

Minutes – September 20, 2021 – BRC for Arts and Nonprofits

Members in Attendance: Russ Grazier, Barbara Massar (remote), Courtney Perkins, Beth Falconer, Renee Giffroy, Kathy Somssich, Nihco Gallo.

Non-members in attendance: Ben VanCamp, Stephanie Seacord (remote).

Russ called the meeting to order at 12:02 PM

As there wasn't a quorum present, no votes were taken.

Correction to the last minutes of September 13, 2021: AFTA hopes the financial report from the Nonprofits will be easier in order to simplify the accumulation of data.

Marketing initiative: Russ has spoken to Mayor Rick Becksted and City Manager Karen Conard. Both are in favor of the proposal to make the \$51,700 left in the Art-Speak account available for a marketing initiative for Arts organizations in conjunction with the Chamber Collaborative. City Manager Karen Conard will present the proposal at tonight's City Council meeting. City Manager Conard will speak with the Legal Dept. regarding a plan to implement the proposal.

Beth presented the results of the survey put together by the marketing subcommittee and Ben VanCamp of the Chamber Collaborative to ascertain the marketing direction our organizations would like to see. The results indicate that our organizations would like to see a marketing campaign that emphasizes "Brand Awareness" and a "We're Open w/pandemic message." The results of the survey indicated a desire to expand out-of-town attendance, while emphasizing the importance of local marketing as well. The survey indicated that marketing Arts Nonprofits is a priority, with For Profit organizations close behind, depending on what the primary business is.

This information will give Darci Creative an idea of the direction of the marketing campaign. Darci will be invited to the next BRC meeting on October 4.

Ben asked where the decision-making lies and who will sign off on decisions: the sub-committee or the whole group. An unofficial consensus was that the marketing subcommittee will make decisions with the Chamber Collaborative and Darci Creative and bring the marketing materials to the members of the BRC.

Other questions were brought up, such as How do we evaluate the success of the marketing campaign? Whose attention did the campaign capture? What is the influence of the marketing campaign on attendance? Is the goal of the marketing plan to increase ticket sales?

Ben suggested a weekly dashboard report from each individual site in case it is necessary to pivot and make changes to the marketing approach.

The first step is for Darci Creative to present to the BRC a marketing plan. The subcommittee can make recommendations and the members of the BRC can agree or disagree.

The BRC was reminded that the marketing strategy will be Brand Awareness and to generate out-of-town interest in Portsmouth as an Arts and Culture destination, and not the announcement of individual events.

Robin is working with Nancy Carmer on the AFTA Study. The immediate goal is to expand and populate the list of participating organizations and venues.

The AFTA Study subcommittee will meet next week.

Barbara commented on Market Square Day and noted that attendance was down from previous years, but people showed great interest in getting out and listening to music. The Vaccination Tent reported interest in booster shots. Pro Portsmouth is congratulated for a successful revival of Market Square Day.

The next BRC meeting is on Monday, October 4, 2021 at 12 PM.

Russ adjourned the meeting at 12:32 PM.

Submitted by Kathy Somssich