



Cultural Action Plan  
Summit Event Subcommittee Minutes  
January 28, 2008

The Salisbury City Council adopted a Resolution of Intent September 4, 2007, to adopt a goal to investigate and create a Cultural Action Plan. On January 28, 2008, a volunteer subcommittee met in the Council Chamber at 217 South Main Street to further this goal.

**In attendance were:** Joe Morris (Staff Liaison and Chair), Connie Baker, Phillip Burgess, Michele d’Hemecourt, James Donaldson, David Fish, Cheryl Goins, Joanne Harrison, Faleese Moore-Jenkins, Arba Knapp, Katie Lipscomb, Betz Bigelow McKeown, Diana Moghrabi, Foster Owen, Doug Paris, Barbara Perry, Eleanor Qadirah, Lynn Raker, Marietta Smith, and Gail Elder White.

Joe Morris offered an invocation. Lunch was provided from the Honey Baked Ham Store. Copies of the “Planning a Cultural Summit” checklist provided by the consultant were distributed. There was a brainstorming session resulting in the following ideas.

- The committee focused on providing an appropriate space and time for the consultant’s findings April 18 & 19, 2008. Katie Lipscomb will speak to Reid Leonard at Piedmont Players Theatre, Inc., to inquire about the availability of the Meroney Theater as an indoor venue. City Hall could also be considered for the presentation of findings to the public. This should take place prior to the big event—perhaps at 3 p.m.
  - Note: Other seasons were discussed, but this seemed the better choice based on the consultant’s timeline and community activities. Concerns were raised about weather conditions.
- The cultural event will tie in with the April 18, 2008, “Night on the Town” Earth Day celebration sponsored by Downtown Salisbury, Inc. (DSI), who will have the Brubaker’s <http://www.thebrubakers.cc/> playing (on Fisher Street) Friday evening from 8–11 p.m.
- There will also be Earth Day events at Catawba College. <http://www.centerfortheenvironment.com/> Transportation from the college to downtown may be an option.
- There will be more discussion about including a gallery crawl. The Fisher/Lee Street Plaza could be used for visual arts displays.
- The event(s) will take place on or near Fisher Street, which can be closed with no problem. The City would like to showcase Fisher Street and include an official opening of the street. Taylor Clay, who provided the recycled brick, could be approached as a sponsor. The lot behind the Thread Shed can be used as a venue.

- The *rousing performing arts* and *high energy* will come from a production of “Salisbury Has Talent” Saturday, April 19, 2008. David Fish has done an “Idol” production at Catawba College and had some ideas and experience for doing this type of production. The applications could carry a \$20 entry fee and audition forms can be filled out online. After afternoon auditions, twelve contestants would be chosen for a Saturday evening performance that could carry a \$5 door charge (maybe at the Meroney). All ages and all types of performing arts would be included. Sponsors would be needed to provide the prizes. Finals could begin around 5 or 6 p.m.
- This should be a social setting and a fluid event. Lynn Raker suggested stations or booths. Local arts organizations could have information booths.
- The Rowan Arts Council could provide the outdoor stage. Betz will get information on lighting and a sound system.
- Marketing could be “cross pollinated” Friday night for the Saturday events.
- Trolley transportation should be discussed with James Meacham. Maybe a passport could be offered.
- Expanding to the Rail Walk or including space owned by John and Glen Ketner interested some members of the committee, but it may be more than we can handle for this event and in such a short period of time. The local artists have been discussing a separate gallery crawl.
- Ask Food Lion about product tie-in and look for sponsors. Food Lion can use this Earth Day theme to publicize their green building.
- Categories to assign at a later date: Logistics, Organization, Marketing, Visual and Performing arts, Hospitality...

Mary Berryman Agard will present preliminary findings to City Council at the Council Retreat February 15, 2008.

**The next meeting of the Cultural Action Plan Summit Event Subcommittee will be February 11, 2008, at 12:30 p.m., at City Hall, 217 S. Main Street. Lunch will be provided.**

Respectfully submitted,

Diana Moghrabi  
Secretary