

## Fredericksburg Arts Commission Minutes

Wednesday, February 15, 2023

7:00 p.m.

Dorothy Hart Community Center

408 Canal Street

Fredericksburg VA 22401

In attendance: Sophia Constantine, Kerry Devine, Kenneth Lecky, Jon McMillan, Pete Morelewicz, M.C. Morris (by phone), Joye Thomas, Alma Withers

Absent: Stephen Hu, Jason Graham, Melanie Johnson

- Called to Order at 7:00 pm
- Welcome/Intro Guests & Community Members in attendance
  - Preston Thayer was in attendance to discuss the Public Sculpture Project
- Public Comment
  - none
- Approval of January Meeting Minutes
  - Approved by unanimous consent
- Officer and Committee Reports
  - Treasurer's Report (Kenneth Lecky)
    - Reflects the actual expenses of the Love FXBG Art event: \$375 in online advertising
    - Report approved by unanimous consent
  - Public Art (Kenneth Lecky)
    - Preston will speak to the EDA about the possibility of contributing to the 2023-24 sculpture season
    - The Commission discussed bringing some of the sculptors back before the end of the work's stay in Fredericksburg for an event for potential sponsors
    - Sophia offered to work on a plan for this event
  - Administrative (Kenneth Lecky)
    - Kenneth is testing the google drive implementation for shared FAC file storage
    - Reminder for members should send preferred email addresses to Kenneth for access
    - No update on DEI planning
  - Funding (Joye Thomas)
    - Look for Creative Communities Partnership Grant (CCPG) vote in March and Art Support vote in April
    - MC will reach out to previous recipients of CCPG and try to find if the City has a list of non-profits
  - Venues (Stephen Hu)
    - No report
  - Publicity (Kenneth)

- Love FXBG Art online sale went well
  - 999 visitors with 1271 clicks out to artist stores
    - Traffic to our site down roughly 5% from previous years
    - Clicks to artist sites were up 68% from last year and down 34% from the first year
    - Clicks per visitor: 1.3 this year, up 85% from 2022 and down 31% from 2021
  - Ads on both Facebook and Instagram
    - 99% of traffic came from Facebook
    - Cost per click to love.fredarts.com: \$0.37
    - Cost per click to artist stores: \$3.39
  - Outreach (Sophia Constantine)
    - Earth Day event collaboration in the works
  - Trolley (Kenneth Lecky)
    - Extra stop will be added in March for the Johnny P. Johnson Teen Art Show at the Fredericksburg Branch Library
- Old Business
  - none
- New Business
  - none
- Adjourned at 8:00 pm