Appoint Committee Chairman

**MOTION BY Committee Member MacFarlane, SECONDED BY Committee Member McKenzie, that the appointment of Brian cross as chairman of the Communication and Advocacy Subcommittee be APPROVED The motion carried by the following vote:**

**Ayes:** 4 - Committee Member Cross, Committee Member MacFarlane, Committee Member Paulos and Committee Member McKenzie

2. Identify a Member to Manage Arts & Culture Commission Social Media

Administrator Ozlanski updated the committee on the social media platforms and shared that Commissioner Barnes previously managed the sites. Commissioner Barnes is not currently serving on this committee. Committee discussed the importance of maintaining the sites and Commissioner Paulos recommended using a platform such as Hootsuite, to manage the multiple sites. The committee were in support of this direction. Commissioner Paulos will take the lead on initiating Hootsuite and managing the content on Arts and Culture Social Media.

3. Discuss Arts advocacy Opportunities in Goodyear

The committee discussed goals of advocating for Goodyear Arts. Commissioner MacFarlane discussed the importance of identifying ways to virtually connect with elected officials since we are unable to gather in-person. Commissioner Paulos shared that due to the current climate a focus on Health and Wellness and how the Arts can support this would make a broad impact. Commissioner McKenzie identified the importance of supporting our local artists and how finding resources that focus on the economic impact to visual, performing and gig artists is essential. Commissioner Paulos suggested interviewing local artists to help keep them in the public eye.

Administrator Ozlanski will connect with Goodyear Economic Development staff Darah Mann. Economic Development has been providing connection to resources for local business. Darah may have resources that could be Arts economy specific that could be shared via Arts and Culture Commission's social media. Additionally, the committee requested that an infographic fact sheet be created about the impact of the Arts on Goodyear focusing on quality of life, sense of community and cultural economy.

4. Establish FY2021 Goals

The committee came to a consensus on focusing on two goals to start FY2021. The goals include to establish an umbrella site to manage all social platforms and public engagement benchmarks will be reviewed quarterly and to develop a Goodyear Arts Fact Sheet and circulate via social platforms.

**INFORMATION ITEMS**

Commissioner MacFarlane shared that the Maricopa Library District is all virtual Summer Reading Program for people 0-99 years of age. They are partnering with local groups to provide virtual programming such as the AZ Science Center and Henna artists to name a few. More info can be found on the Goodyear Branch Library website.

**NEXT MEETING**

**ADJOURNMENT**

There being no further business to discuss, Chairman Cross adjourned the meeting at 3:57 p.m.

Respectfully Submitted by:

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Guylene Ozlanski, Arts and Culture Administrator

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Brian Cross, Chairman

Date: \_\_\_\_\_