



City of Goodyear

See Meeting Location
Below

Meeting Minutes

Arts & Culture Commission: Communication and Advocacy Subcommittee

Tuesday, January 26, 2021

4:00 PM

Via Video Conference Call

Public Conference Call: (844)474-0925 Passcode: 18048894

CALL TO ORDER

Chairman called the meeting to order at 4:03 p.m.

ROLL CALL

Present: 6 - Committee Member MacFarlane, Committee Member MacFarlane, Committee Member Cross, Committee Member Paulos, Committee Member MacFarlane and Committee Member MacFarlane

Excused: 1 - Committee Member McKenzie

Staff Present: Administrator Guylene Ozlanski and Administrative Assistant Julie Pierce

OLD BUSINESS

None.

NEW BUSINESS

Promotional Video and Infographic (Guylene Ozlanski, Administrator)

The promotional video would be a flashy, bright, quick and energetic introduction of the Goodyear Arts and Culture Commission. The video would be used to lead off any of the virtual offerings including lectures, paint parties etc. as well as be embedded on the website. Mary Manning, videographer for City of Goodyear, provided content suggestions including interesting motions made from head shots with titles and names. The commission will create a drop box folder for everyone to add pictures and videos. Once all the content is gathered together it will take Manning a week to create a video. Commissioner Cross will request content from the remaining commissioners. A professional photographer will take head shots of the commissioners to provided a consistent look for the video. The infographic would be a joint partnership between the Arts and Culture Commission and the Parks and Recreation Commission. Once an outline is constructed Sarna O'Brien will put together different options for the infographic.

Social Media Update (Guylene Ozlanski, Administrator)

The social media following for the Arts and Culture in Goodyear is a loyal base and consistently support events. Ozlanski reached out to the City's communication department inquiring about the commissions ability to use a variety of social media platforms to promote Arts and Culture in Goodyear.

Prioritize Four Goals for 2021 (Guylene Ozlanski, Administrator)

1. Create video infographic.
2. Push to increase Social Media engagement through shares, new followers and advertisement.
3. Quarterly art challenges.
4. Engage with Parks and Recreation Commission.

Select Monthly Art Challenges and Incentives (Guylene Ozlanski, Administrator)

INFORMATION ITEMS

NEXT MEETING

ADJOURNMENT

There being no further business to discuss, Chairman Cross adjourned the meeting at 4:36 p.m.

Respectfully Submitted by:

Julie Pierce, Administrative Assistant

Brian Cross, Chairman

Date: _____