

San Pedro Arts Culture Entertainment District
Regular Committee & Public Meeting Notes March 12, 2012

Committee members present: Linda Alexander, *James Preston Allen*, Annette Ciketic, *Liz Schindler-Johnson*, *Lauren Kilgore*, *Beate Kirmse*, Deborah Lewis. Absent: Melanie Jones, Allyson Vought, Stephen Robbins, Ray Carofano and Andrew Silber.

Staff Present: Betsy Cheek, Chamber of Commerce, Judith Blahnik, Chamber of Commerce,
Others Present: 7 members of the community.

The meeting was called to order with opening remarks by Chairman, Deborah Lewis at 4:13 PM.

Public Comment: Included announcements by: Linda Grimes re: Golden State Pops Chamber Orchestra upcoming appearance at KPCC's Crawford Family Forum in Pasadena, and her thanks to all who supported the recent Women's History Luncheon; John Stinson re: a San Pedro Arts Association family event at their Ports O'Call Gallery; Judith Blahnik re: upcoming All Member Show at the National Water Color Society; Deborah Lewis re: events at Angels Gate Cultural Center and Michael Gatanz re: the Summary for San Pedro Marketing Project Recommendations.

Meeting Notes January 9, 2012: Linda Alexander motioned the Meeting Notes be approved. Liz Schindler Johnson 2nd. MOTION PASSED UNANIMOUSLY.

Meeting Notes February 13, 2012: Lauren Kilgore motioned that the Meeting Notes be approved. Linda Alexander 2nd. MOTION PASSED UNANIMOUSLY.

Financial Report: Judith Blahnik reported that ACE District had received payment 2 of contract year ending June 30 2012 plus partial carryover for 2013, 2014 in the amount of \$199,092.00. After current contracted payments and final invoice and last payments the total carry over for 2013 and 2014 will be \$197,000.

Chamber Request for ACE District AD in new Visitors Guide and Directory: Betsy Cheek, Chamber CEO encouraged the ACE District to promote itself and downtown arts by renewing their ad. Liz Schindler Johnson motioned that the ACE District spend up to \$2,000 for an ACE District ad for the new Chamber Directory and empower Deborah to over see the production of the ad. Annette Ciketic 2nd.

MOTION PASSED: YES: 5, NO: 1

Chamber of Commerce Collaborative Marketing Plan: Chamber Board Member, Linda Grimes reported on recent meetings to create a plan with a collaborative strategy by PBID, ACE, Chamber and Port. Discussion included ways ACE could contribute to cohesive downtown branding i.e. a clear ACE identify and boilerplate PR for other collaborators to include in their material. Meanwhile PBID is taking steps to hire a marketing director who will gather input from all marketing collaborators.

1st Thursday ArtWalk Report:

Annette Ciketic reported that one phone call to local TV news brought throngs to findings Art Center for the Sneak Peak of designed bras for the What A Pair fundraiser. Angela Romero, filling in for Pat Carroll reported she had 30 taking the tour, and James Preston Allen introduced Cultural Anthropologist, Ken Erickson, whose teams were out on 1st Thursday streets asking questions to discover why people come out on 1st Thursday. He'll be back over the next several 1st Thursdays.

New Business: None

The Meeting adjourned at 6:15 PM. Next meeting: April 9, 2012 at 4 PM