Sustainability Meeting Minutes

March 4, 2013

Members present: Jeff Murrell, Cris Cosca, Michael Madden, Shannon Hattyar, Lori Welty, Pam Perkins

* March 4, 2013 @ 6:00 p.m.
  + - **Agenda**
    - Update on Salvador’s Partnerships
      * Performing Arts Center – Ming Luke
    - Sustainability Plan
    - Community Rental and Funding Possibilities – Certified Kitchen for Caterers
    - Brainstorm elements of a Promotional DVD

Update on Salvador’s Partnerships

Michael Madden provided information the Napa Valley Performing Art Center:

Napa Valley Performing Arts Center - Reopened the theater in January. Funding of .5 million dollars has been provided by IMG of New York. After a brainstorming session with key players, it was determined that the focus for the performing arts center would be based on the community and arts education. This was the original intent of the theater when it originally opened. Before closing, the theater’s main function was based on providing the community with a series of art related shows. The new board, including the board president with 25 years of tenure at Warner Brothers, accountants, business and community members, decided to hire community arts and educational activists. They have set on a course to focus more on education and community involvement than shows. They are positioning themselves in a niche market by partnering with Justin Siena, Festival Del Sole, Youth Symphony and others.

Plans for the future include summer events and resident artists. This summer they will provide a two week theatre workshop, dance workshop, etc. Fifty students from elite art colleges will become resident artists in Napa Valley. They will participate using their artistic talents at Festival del Sole. Ming Luke would like to add a fellowship program to Napa. He has been building an impressive reputation in the symphony arts throughout the country. He wants to design a sister program to Carnegie Hall Fellowship program with the fifty resident student artists. PUC is providing the dorm accommodations for the 50 students. This will be meaningful work for the post-graduate musicians. They will play in the Napa symphony and receive orchestra experience which will help support their future careers. Additionally, they will mentor children in Napa Valley. Rick Walker identifies Ming’s program as the most innovative he has seen. March 23 is the grand opening of Napa Valley Performing Arts Center.

Ming and Pam’s discussion have been about integrating music into the current art integration program at Salvador. The Community Art Forum on March 23 will bring people together in the Valley including Barb Nemko, Napa Arts Council and possibly the California Arts Council. A representative from Carnegie Hall will also attend.

Sustainability Plan – Review and Recommendations

Michael recommended integrating more writing with Lela of the Napa Valley Writing Project – Her project would be a beneficial addition. Her message is to encourage every child to write a book or screen play. She does this through creative workshops, lecture, etc.

Michael also added marketing recommendations – He recommended working with community organizations that can support and deliver your message throughout the valley. He described an example of his success. A prominent musician, Mariachi Vargas, came from Mexico to present and sing at the theatre. With only a few hundred ticket sales, Michael decided to connect with community organizations. He gave mezzanine level tickets to the organization and highlighted them in the show opening by talking about the mission of the Children’s Health Organization. The organization was able to market the visiting artist to friends and community members and helped the theatre sell 1200 tickets. Michael was pleased to see an audience filled a Mexican American audience.

Michael also recommended a possible name change or branding.

Jeff discussed the importance of community and recommended the community be included in the sustainability plan.

Brainstorm Elements to include in the Promotional DVD

Create a value proposition story. Robert Jordan provided a plan to partner in theater program.

Partners – Show mission and vision; partners; values; parent testimonials (critically important) – why they made the decisions and how they served them well.

Chris recommended that we stay “true” to our mission when adding partners that may have a different agenda. Pam described how she communicated her vision to Ming Luke and the importance of integrating music with the current program and not just adding another element.

Future Agenda Items

No future agenda items were recommended at this time.